

## Career Networking

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**KAITLIN**

Hello everyone, and welcome to career networking with Chris Miller. He is a WSU Global

**HENNESSEY:**

Campus career counselor. And my name is Kaitlin Hennessy. I'm the program coordinator for WSU Global Connections.

Tonight throughout the evening, please use the chat box to comment on presented materials, as well submit questions for the presenter. Chris will answer all your questions towards the end of the presentation during the Q&A, however you can put your questions in the chat box at any time. Additionally, Olivia and myself will be present throughout the evening to help with technical difficulties, so if you have any issues, please do let us know and we'll do our best to help you. And if everyone can let me know if you can hear and see me I would really appreciate it, to make sure that everything is working all right. And in the meantime, we will turn it over to Chris. Thank you.

**CHRIS MILLER:**

Thank you, Kaitlin, and thank you to everyone for joining. Again, tonight we're going to be talking about career networking. It should take, I'm going to say, around 30 minutes, give or take. And we'll just go ahead and get started.

OK. The career development process. If you've attended any of my webinars it's required reading material, and I force you to look at this. And it's very important, I think, for anyone at any stage of the career development process to kind of remember what this is all about. And so this is a pretty decent snapshot about the different steps of this circular, cyclical process, where-- tonight, with the topic of networking, we're really going to be hitting on-- or I should say, this entire circle is relevant for networking, because in order to network effectively you're going to want to know yourself, what your strengths are, what you're interested in.

It's going to help you with exploring options. That's the way that you gather information about different careers that are out there through networking. It helps you to get focused, especially with goal setting. And if you are job searching it's helpful to have weekly goals-- minor goals and major goals. And networking is definitely a big part of that and kind of helps you propel your search and helps you stay on track and keep moving. And then taking action, job search strategies, especially connecting with employers. Networking is the number one way in which people find work. So that's what we're here for tonight, and that's what we're talking about.

So I'm going to start with Networking Basics. And a lot of these ideas are coming from this

book called *Highly Effective Networking: Meet the Right People and Get a Great Job*, by Orville Pierson, that came out a few years ago. And I think it's a good resource for networking, because although his background is more private sector and more corporate, I was surprised at how effective this was really for anyone at any stage of their career, whether they have no work experience. If you're a college student, it's really-- I think he does a good point of emphasizing the fact that you already have a network, and a lot of people just don't realize how big their network is. And so we're going to talk about some of those ideas tonight.

OK, so everyone says you need to do it. So what exactly is it? Career networking is simply having a conversation with someone for the purpose of exploring careers or job searching. Deciding to network effectively means while you cannot control things on the hiring side of the table-- you can't make people interview you, you can't stop someone from hiring a friend over you, you can't control the conditions of the job market-- you are in charge of networking. You can decide whom you want to talk to you. Once you're in the situation, you can do your best try to make them comfortable, to try to find common ground. And you're in charge of collecting the information that you're seeking out.

It helps you prepare for a job hunt in ways which we'll discuss later. But basically, this is done by making contacts, becoming a recognized name, gathering intel. Networking is important throughout your career to find new contacts and maintain meaningful career relationships, but ultimately networking is the best tool to find work. So that's what we're talking about. That's why we're here.

One of the common networking techniques is the elevator speech. And while some people know what this is, some people don't. And so you're wondering, do you mean-- am I referring to a speech about the Otis Elevator company? You mean the American company founded in 1853 that develops, manufactures, and markets elevators, escalators moving walkways, and related equipment? The very same company that pioneered the development of the safety elevator, which used a special mechanism to lock the elevator car in place should the hoisting ropes fail? No, no, of course not. And as you can tell, I just kind of did an elevator speech about the most famous American elevator company.

So what is it? An elevator speech is a clear and concise message or advertisement about you that communicates who you are, what you're looking for, and how you can benefit a company or solve their business problems. It's typically about 30 seconds, which is the time it takes people to arrive from the top of a building to the bottom of a building in an elevator. The idea is

that you are prepared to share this information with anyone at any time, even in an elevator. Although I don't know of anyone personally who has ever actually delivered this speech in an elevator.

