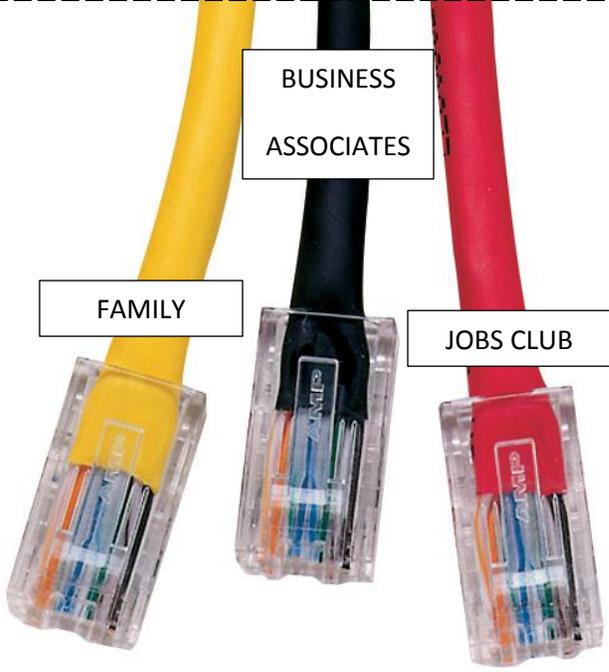


FRIENDS AT
COLLEGE

FORMER
EMPLOYERS

INSTRUCTORS

WHO IS IN YOUR CAREER NETWORK?



BUSINESS
ASSOCIATES

FAMILY

JOBS CLUB

APPROXIMATELY 70% OF ALL JOBS ARE FOUND THROUGH NETWORKING!



Creating Your Career Network

A career network is the development of relationships that can help you obtain employment. Some may ask why go through the trouble? The short answer is that approximately 70 percent of all jobs are found through networking. Cultivating the relationships in your network can help you have a sense of the economy of your industry, develop leadership skills and provide you an opportunity to share with individuals within your industry. (If this is a quote or paraphrase from somewhere it has to be cited).

To begin creating **YOUR** career network follow the steps outlined below.

Step 1: Evaluate your key attributes

- What puts you ahead of the rest? List your top three skills and/or strengths.
 - 1.
 - 2.
 - 3.
- Why are you better than others seeking employment in this industry? List three points.
 - 1.
 - 2.
 - 3.
- What skills and strengths do you have that align with the industry you are most interested in? List five skills and/or strengths that align with your desired career.
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.

Step 2: Create your 30-60 second commercial—often referred to as the Elevator Speech. Practice this speech often (See Developing your Elevator Speech handout)

Step 3: *Optional*-Have business cards made with pertinent information-search for “free business cards” online.

Example:



Card front



Card back

Step 4: Identify at least three contacts in each of the following groups:

Relatives:

- 1.
- 2.
- 3.

Social Media:

- 1.
- 2.
- 3.

Friends and Classmates:

- 1.
- 2.
- 3.

Contacts from Volunteering, Job shadows, internships:

- 1.
- 2.
- 3.

Instructors and Professors:

- 1.
- 2.
- 3.

Members of a professional organization I belong to:

- 1.
- 2.
- 3.

Former Co-Workers

- 1.
- 2.
- 3.

Former Employers

- 1.
- 2.
- 2.

Industry Contacts

- 1.
- 2.
- 3.

Step 5: Set up informational interviews — this is an excellent way to extend your network.

Step 6: Create and maintain an online professional portfolio.

Step 7: Join professional organizations or groups such as Rotary, Toastmasters, LinkedIn, Kiwanis, Facebook, and associations for your industry. Ex. Society of Human Resource Managers (SHRM)

Step 8: Thank network partners Maintain and cultivate your network by remaining in touch with those individuals in your network while always looking to

Step 9: Always look for ways to help others within your network.

Step 10: The two most important questions you can ask are:

- **What is your story?**
- **What advice do you have for me as I consider entering this field?**

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How to Develop YOUR Elevator Speech

The essential elements of a successful elevator speech:

Concise: Your speech takes no longer than 30-60 seconds.

Clear: Use language that everyone understands. Do not use fancy words believing it will make you sound smarter. Your listener will not understand you and you will have lost your opportunity to hook them.

Powerful: Use words that are powerful, strong and grab your audiences' attention.

Visual: Use words that create a visual image in your listeners mind. This will make your message memorable.

Tell a Story: A good story is essentially this: someone with a problem either finds a solution or faces tragedy. Either type of story can be used to illuminate what you do.

Targeted: A great elevator pitch is aimed for a specific audience. If you have target audiences that are vastly different, you might want to have a unique pitch for each.

Goal Oriented: An outstanding elevator speech is designed with a specific outcome in mind. What is your desired outcome? You will have different speeches depending on different objectives. For instance do you want to: make a sale, gain a prospect, enlist support for an idea, or earn a referral?

Has a Hook: This is the part that literally snags your listener's interest and makes them want to know more. This is the phrase or words that strike a chord in your listener.

An elevator speech, often referred to as the 30 second commercial, is a way to let others know:

- Who you are
- What you do
- What you are interested in doing
- How you can be a resource to those listening

Step 1: Know your audience - Get to know the individuals you are reaching out to. Do your research and develop individualized "elevator speeches" directed at a specific individual. A generic elevator speech will not work.

Step 2: Know yourself - Write down the following:

List accomplishments:

- Paid

- Unpaid
- Work
- Education
- Life
- Experiences

List your skills.

- What adjectives best describe you?
- What is it you want others to know about you?
- Why you are interested in the company or industry the person represents?
- What can you offer to this individual or industry?

Step 3: Build a set of notes based on the information you have gathered. Prepare a 90 word speech from the notes you have made.

Step 4: Practice your speech. Whether you practice with a partner, on video or in front of a mirror, it is important to practice, practice, practice! You want your speech to be natural and effective.

Example One:

Hi, my name is John Smith, I am currently a sophomore at Blue Mountain Community College studying Environmental Sciences. I am looking for a position that will allow me to use my research and analysis skills. Over the past few years, I have been strengthening these skills through my work with a local watershed council on conservation strategies to support water quality and habitats. Eventually, I would like to develop education programs on water conservation awareness. I read that your organization is involved in water quality projects. Can you tell me how someone with my experience may fit into your organization?

Example Two:

Nice to meet you, I am John Smith. I am currently a sophomore at Blue Mountain Community College studying Computer and Information Science. I hope to become a computer programmer when I graduate. I have had a couple of internships where I worked on several program applications with a project team. I enjoy developing computer applications for simple business solutions. The position you have listed on the Indeed website seems like it would be a perfect fit for someone with my skills. I'd like to hear more about the type of project teams in your organization.

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