Agenda

- What is Networking?
- How Do I Get Started?
- Building Your Network
- Tools
- Maintaining Your Network
- Leveraging Your Network
Career Management – The Big Picture

- Core Competencies
- Experience and Skills
- R&D
- Career Analysis, Planning & Training
- Marketing
- Networking & Personal Branding
- Sales
- Job Searching & Interviewing
Professional Networking

- Professional Networking is mutual relationship building and maintenance
- Why should I care?
  - Think of yourself as the CEO of Me Inc.
  - Financial security.
  - Professional IT community good will.
  - Use viral marketing to your advantage.
- A Chinese proverb states “Dig the well before you are thirsty”
- Online presence concerns
  - What will my manager and peers think? Privacy concerns?
  - Current recruiting practices per ExecuNet, “83 percent admit they're looking online to augment what's found on a résumé. And... using what they found (or often what they didn't), 43 percent of those recruiters have eliminated a candidate from consideration before the first phone call is made.”
Network Relationships

- Understanding the types of relationships that exist
  - The supplier/consumer dimension of a relationship
    - Both are networking collaborators
    - You are a (service) supplier
    - You are a (service) consumer
  - The ties that bond dimension
    - Geographic
    - Industry / Company
    - Profession
    - Cultural
    - Hobbies / Interests

- Networks have both **breadth and Depth**

- Set and measure networking goals
  - At least 50% of your network connections on LinkedIn
  - Establish a network of at least 200 network connections
How Do I Get Started?

- Develop a plan for your personal brand
  - Perform a skills inventory (review/update resume)
  - What career opportunities do you wish to seek?
  - Identify market needs for your skills and desires
  - Gap analysis and develop a plan to synchronize the above items
  - What accomplishments differentiate you from others?
- Google yourself with varying names
- Establish your profile and build your network connections on LinkedIn
- Contact Management
  - How will you store your relationship data?
  - Don’t keep track of everything and don’t keep score of giving.
  - Easy access to past Email exchanges.
Developing Your Personal Brand

“When I was in my job search I was a nobody. I was cliché, a commodity, a dime-a-dozen. No one had heard of me, and I was a perceived expert in ... nothing. I knew that I had expertise, and could bring value to the equation, but nobody knew that, nor did they know me. My job search was a lot of push-marketing, and it was painful.” Jason Alba, CEO of JibberJobber.com and author of the book “I’m on LinkedIn – Now What?”
Developing Your Personal Brand

- Comment on blogs, podcasts & answer LinkedIn questions but assure comments are positive & on target for your brand.
- Establish a web site known by Google to promote the accomplishments of your brand.
- Create an Email signature that includes the URL of your LinkedIn profile or web site. Also include distinguishing degrees and certifications.
- Publish – blog, papers, articles, books.
- Assure there are no conflicts of interest.
Building Your Network

- Data mine your Email address books and Email archive.
- Search your mind for positive professional relationships from your past, then search for their name on LinkedIn. If found send them a personalized invite.
- Ask about their goals, note it and assist them however you can.
- Plan one networking related lunch a week.
- Remember to use the phone and not just send Email.
- The goal is to build relationships of mutual benefit.
- “Build your network, Support your network, Lead your network” Rod Colon, CEO & Founder of ETP Network
Tools

- Personalize invites, don’t use the default message.
- Keep your profile accurate and complete for at least 10 years.
- Use variations of job titles, corporations, universities and acronyms in your profile.
- Review your public profile settings and open up as much as you are comfortable and assure it’s consistent.
- Establish a “vanity” URL for you public profile.
- Join corporate & university alumni groups on LinkedIn.
- Improve your “Profile Completeness”.
- Review network updates via an RSS reader.
The LinkedIn Network

Your Network of Trusted Professionals
Your Connections
1. Your trusted friends and colleagues — 165
2. Two degrees away — Friends of friends, each connected to one of your connections — 19,600+
3. Three degrees away — Reach these users through a friend and one of their friends — 2,004,500+

Total people you can contact through an introduction
Your network also includes 1,400+ user in your 4 LinkedIn Groups — 2,024,300+
9,269 new people in your network since February 21

The LinkedIn Network
The total of all LinkedIn users, who can be contacted directly through InMails — 19,000,000+
Total users you can contact directly — try a search now!

More About Your Network
Regional Access
Top locations in your network:

You are at the center of your network. Your connections can introduce you to 2,024,300+ professionals — here's how your network breaks down:

Three degrees of connections:
• 1st degree – your friends
• 2nd degree – friends of your friends
• 3rd degree – friends of your friend’s friends

There are over 20 million professionals on LinkedIn!
Network Investing with Compound Interest

- Daily activities
  - **Check for new network LinkedIn connections and profile updates**
  - Review LinkedIn Answers to any questions you’ve asked
- Weekly activities
  - **Consider new LinkedIn invite candidates from your current work**
  - Provide valuable answers to some LinkedIn questions
  - Review your LinkedIn lurkers
- Monthly activities
  - Adjust your networking growth & strength goals
  - **Improve your brand recognition**
  - Export LinkedIn connects for backup storage
- Periodic activities
  - **Share news of interest that is of value to the recipient**
  - Send well wishes to network connections on birthdays and anniversaries
  - Stimulate dialogue regarding summer vacation or winter Holidays
  - Submit a clear, concise and specific LinkedIn recommendation
  - Adopt use of new tools and OpenSocial APIs to improve efficiencies
Transition by Design

- Targeted job searching on LinkedIn
  - Find people that you can reach out to in a company that you are interested in via your LinkedIn 1st degree connections. However to facilitate an introduction prepare a value proposition. Maybe they will be able to obtain a referral fee as a result.

- Leveraging your warm trusted network
  - If you do procure an interview within an unexpected but desirable company. Use your first 1st degree LinkedIn connections to make contact with an employee at that company.

- Keep the network contacts that have assisted you informed and remember to thank them in some special way. Even if the goal was not achieved.
Other Resources

- Local job search Yahoo Email groups
  - Bill_Hyland_Network  818 members  1 messages/day
  - CNG               914 members  4 Messages/day
  - etpnews           281 members  5 messages/day
  - mn077             701 members  7 messages/day
  - TheBreakfastClubNJ 691 members  20 messages/day

- Local networking events
  - CNG (Career Networking Group) meeting 1st & 3rd Thursday of each month in Basking Ridge, NJ
  - Combined (4 networking groups – AWC, MNA, TBCNJ, CIT) Dinner meeting 4th Tuesday 6 PM in Totowa, NJ
  - ETP (Empowering Today’s Professionals) Monday Night Networking Conference Call free for ETP members every Wednesday 9:30 PM
  - ETP Job Search & Networking School 3rd Thursdays 8 AM in Howell, NJ
  - TheBreakfastClubNJ 2nd Saturday 8 AM in New Brunswick, NJ

- RSS feeds for blogs
  - The LinkedIn
  - I’m On LinkedIn – Now What?
  - Jibber Jobber
  - Never Eat Alone

- Podcasts
  - The Connections Show
  - The National Networker Show
References

- Never Eat Alone by Keith Ferrazzi
- Online Networking by Liz Ryan
- I’m on LinkedIn – Now What??? by Jason Alba
- The World is Flat by Thomas L. Friedman
Questions & Answers

Questions?

Thank you!

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