So you want to make sure to rehearse your 30 second elevator speech with a friend or in front of a mirror. The important thing is to practice it out loud and to try to sound as natural as possible. So you'll want to become comfortable with what you have to say so you can breeze through it any time when the time comes up. So it should be about 30 seconds, about 85ish words, and around nine sentences.

So here are some questions and some prompts and some thoughts to help you craft an elevator speech. And when you're doing it, you're going to really want to write these ideas down on paper. And you're really going to want to write a lot, and then you're going to you're going to craft it down afterward. So think about your introduction, the first line. You know, describing yourself and your work. What problems have you solved, or which contributions have you made? And so this can be something in your school career or in your work career.

Try to think of a vivid example of an achievement. Think of a special service, a product, or solution you can offer an organization. What are the advantages of working with you? How are you different from the competition? Do you have business cards? Even if you're unemployed and you don't have work experience you should still have a business card. Who is your target? How do you help a business make a profit? Do you have a special approach to a business or client service?

And so after you have written some of these thoughts down it's time to start cutting it down, cutting the jargon and the details. You want to make strong, short, and powerful sentences, eliminate any unnecessary words, connect phrases together, memorize key points and practice, and then the most important question when you're reflecting on your speech-- think about the audience. Who's it for? Their question is always going to be, what's in it for me? So think about if you've answered that important question. And if you are targeting different industries or jobs you will want to think about crafting different versions for different business situations of your elevator speech.

So some examples, and these are more educational than occupational, but you'll still get an idea from these. So here we go, examples.

Nice to meet you. My name is Ann Potts. I'm currently a senior, and I'm studying Management

Information Systems. I hope to become a computer programmer when I graduate. I've had a couple of internships where I worked on several program applications with the project team. I really enjoy developing computer apps for simple business solutions. The position you have listed in CougLink 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.

Another one. Hi. My name is Ernest Hudson. I'm a senior Environmental Sciences major. I'm looking for a position that will allow me to use my research and analysis skills. Over the past few years I've been strengthening these skills through my work with a local watershed council on conservation strategies to support water quality and habitats. Eventually, I'd 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?

Another example. Hi, my name is Harry [? Rames. ?] I am currently a sophomore student with the WSU Global Campus. I'm exploring my options right now but plan on majoring in Business, specifically in the area of Accounting. This summer I did an internship with a [? banshee ?] hedge fund group, and I hope to gain experience in a local credit union soon. Next summer I'm hoping to get another internship learning more about how the international financial market operates. Ever since I can remember, I've always had an interest in numbers, and I feel certain that this is something I want to do in my future career.

And so one of the things I wanted to show you, is when you're crafting your elevator speech, if you're looking for content. If you're trying to think of how you can connect your skills or what you're good at to the needs or the responsibilities of a certain profession, some of the tools you can use are the Occupational Outlook Handbook or O-NET And I usually bring up the Occupational Outlook Handbook at some point my webinars, so I'm just going to show to you briefly. They're both career researching tools online. So let me share this with you.

So this is [www.bls.gov/ooh](http://www.bls.gov/ooh). This is the Occupational Outlook Handbook. It's a career researching tool by the Bureau of Labor Statistics. It's updated every few years, that tries to forecast the job markets in America, specifically by job clusters and job titles. So this is a good place to go to research what it takes to get into a career and what it takes-- or what the salary is like for the career, what the growth and outlook is.

The other one I wanted to show you was O-NET OnLine-- [www.onetonline.org](http://www.onetonline.org). And I'll just do

a quick search to show you how I'm thinking of using this in terms of networking. So I'll do a quick search up top. If anyone's a Crim J major, I'll do police officer. Occupation Search. Dispatchers, let's see. Since I'm thinking something more Crim J in general, let's see, something is maybe-- OK, Fish and Game Wardens. I'll do that, because I've definitely worked with people interested in that before.

