

Transcript Season 3 Episode 7: Networking 101

Are you familiar with networking? Have you thought about how networking might benefit you? What is an effective way to network? Today's podcast going to share basic information on networking and the most effective type of networking-the informational interview.

Podcast Opener:

(Music playing.) Tackle your "Adulting" To Do list with the Grown Up U: Facts for Success podcast. Keep listening as we celebrate Season 3 with podcasts to help steer you in the right direction by providing useful advice for living an independent and satisfying life as a young adult. *(Music ends.)*

Podcast Script:

Hi listeners! I'm Garland County Agent, Alison Crane, speaking on the topic of networking and the most effective type of networking.

A personal network is that group of people with whom you interact every day – family, friends, parents of friends, friends of friends, neighbors, teachers, bosses, and co-workers. Information and experiences are exchanged for both social and potential professional reasons. Networking occurs every time you participate in a school or social event, volunteer in the community, visit with members of your religious group, talk with neighbors, strike up a conversation with someone at the store, or connect with friends online.

When networking for the purpose of career development, this means talking with friends, family members, and acquaintances about your goals, your interests, and your dreams. Most people learn about job openings through friends, relatives, or others who are part of their personal network, and because each person in your network has a network of his or her own, your potential contacts can grow exponentially.

Let me share an example, my son had an interview with a local company that we knew nothing about until he talked with his former high school coach. His coach knew he was looking for a job after graduating college and the coach had another former student who had started a sporting goods company. The coach created a connection, and my son was able to learn more about the company and after the interview the company is very interested in hiring my son. It was through networking that all of it happened.

Did you know that 80% of jobs are not advertised? Those are the “hidden jobs.” This is the main reason networking is so important. Talking to or contacting people you know to find job leads is the most effective way to find a job.

Approximately 60% of job hunters find their new job with the help of friends, family members, and acquaintances.

This is important because often, hiring managers would rather talk to a potential candidate who has been recommended by someone they know or already employ. Even if a position is not currently available, networking can lead to informational interviews that can help you not only learn about possible career paths, but also be great exposure for you to be thought of as a potential candidate when a job opens.

An informational interview is not the same as a job interview by any means, but it is probably the most effective form of networking there is. In fact, according to Quintessential Careers, one out of every 12 informational interviews results in a job offer. This is a remarkable number since research indicates that only one in every 200 resumes (some studies put the number even higher) results in a job offer.

An informational interview is an interview with a person who is doing the kind of work in which you are interested. It is an excellent technique to use when you want to: explore different career options; learn more about certain occupations; and/or begin to network with people who can help you in your job search. Although it is an effective job search tool, it's very important to remember that the primary purpose of an informational interview is to obtain information, not a job.

You can ask your networking contact to help arrange the informational interview. Be sure to get a business card with contact information. Here are some question examples you may want to include during the informational interview:

- How did you decide on this field of work?
- How did you get into this field of work?
- What do you like best about your work?
- What do you like the least?
- What is a typical day or week like for someone in your occupation?
- What kind of skills, education, and/or training would I need to get into this area?
- What personal qualities are necessary for someone in this occupation?
- What is a typical entry-level salary? (Do NOT ask how much the person you are interviewing earns!)
- Do you know someone else doing this kind of work that I could talk to for my research?

Follow-up the interview with a thank you note. In it, suggest mentioning the specific information that you found to be particularly interesting or helpful. Let the person know that you appreciate him/her letting you ask questions and that the information provided will be valuable to you.

Networking is one of the most important career and personal development skills a person needs, yet it's rarely taught. With this podcast information you can develop your networking skills and improve your potential job/career opportunities!

Contact your local extension office to learn more about job skills and life skills programs offered in your county.

Podcast Closer:

For more information about this or any Grown Up U podcast or to learn more about Grown Up U educational opportunities, visit our website at uaex.uada.edu/grown-up/

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