



## **Strategies for Networking**

### **1: Directly ask your network**

- If someone is in your network (friends, family, co-workers, fellow students, alumni), ask them for help
- If they say “no”, you don’t want them in your network anyway
- People are predicated to responding positively responding to a direct request for help

### **2: Research who to reach out to**

- Use LinkedIn to find the hiring manager who would oversee the position you are interested in
- Search out people in roles analogous to the one you are looking at
- In doing this research you can see career paths which have led people to the company you want to work for

### **3: Scour trade journals/press releases for talking points**

- Citing specific articles, company or personal accomplishments, or market news is a great intro point for conversations, much better than “I’m looking for a job.”
- This type of broader research allows you to carry the conversation beyond introductions

### **4: For transitional times (first job, career change, re-joining the workforce)**

- Be able to answer the “why does this interest you?” question
- Have your skills inventory well-rehearsed so that you can bridge the gap for people when explaining how your prior or current experience can actually help you in this change of direction