

*"Most opportunities are never advertised, they are filled through networking – known as the "hidden job market."*

Networking involves making connections for information exchange and support. Connections can provide job leads, advice and information about your industry. Start with your family and friends. Once you are comfortable, network with colleagues, employers, professors and professionals in your field.

## Networking Tips

- Smile, make eye contact and dress the part
- Use a 30 second elevator pitch, listen and ask relevant questions (*Elevator Pitch Tipsheet*)
- Attend and volunteer at professional events



## Communication at a Networking Event

### Starting out the conversation

*"I was looking forward to meeting you and learning more about your company."*

*"I see you work for ...; I've read a lot about your latest (product, research, process, etc.)."*

### Elevator pitch (*Elevator Pitch Tipsheet*)

Short and direct - highlight your education, related experience, skills, accomplishments and your goals

### Keeping the conversation going

*"Tell me more about..."*

*"What is your main area of business?"*

*"What advice do you have for graduates entering the field?"*

*"What do you look for in new hires?"*

### Moving on

*"I appreciated the opportunity to talk to you. Do you have a business card so that I can keep in touch?"*

## Other Tips

- Join a professional association related to your industry to learn from industry professionals.
- Volunteer to test out a job, gain experience and acquire new contacts.
- Use your social Media (LinkedIn is recommended - see *Using LinkedIn Effectively Tipsheet*)

## Networking Stars

No network is complete without many types of contacts such as:

1. **Strategists** help you plot a course toward your goals
2. **Targets** are linked to your career goals (ex. Employers)
3. **Allied Forces** are professionals who provide expertise to strengthen your network
4. **Role Models** are mentors who set good examples and offer advice and wisdom
5. **Supporters** are people who provide emotional support to you along the way



## Information Interviews Guide (see *Information Interview Tipsheet*)

**Research.** Determine who to contact. Consider whether you want to speak to human resources, someone doing the work you are interested in or the decision maker.

**Have a solid reason for the information interview.** Be clear with contacts about your reasons for wanting to speak with them. Introduce yourself and be specific about what you want – information, timing (15 minutes) and location of convenience for contact.

**During.** Ensure you know the location and arrive on time. Dress appropriately and be prepared with 6-8 questions, listen and take notes. Bring résumé as you may want to ask the contact for some feedback. By being prepared you will demonstrate your interest, your organizational skills, and make a great first impression.

### Questions to ask.

“What does a typical day in your job look like?” “What do you like most about this company?”

“Can you suggest some ways a graduate could obtain experience?” “How did you get started?”

“What are the ideal qualifications for someone doing this kind of work?”

“Are there other people in the field/company you would recommend I speak with?”

**Last Steps.** Send a thank you note. Record, analyze, and evaluate the information you learned.



## Finding Contacts

### Draw up a list of prospects

Do research in your field using Labour Market Websites (see tipsheet), company websites and LinkedIn.

### Get your 30 second elevator pitch ready

Include who you are, education, experience, highlights of your skills, an achievement and the purpose of your call.

### Tips

- Have your résumé in front of you in case the employer wants to know more about you. Ensure you have your calendar, a notepad and a pen.
- Track who you call and when.
- Follow up! Set a time frame with the employer as to when you check back in.
- Keep your tone conversational. You should not sound like you are reading from a script.



Additional Resource: [georgebrown.tenthousandcoffees.com](http://georgebrown.tenthousandcoffees.com)

**St. James**, 200 King Street (Room 155B), 416-415-5000 ext. 3818 [sjcareercentre@georgebrown.ca](mailto:sjcareercentre@georgebrown.ca)  
**Casa Loma**, 160 Kendal Avenue (Room C317), 416-415-5000 ext. 4100 [clcareercentre@georgebrown.ca](mailto:clcareercentre@georgebrown.ca)  
**Waterfront**, 51 Dockside Drive (Student Success Hub), 416-415-5000 ext. 5301 [wfcareercentre@georgebrown.ca](mailto:wfcareercentre@georgebrown.ca)

[GBCareers](http://gbcareers.georgebrown.ca) – view job postings, events and book appointments: [gbcareers.georgebrown.ca](http://gbcareers.georgebrown.ca)

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