OK, so it's going to talk about the tasks involved for someone who's the game warden, some of the technology skills, some of the knowledge required. General skills, abilities, work activities, detailed work activities, work contacts, and then job zones, which are an O-NET thing that I will let you get into. But I'm going to look at-- let's see, let's do Tasks. And I'm going to hit this little plus sign to expand the list here. So you can see all these different tasks that are important to the job of Fish and Wildlife Officer or Warden.

So this can help you get an idea of how you want to connect with people that are doing these jobs or people that have the ability to hire. So you can figure out, what tasks would you be good at doing? What technology skills do you have? I'll expand this one also. Important knowledge-- law and government, public safety and security, biology, English language, so on and so forth. Skills required-- so judgment and decision-making, reading comprehension, critical thinking, service orientation, all very important to areas of law enforcement, obviously. But this can really help give you an idea of what's important for a specific career, helps you think about how you're going to actually network with people in the field.

So the four goals of networking that are discussed and Orville Pierson's book that I mentioned, *Highly Effective Networking*. One, to get the word out. Two, to gather information. Three, to meet insiders at target organizations. And four, get in touch with decision makers. He talks about deciding, preparing, talking, and landing a job. And so I want to share some information about that now.

So one of the four goals of networking. Get the word out about your search and yourself. Let people know that you're looking for work. So that's a very important first step, and it's obvious, but you have to let people know in your network. Anyone you know who might be able to help you. Let them know what type of work you're pursuing. If you're currently employed, you need to be careful about whom you tell. And so this is obvious to the people who are employed and searching, but it's something that's good to think about, is who you tell that you're looking. If you're telling people within your organization is that a trusted source? Will the word get back to someone else?

Gather the information you need. So this is something we'll discuss in a bit, how you can do this with informational interviewing.

Meeting insiders at the places you'd like to work. Again, a process of informational interviewing. A good point to make here is to gather information from employees where you're interested before talking with a decision-maker, because you'll have a better idea of how and what to communicate with that decision-maker. Decision-maker, of course, being the person who has the ability to hire you.

And lastly, of course, getting in touch with that decision-maker or decision-makers. This should be a conversation, so don't think of it as an interview. Let them know you are around, you are qualified, you're available, and you are interested. It's best to try to do this in person when possible. That's not always possible, of course.

So decide. Decide to network effectively by defining what you'll do and what you won't do. So this will be a little bit more apparent with the informational interviewing, but when you're combining networking with job search strategies, be it staffing firms, job postings, whatever, cold calling-- you have to figure out what it is you will do and what it is you won't do. That means you will be more effective in your networking, because you'll know if you're spending your time wisely. Are you being effective with your time management?

Preparing. So making a target list of places you're interested in, jobs you're interested in. What's your target market? So where are these jobs? What's your core message? And again, your core message is going to be something like your elevator speech. Or with informational interviewing, the questions that you're asking and how you introduce yourself. If you're job searching it will be something like your cover letter. What is your core message? The top of your LinkedIn profile. What's your core message?

Talking. Talking to personal and professional contacts, getting referrals when possible, exchanging information with contacts, keeping records, and keeping everyone informed. So no website will do the networking for you. You have to be at it, and you have to be active. Job sites mostly don't work for securing jobs or job postings is what that means. Social networking can help you network, especially LinkedIn.

Land. So land a new job by combining networking with other job search strategies.

Networking, like I said, staffing firms, job postings, filling out applications, cold calling, direct

mailing, and showing up and introducing yourself.

So some common networking myths. You have to know a lot of people. So while larger networks are important for some careers or industries, like politics or sales or executive recruiting, for most of us it's important to focus on and use the network we already have.

Two, it's all about meeting company leaders and hiring managers. So it's important to think of this like six degrees of separation. You don't need to meet the person at the very top, but rather you need to know someone, or meet someone, who knows someone who knows someone who knows someone who might know someone who might know someone. So anyone who can lead you to that relevant decision-maker.

