

BE SIMPLYREADY™

For the Life of Your Career, Not Just the Job You're In

WHAT EVERY PROFESSIONAL SHOULD KNOW ABOUT **PLANNING TO NETWORK**

Planning to Network Guide

Do you have a network of professionals who know you for your ability to use your skills in a variety of roles across industries?

Remember it's not just who you know—it's who knows you and what you're capable of. If cutbacks were to occur at your company, would they avoid letting you go? Are you someone who does a "good" job but isn't well known? Can you really afford not to position yourself for being known for the work you've done and for the work you're capable of?

Passive networking, e.g., linking up online via a social network or exchanging business cards with someone and seldom talking with them, will most likely not lead to a successful job search. More importantly, such methods should not be relied upon to produce the results you want. It's critical that you develop a variety of networks. You must also give in order to receive. Be willing to connect others and offer support if possible. You never know when someone you've helped may be in a position to help you.

This guide has been created as a practical tool to help you:

- Learn how to develop a targeted networking strategy
- Know how to network with others who are connected to decision makers

POSITION YOURSELF FOR **SUCCESS WITH NETWORKING**

Can you really afford not to position yourself for being known for the work you've done and for the work you're capable of?

TAKE YOUR CAREER TO THE NEXT LEVEL

IT'S QUALITY, NOT QUANTITY THAT MATTERS

Having a good network does not mean having a certain number of connections or a robust rolodex.

A good network is one that can help you achieve your goals while simultaneously positioning you to add value to others.

Remember it's not just about you – you should make a deliberate, consistent effort to help others. You want to be known as someone who adds value.

PLAN | Strategy

It's not about more; it's about the right connections.

Begin with the end state in mind. What do you want to achieve? Do you want another job or career? Or perhaps you want to join a Board or secure a leadership or other position to help you achieve your professional development goals.

Once you've determined what you want to achieve, set realistic goals. A strong networking strategy involves using your time, energy, and money wisely – you should not be attending events or meet with others just to "be networking".

The events you attend and the meetings you have should be based upon the steps you've decided will help you progress toward your goals while simultaneously giving you the opportunity to add value to others.

BE SELECTIVE, YOU ARE INVESTING IN YOUR FUTURE

ENABLE | Focus

Listen more than you talk. Enable yourself to make progress and realize success by staying focused on your objectives and goals. Yes, enjoy yourself but be persistent and make progress. Making progress, even if incrementally, can boost confidence and contribute to greater action.

EMPOWER | Value

Add value to others. Empower the progress and success of others. Connect others, offer advice and information. Helping others can be rewarding and it can also help your job search. To be highly sought after in the job market you need to be known as someone who adds value.

INVEST | Protect

Manage your time wisely. Resist agreeing to participate in events or meetings just because you are invited. Depending upon your position you may be obligated to attend events and meetings – this is understandable so go and maximize your attendance.

PLANNING TO NETWORK

STEP ONE: IDENTIFY ORGANIZATIONS

The first step in effectively networking for a new career begins with acknowledging where you want to work and why. While some individuals just “want a job” others prefer to seek a career in which they can flourish at a different level. Securing this type of position often begins with knowing yourself. This involves understanding your passions and preferences as well as your knowledge, skills, and abilities. Several options exist to help you identify organizations where you may prefer to work, including a [list of employers by state](#) and a [list of public and private companies worldwide](#).

STEP TWO: IDENTIFY TARGETS

Once you have identified an organization in which you may want to work, write down who you want to connect with in the organization (template provided). This may be an operational or human resources manager or perhaps a vice president.

STEP THREE: IDENTIFY DIRECT CONNECTIONS

Next, write down who you know within the organization and reflect upon how well you know them. Who are they connected to within the organization? Are they connected to the individuals you ultimately seek to connect with? Are they in a position to support your applying to a vacancy or could they provide insight about future vacancies? Consider these individuals direct connections in your network – they can directly connect you to your preferred place of employment.

