



Debra Feldman
JobWhiz
info@jobwhiz.com

Your Executive Ascent – Personally Delivered.
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HIDDEN JOB MARKET SECRETS
Networking: The Sine Qua Non of Job Search Success
By Debra Feldman, the JobWhiz™
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Without a doubt networking is indispensable for positive campaign results. Networking is the *sine qua non* of job search success. In fact, research confirms that the vast majority of new executive hires, over 80% still result from personal connections.

We're 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 should be the favored method, even if it takes more personal effort than clicks (online jobsites) and licks (direct mail.)

Although submitting resumes online, 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 and the lifelong relationships that make investing the time to nurture the right connections pay off. Just look back through your own career history or ask colleagues how they got their last position. Playing the odds in the job hunter's favor means emphasizing networking activities over all other, even easier, job search methods. Expand your network, work those contacts harder and the odds are you'll produce a new opportunity faster than using any other approach.

Despite the volume being far greater through blasts and mailings and online clicks, personal connections generate more offers. Direct mail campaigns distributing your marketing documents produce minimal results, at best. Calculate the cost of paper, stamps and labor involved plus the loss for returns and it gets pricey. Then, there's the added uncertainty of not knowing whether anyone actually bothered to evaluate your materials, if they got into the right hands to make a personal connection. And only such interactions between individuals produce job offers.

Contrast this to establishing a warm personal relationship with someone you target as a good networking resource and the likelihood of getting additional referrals and/or an immediate job lead dramatically favors purposeful networking as the job search method of choice, especially for senior level professionals. Using purposeful networking, it's possible to achieve over 100% responses from each networking encounter. That's more than one referral for each and every contact since many of the individuals you meet or speak with or email will offer to help personally as well as give you the names of additional networking contacts. Very quickly, your network builds exponentially increasing the number of people aware of your qualifications and connected by one or more degrees of separation. At the executive level, hiring managers are much more comfortable hiring a friend of a friend than selecting their next leader from a bunch of resumes representing unknown prospects.

How to start a networking-driven job search? First identify with whom to connect (your target employers) and then define how best to command attention and get the desirable response (invitation to meet.) Purposefully networking that focuses on a few highly selected contacts with potential provides a greater probability for uncovering new career opportunities that match the candidate's requirements. If you keep expanding your network while maintaining existing



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relationships, then when it comes time to seek a new opportunity, you'll already have many appropriate and valuable connections to insider tips, leads and information.

Follow these purposeful networking strategies for the Sine Qua Non of job search success.

1. Establish a specific reason or focus for each networking interaction. Know what this contact can do to further your 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 be helpful.
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 about your qualifications. If someone works at your target employer or is the roommate of someone who is employed there, these are both excellent ways to get inside an organization.
3. Target networking to get connected to individuals (network purposefully) that are well connected because this will exponentially increase your networking depth and reach. Certain people have a knack for attracting others (They are hubs.) and have a robust network in place. There are also individuals who are key contacts to engage because their status makes them extremely well connected and able to open doors for you.
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 make contact. Do something outrageous, but professional, to capture their attention and start a dialogue. (Find something to compliment- always a good way to break the ice and start a friendly exchange.)
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 provides 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 put 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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Debra Feldman is the JobWhiz™, a nationally-recognized expert who designs and personally implements swift, strategic, and customized senior level executive job search campaigns, banishing barriers that prevent immediate success. Her gift for cold calling - executed with high energy and savvy panache - connects candidates directly to decision makers, not HR. Network Purposefully™ with the JobWhiz, and compress your job search into mere weeks, using groundbreaking techniques profiled in Forbes magazine.

In addition to writing columns and conducting workshops for the AICPA, IEEE, Financial Executives International (FEI), Marketing Executives Networking Group (MENG), Financial Executives Networking Group (FENG), Technology Executives Networking Group (TENG), and Harvard Business School alumni, Debra is endorsed by NetShare, BlueSteps and ConstructionExecutive. The career officers at several top tier colleges and universities also recommend her. Contact Debra now at www.JobWhiz.com to expedite your executive ascent!