Three, power networking. Kind of an older myth is the idea that you have to spend a significant amount of time networking every day to get into the exclusive club where it's really being in this powerful group, this executive group of networkers. But job search networking is really more about community than power. You have to be pushy and aggressive. So some people view networking kind of like sales, but it's really not. It's the exchanging of information between parties with a common interest. Networking is simply informational interviewing. So while informational interviewing is a technique of networking, networking doesn't just have to be that. Because it's a time-intensive activity, and you ask very specific questions with informational interviewing. With general networking, you can ask broader questions. They're conversations. This is not an interview.

Groups. So networking groups are the only place network. That is an old myth too. It's important to know about them, because they are out there. So they're mostly held in churches or community centers, which can be helpful if it's a values match for you and you like the other participants in the group. But networking is a person to person activity that can be done anywhere. It doesn't have to be done in a big group. And for some people that do find networking groups, a good point to emphasize is that working the room is important. It's about making quick contacts to see if there are common interests. And if you spend all your time talking to just one person at a networking group, then you're missing out on a bunch of potential other connections for your network.

And then networking is really about meeting lots of new friends, and that's a myth, too. I mean, that might be a helpful byproduct, but the point is to get a great new job and not to just amass a bunch of new friends.

Networking tools, so LinkedIn. We all know LinkedIn. I did a webinar about LinkedIn last month. You know, it's the best social networking website online. You can provide more information than just your resume. You can provide samples of your work.

The Alumni Association is going to have an event coming up on April 26, so in a couple of weeks here. It's a panel of just an online text-based chat group with LinkedIn professionals to get advice on how to beef up your LinkedIn page. I'll be sitting in as one of the panel members for that, and there's information on the Alumni page. It's for current students and alumni members, so Global Campus students are more than welcome to check that out. And that's at [alumni.wsu.edu](http://alumni.wsu.edu), and I'll probably take you there just to show you where you can find that information in a little bit.

Informational interviewing is another one of my favorite topics. Like I said before, networking can be more than just informational interviewing, but it's a really helpful topic-- or it's a really helpful exercise for people who are career changers. You're currently student, and you're looking at a new career field. It's a super effective technique.

So these are conversations you arrange with people who have knowledge and experience in professions you wish to investigate. It's a useful strategy throughout your career. So it can be used by experienced professionals who are researching advancement opportunities, as well as career changers or entry level. So you do this to gain inside information, personal accounts of the work setting, knowledge and skill requirements, and current trends in the field. You develop your networking skills, and you introduce yourself to people in the profession. It helps you identify how to prepare yourself and work toward a particular career goal. It increases your motivation in working toward your goals. It helps you build confidence and experience in interacting with professionals.

Some of the considerations-- remember that informational interviewing is different than a job interview, and an employer will appreciate your awareness of this and your communication of that. Do not try to misrepresent a request for an informational interview and turn it into a back door approach for a job search. First impressions count, and so the same thing that applies for any kind of career setting, it applies here also.

You will want to think about which occupations you are considering and where they are, who does the work. What types of organizations or firms hire these people? Indirect interviewing is always the best, but when you can't do it you can try to set up something through email or

phone. Phone would be better. You may want to go beyond your local community to make contacts. But think about your friends, your family, your neighbors, teachers. Don't forget about organizational contacts, such as professional organizations or the Chamber of Commerce.

Prepare by doing your homework ahead of time. Know what information you're trying to find out. Learn as much as you can about the career ahead of time. Use O-NET. Use *Occupational Outlook Handbook*. Be sure to keep contact names accurate both in spelling and pronunciation. So this also includes any kind of administrative or support staff to help share the arrangements.

Keep records of the content of your interview but also the names, the dates, comments, and referrals. You may want to have a resume ready in case, but often you'll learn something over the course of the interview that you would want to change during-- on your resume. But a thing to point out is that these are super helpful in networking, but I've never heard of someone getting a job interview or offer right away just from having an informational interview.

When you're scheduling it, state the purpose of your call, such as introducing yourself as a student who's investigating career fields, or if you're a career changer. Explain how you got their name. Be respectful of their work setting. And request-- it's usually good to request 15 minutes for the future. 15 Minutes of their time. Express appreciation of their helpfulness. And if it's not a good time to do it on the spot then when would it be?

