

This newsletter is written by Debra Feldman, the head of JobWhiz, a career management and transition firm for executives. Sharing her article with our members does not mean that the TENG, Bruner Consulting or I am endorsing her services. Her contribution discusses networking as a job searching tool. If you have been in extended transition, you may be tired of reading articles on networking techniques, nonetheless, by reading as many as possible, you then pull out the appropriate elements from each and combine them into a program that is tailored for you. If you wish to send her feedback or contact her, you will find her Web address and phone number at the end of this article I am grateful for her contribution. Ed Pospesil

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The Sine Qua Non of Job Search Success
By Debra Feldman, the JobWhiz – Swift, Confidential Career Transitions

Without a doubt networking is indispensable for positive campaign results. Networking is the sine qua non of job search success. In accordance with the definition, networking is the condition that most often leads to a new job opportunity. In fact, research confirms that the vast majority of new hires result from personal connections and the percentage is highest among executives.

Face it. We are human. We can't resist the temptation of a big pay off. We enjoy a calculated risk. We like going for good odds. Thus, when it comes to our livelihood, financial security and future careers, networking purposefully to find a new challenge is the favored method, even if it takes more personal effort than clicks (online jobsites) and licks (direct mail.)

Although submitting resumes on line, notifying recruiters via fax resume blasts and direct mail campaigns including broadcast emails, can generate employer interest, it is personal networking that produces the most viable job leads. Just look back through your own career history or ask colleagues how they got their last position. Statistically, over 85% of all new jobs are the result of personal referrals. Playing the odds in the job hunter's favor means emphasizing networking activities over all other, even easier, job search methods.

How to start a networking-driven job search? This means first identify with whom to connect (target employers) and then define how best to command attention and the desirable response (invitation to meet in person.). Despite the substantially greater efforts involved, networking, especially targeted networking focusing on a few highly selected contacts with big potential, provides a greater probability for uncovering new career opportunities matching a candidate's requirements. If this is the method used continuously to expand one's business network, when it comes time to seek a new opportunity, many appropriate and valuable connections will already have been established paving a successful path filled with insider tips, leads and information.

Try these strategies putting the sine qua non of job search success, networking, to the test.

1. Establish a specific reason or focus for each networking interaction. Know what this contact can do to further the campaign progress and politely ask for help. Sure doctors, lawyers, Indian chiefs and barbers might all know someone, but the membership chair of the local chamber of commerce knows even more people who might prove useful.
2. Strategically focus networking activity to concentrate on individuals positioned to bring more connections or get you closer to the individual(s) you want to know your qualifications. If someone works at your target employer or is the roommate of someone who is employed there, this is one good way to get inside an organization.
3. Target networking to get connected to individuals who are themselves well connected because this will exponentially increase your networking depth and reach. Certain people have a knack for attracting others and they have a robust network. There are key contacts that by virtue of their status are extremely well connected.
4. Be persistent. If you believe a contact is beneficial and are having difficulty reaching them, don't easily give up trying to get their attention. Identify someone who might be able to arrange an introduction rather than cold calling. Keep a tickler file and periodically attempt to make contact. Do something outrageous, but professional, to capture their attention and start a dialogue. (Complimenting them is a good way to start.)
5. List everyone you have ever known that you admire and respect. Seek them out and let them know what your career objectives are at this time. If they ever liked you, chances are they will be happy to help, offer advice and provide support.
6. Do something that will allow the opportunity for you to promote yourself in a way that doesn't shout, "I need a job! Hire me!" For example, publish an article that you can circulate. This will keep you in front of others without having to send a message saying outright that you are job hunting and need their help. When they contact you to congratulate you is the time to make them aware that you are open to new opportunities.

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JobWhiz is the first and still the only career management service for senior executives that provides personal introductions to decision makers at target companies. By connecting directly to employers through a respected personal talent agent, job seekers quickly identify and swiftly land new opportunities. Developing and implementing a focused, extremely efficient campaign project eliminates unproductive cold calling and efforts wasted on ineffective job hunting. To learn how JobWhiz will kick start your connections to a new, higher paying challenge now and turn your stress into success, contact www.JobWhiz.com.

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