STEP FOUR: IDENTIFY BRIDGES

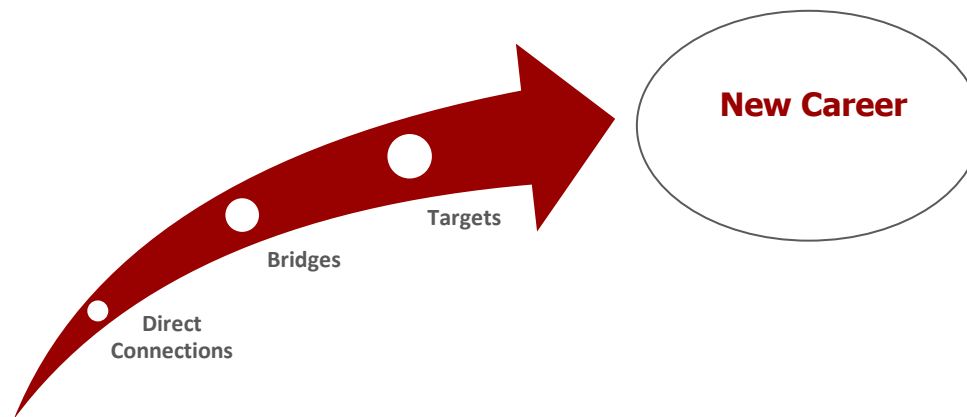
Perhaps you lack any direct connections to your preferred place of employment. Identify who in your network is connected to anyone at your preferred place of employment and plan to engage with them. Consider these individuals bridges in your network. If you lack direct knowledge of who may be a bridge, try using professional and personal connections and online professional networking tools such as [LinkedIn](#).

STEP FIVE: IDENTIFY ALTERNATE BRIDGES OR CONNECTIONS

Lastly, *if you lack direct connections or bridges, focus on who you need to connect with at the organization*. This may be a hiring manager, vice president, or divisional director, manager or supervisor. For the sake of creating a strategic networking plan let’s consider them your “target”. An [advanced Google search](#) may prove useful to you in this instance or you may

be able to obtain this information via the [organization's website](#), from a [professional association](#), or via a local [chamber of commerce](#). Remember to consider the colleagues of your friends and family, your alumni associations, and local community members as potential connections and bridges. Once you've located groups or activities these individuals participate in you can consider connecting with them via someone in the group or by joining the group yourself if it's of interest to you.

Numerous resources are available online related to networking. You may discover your obligations permit more active networking at times than others and that's understandable. *What's important is that you consistently focus on staying engaged with your network and not simply focus on increasing the number of contacts you have—it's quality, not quantity that matters.* Your professional success depends in large part on networking. Remember online networking is important but perhaps more important is establishing and growing relationships in person.



Visit <http://tuesdaystrong.com> for additional Career Management tools.

PLANNING TO NETWORK: INSIGHT

Organizations	Targets (Who You Seek to Meet)	Direct Connections (Your Contacts)	Bridges (Individuals Who Are Connected to Your Target)	Alternate Bridges or Connections	Insight (What is the connection?)
Duke Energy	Bill Jones, VP Planning Duke Energy	Alexander Smith, IU Alum			Our children go to the same school
	Sally Myers, Director Operations, Vectren		Jill Weaver		We serve on the same United Way Committee

Fictitious names listed above for illustration purposes

PLANNING TO NETWORK: OBJECTIVES

Organizations	Targets (Who You Seek to Meet)	Direct Connections (Your Contacts)	Bridges (Individuals Who Are Connected to Your Target)	Alternate Bridges or Connections	Objectives (What do you want to do/learn?)
Duke Energy	Bill Jones, VP Planning Duke Energy	Alexander Smith, IU Alum			Industry insight
	Sally Myers, Director Operations, Vectren		Jill Weaver		Introductions

Fictitious names listed above for illustration purposes

SAMPLE NETWORKING PLAN

Who You Will Connect With (Could be a direct connection, bridge or target)	How You Will Connect	When You Will Connect	Date Connection Made	Next Steps
Alexander Smith, IU Alum	Via the IU LinkedIn Alumni Group. Personalize an invitation to connect and point out that in addition to both of you being IU Alumni; you understand your children go to the same school.	This week		Once connected, thank him for connecting and offer to put your network at his disposal should he be interested in connecting with anyone. After he responds, ask if he'd be willing to join you in a brief phone conversation.
Jill Weaver	In person or if you're unable to connect in person send an email Don't wait until the next United Way meeting	Prior to or after the next the United Way meeting ask if she'd be interested in joining you for coffee/lunch		Schedule the coffee/lunch Afterward, thank her for meeting you

Fictitious names listed above for illustration purposes

WORKSHEETS

PLANNING TO NETWORK: INSIGHT

Organizations	Targets (Who You Seek to Meet)	Direct Connections (Your Contacts)	Bridges (Individuals Who Are Connected to Your Target)	Alternate Bridges or Connections	Insight (How well do you know the direct connection or bridge?)

PLANNING TO NETWORK: OBJECTIVES

Organizations	Targets (Who You Seek to Meet)	Direct Connections (Your Contacts)	Bridges (Individuals Who Are Connected to Your Target)	Alternate Bridges or Connections	Objectives (What do you want to do/learn?)

NETWORKING PLAN

Who You Will Connect With (Could be a direct connection, bridge or target)	How You Will Connect	When You Will Connect	Date Connection Made	Next Steps

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Contact me at Tuesday@TuesdayStrong.com to get started today.

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