Prepare a notebook with your most important questions and bring it with you for note taking. Know what it is that you want to communicate about yourself as a potential worker in the field. Again, this is where something like the elevator speech comes in handy. Follow general principles of good interviewing. So be sure to ask about the time frame available. Try to emphasize open-ended question that involve more than a yes or no response. Try to take notes from your conversation. Avoid inappropriate or too personal questions. And things like that.

So some of the questions you could answer during an informational interview. How did you get started? What is your educational background? Is your job what you expected? What do you have to know to be good at your job? What skills are most important? What are your greatest challenges? How would you describe your coworkers? What is most rewarding? What is most stressful? What are your future goals within the company? What are some suggestions for

gaining experience? How do people advance through the profession? And what might be some related occupations that I could look into?

And so afterwards, you know, reflection is important. You definitely want to send a thank you note. Be sure to send a handwritten note as soon as you can after the interview. It should reiterate some of the major points you learned from the interview and be well-written and free of misspellings, of course. And reflect on what you learned. Write a summary, because it will be helpful to go back to it later, which is something I'll be talking about here, as well.

The Cougar Business Network is an excellent tool for your networking. And I'm going to show that off right now. That is at [cbn.wsu.edu](http://cbn.wsu.edu). That stands for the Cougar Business Network. Bear with me while I go ahead and jump over there. OK, [cbn.wsu.edu](http://cbn.wsu.edu). This is the homepage. So this is an alumni database of Cougs who have volunteered their information, you know, for business opportunities, of which networking is one of them. So the idea with the Cougar Business Network is to help facilitate Cougars doing business with Cougars. This is something you can access as a student. You don't have to be an alumni member to access it. And you can search by category in terms of industry areas, search by state, search by country, or keywords.

So I'll do a quick search of something relevant to Global Campus students. Accounting at the top. Let's see. Counseling services for anyone who's in Psych. Maybe Human Development, maybe Social Sciences area. And then I'll hit Submit here at the bottom. And so one in Seattle, Culver City, California, and San Jose, California. So just you see, there's actual contact information listed there-- work email and cell phone. So even if they don't live in your area, this is about networking and gathering information. So they might know someone who knows someone who knows someone who knows someone. And you already have a connection of being a Coug, so this is a great tool that you should be aware of.

And again, this is the Cougar Business Network, [cbn.wsu.edu](http://cbn.wsu.edu). And like I mentioned the Alumni Association before, [alumni.wsu.edu](http://alumni.wsu.edu), if you look under, I guess Events is probably the easiest way to find it, in a couple of weeks here-- let's scroll down to April 26. LinkedIn Advice Panel online event. So you can check it out there and register there.

The idea here is that, it's about going back to people you've already talked to. You've given them-- you want to give them a progress report and ask if they have any further information or referrals. So think of it like being on the other end of things. So a good friend of yours

discusses with you their job search. You make a few suggestions. You know, after a couple of weeks go by, you haven't heard anything, you want to know how it's going. Especially to see if they've taken some of your suggestions or if you made a referral for them. So emphasizing these little successes by looping back to move ahead and staying positive will definitely benefit you in the long run. So you do this, you check back in, you see if they have more information for you.

Keeping records of interactions with your contacts and sending them handwritten thank you notes. Like I said before, for an informational interview, for any kind of helpful networking interaction it's helpful to do this. Checking back in. You've sent a thank you note, you're checking back in. Maybe they'll have another referral for you. Maybe they just want to know how it's going.

So evaluating your internet presence, using social networking, and researching online. Googling yourself is super important to make sure you're not tagged in any inappropriate photos on social media sites. There's not any inappropriate content out there. If you have no internet presence it's important to make sure you create accounts and complete them fully. So things like-- you know, LinkedIn at the minimum is the thing you're going to need if you doing this for professional reasons. So creating a LinkedIn account and completing that account. So not just starting one and leaving it but fully completing that account.

Networking groups, like I talked about, are very helpful for people, too. Like I said, these are usually a [AUDIO OUT] like that. If you find one, let others know your target companies. Let others know about the jobs you're interested in. Focus on gathering information. Try to arrange future deeper conversations. Like I said, work the room and have business cards and your elevator speeches ready to go.

And so that should bring us to the end here. And I want to thank you for hearing some of these topics about networking and some of the ideas about things you can try and what to think about while you're crafting your elevator speeches and things like that. So if you have any questions, let me know. There's my email address for anything that comes up in the future, and I'll be around here for a little bit to answer questions, too. So thank you.

**KAITLIN**

**HENNESSEY:**

Thank you, Chris. Some questions I have [INAUDIBLE] are, "Could you give us your elevator speech to hear a realistic example. It may be helpful to hear from someone who is already in the workforce versus being a student."

**CHRIS MILLER:** Yes. I knew that was going to come up. And so I haven't used one professionally really in a long time, because if I'm at a networking event it's with people who are within my same career area, so we kind of know what each other does. But when I wasn't-- or when I'm kind of explaining what I do to people who don't really understand-- because my job, it's not the most traditional and especially the population I work with.

So what I usually say is a lot shorter than 30 seconds. And depending on the audience, sometimes it's a little, there's a little humor to it. But what I typically tell people is that I help people figure out what they do when they grow up. And so then people usually have a back and forth about, you know-- and so when I'm introducing myself I say, hey, I'm Chris Miller. I'm a career counselor for a nontraditional student base. I work for the WSU Global Campus, and I help students figure out what they want to do for work when I grow up.

So it's kind of fun to say grow up, because that's the question you ask kids, like what do you do when you grow up? But the majority of people, no matter what age they are, they don't know what they want to do. They're interested in doing something else. We have so many different career interests throughout our life that I think it's just kind of a fun way to say it.

**KAITLIN HENNESSEY:** Thanks, Chris. Our next question asks, "Do you find informational interviewing or networking to be more important if you could only choose to do one?"

**CHRIS MILLER:** Well, informational interviewing, it's harder to arrange. It's harder to find people to do it with, but it's more beneficial because of the information you gain. And I personally have found from working with people and from my own informational interviews that I've done that you'll get more referrals with that kind of a situation. And more direct-- there are fewer-- insiders is the term, before you get to the decision-maker, I would say. So if you're doing just general networking, general quick conversations with broader topics, it might be you'll find someone who knows someone who knows someone who knows someone, whereas with an informational interview, you interview someone and they know someone who might be able to help you. And so that's been my experience personally.

**KAITLIN HENNESSEY:** Thank you. Our next question asks, "How do you go from networking with someone to having them be your career mentor? Do you ask, or is that something that just happens?"

**CHRIS MILLER:** Yeah, that's a good question. It's hard to say. I know, I'd say it's worked, I'd say it's worked both ways. It's more common for it to just kind of happen than to ask them, because if you're-- if you do an informational interview with someone, and you connect with them on LinkedIn,

and you are looping back to move ahead, as Orville Pierson would say, you're having these several contacts with them. You're having progress reports. And it tends to just happen naturally.

Having said that, I wouldn't say that it's uncommon for someone to be approached professionally and say, I'm looking for a mentor, a career mentor. I'm interested-- as long as it's like you're expressing what your interests are ahead of time, and it's kind of like an action plan is placed in front of that professional. So they know, I'm interested in you as a mentor, and here's what I'm hoping to gain from it. I would say both can be effective. Most the time it seems to just happened naturally, though.

**KAITLIN**

**HENNESSEY:**

Thanks, Chris. Our next question asks, "Do you plan on offering any in-person assistance to Global Campus students at any future in-person events?" I believe it's referencing the Student Government ASWSU Global Events.

**CHRIS MILLER:**

Sure, yeah. So up until the last year I've been at almost every Rendezvous. I haven't been able to go the last couple. But because of that, I plan on attending RendeZoos in the future. So those are held in August at the Seattle Zoo Woodland Park Zoo. And so I plan on attending that one this year. And that will hopefully be at least my annual attendance for in-person events.

I'm based out of Seattle, also so if anyone's ever interested in just trying to meet up somewhere that's convenient in Seattle I can try to arrange that, too. If that's the case, you can send me an email. And it's [emailer66@wsu.edu](mailto:emailer66@wsu.edu). And we can try to set that up.

**KAITLIN**

**HENNESSEY:**

Thank you. Our next question asks, "Who would be other possible contacts for career mentors besides managers?"

**CHRIS MILLER:**

So really, anyone in-- well, I guess it depends on the industry then, right? Because for me, example, there's a professional association. There's the National Career Development Association. So I could try to find any number of career counselors there, career coaches, directors of career centers. So it's kind of hard for me to say, because with my specific position in the industry I'm in, there are a lot of different areas. It could be a director of a different academic group that helps students professionally. A different academic college at the university that has a career center.

So it doesn't just have to be managers. I mean, if you're networking for a job search the

manager is likely that decision-maker. And just general conversational networking is-- you want to do at that insider level, just other people that work in the organization, to kind of figure out who you can talk to to gather information. But in terms of a career mentor, I would definitely look at a relevant professional association.

**KAITLIN**

**HENNESSEY:**

Thank you. Our next question asks, "More and more companies are using outside services to hire people. How do you stand out when this is a company's hiring process. It seems like networking wouldn't help when it comes to this."

**CHRIS MILLER:**

Yes, so I mean I would disagree with the last part, but I understand that there have been more roadblocks put up in front of people as all-- virtually all application systems have moved online. And things like mega job boards were supposed to revolutionize how job hunting and job searching was done. And all it really did was make things more complicated for the job searcher.

So really, though, it still stands that the way that most people find work is through networking, regardless of what the traditional channels are in terms of applying online, applying at a company website. If you have a LinkedIn profile that's ready to go and you're making connections there, then you're doing your best to get your name in front of the people who make decisions. And so I agree with you that it's definitely more complicated than it's been before, but networking is still the best way to get a job. And so there are tools like Career Business Network, LinkedIn, social media sites that are there to help you get your end goal of getting that job. Obviously, it's a lot more work now than it used to be and a lot more that goes into it to get you to your goal.

**KAITLIN**

**HENNESSEY:**

Thank you, Chris. Our next question asks, and also states that "15 minutes for an informational can disappear so quickly. You can barely get done with the intros in that time. How do you recommend to jump in cold and kind of make it flow?"

**CHRIS MILLER:**

Jump in cold. I'm not sure what that means, because ideally with an informational interview you're going to be prepared. So you're going to have an idea-- well, with like a job interview you're going to want to have like 20 seconds to two minutes to answer a question. So I guess that is a fair way to think of it on the other end. But you have to be prepared for the fact that this is an unknown outcome, so you might be interviewing someone who really goes on and on and on about each question.

So the point is, there, is that you'll want to thank them at the end and ask if you can contact

them again in the future for another go around. And so you're going to want to give it a few weeks before you would revisit that. But maybe, at that point, you've made contact in person. Maybe you just try to have a phone call every once in a while to check in and kind of get more answers.

If it's a networking event and it's kind of a networking group where you are-- it is a colder environment-- then that's why you have an elevator speech ready to go. And you should have topics that you're, you know-- because after your elevator speech, that's 30 seconds, what now? If this is actually a conversation that's going to develop. So what are you looking for? What are your goals? And what are your achievements? Some of those prompts from when you're crafting your elevator speech, think about more detail about a specific achievement. More information about your background. Any kind of licenses or education that you have.

This is all very general advice because anytime you're in a cold-- I'm saying cold like cold calling-- like, no previous connection environment, you do the best you can. Some people are more natural than others. You prepare you prepare the best you can by studying the organization and the career that you're interested in and trying to find someone with common ground.

**KAITLIN**

Thank you, Chris.

**HENNESSEY:**