Schmooze or Looze!

Presented by
Mary Ellen Buhl
meb7@cornell.edu
You are looking for a job; How might you best proceed?

a) Sign up for CCNet, check out the opportunities, and apply for jobs you find interesting.

b) Tell everyone you know that you are looking for a job.

c) Find someone in your field of interest or an employer of interest and forward your resume to them.

d) Ask your parents to find you a job.
While looking for a job you are at a party and discover that one of the attendees is the recruiting director for an employer of interest.

What do you do?

a) Approach and offer your business card to him/her.
b) Ask someone who knows the person to introduce you.
c) Hang around and wait for him/her to come chat with you.
d) Go up to him/her and tell him you like his tie/her dress.
It’s your first day on the job and the CEO gets on the elevator with you.

You:

a) Introduce yourself and inform him/her that it is your first day on the job.

b) Discuss a recent merger with another firm.

c) Ask him/her what floor he/she is going to.

d) Tell him/her you think he/she is a genius.
You are in the lunch buffet line during an on-site interview and you find yourself next to an analyst who just presented a topic you found very interesting.

What do you do?

a) Say nothing at all -- you are so nervous!
b) Mention that you enjoyed the presentation and would love to work with him/her so you could learn more.
c) Let him/her know that you enjoyed the presentation and ask a question regarding the presentation, showing your knowledge and interest in the topic.
d) Offer tough follow-up questions to him/her to demonstrate you know the topic, perhaps as much as he/she does.
Networking Is...
The process of discovering and utilizing connections between people.
Your Network
Steps to Effective Networking/Job Search

• Develop Your Elevator Pitch

• Start Building A Database

• Dedicate Time
Develop Your Elevator Pitch

Who Are You?
(e.g., Senior at Cornell, from ?, specific interest)

Why Are You Speaking To Them?
(e.g., referred by a friend or relative; attending the career fair to find a job in x industry, x location, utilizing your x skills)
Hi,

My name is Mary Smith. I am a senior at Cornell

I am majoring in computer science.

I am looking for a job in computer science.

I understand you are a software company.
Hi,

My name is Mary Smith. I decided to come to the career fair today to look for a position with a software design company located around the Boston area. I grew up in Salem, MA and would like to return to the Boston area this summer. Harry Johnson, one of your new hires, suggested I speak with you about internship opportunities. Harry and I were on a software design team in high school and won the annual Microsoft competition. I see you are coming to campus to interview next month and have submitted my resume in hopes that I can receive an interview.
The Handshake
Group Exercise:

- Name?
- Where From?
- Previous Education?
- Previous Jobs?

- Why Did You Pick Cornell?
- What Type of Job You Are Looking For?
- Do They Have Any Suggestions?
Develop A Database

- Keep track of every correspondence
- Catalogue every resume you send out
- Create reminders
- Create email folders
## Sample Tracking Database

<table>
<thead>
<tr>
<th>Date</th>
<th>Contact Person</th>
<th>Address</th>
<th>Phone</th>
<th>How Contact Obtained</th>
<th>Form of Contact</th>
<th>Purpose of Contact</th>
<th>Opening Statement</th>
<th>How to Establish Rapport</th>
<th>Questions to Ask</th>
<th>Follow-Up</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**How to Establish Rapport**

**Questions to Ask**

**Follow-Up**

- Next Steps
- Other Notes from Call

---

Graduate Career Services Working Group

career.cornell.edu
Networking?

Informational Interviewing?

Networking:
The overall process of meeting people, building relationships, and asking questions to build rapport.

Informational Interviewing:
Is a piece of the networking process. It is a planned and prepared approach to gain career/job fit information.
Informational Interviewing

Prepare a list of open-ended questions in advance to obtain basic information about:

• Work Responsibilities
• Lifestyles
• Work Conditions
• Educational & Experiential entry requirements
• Possible questions about how to break into the field of your choice
Sample Questions

*What are the rewards / challenges / frustrations of your work?
* How is time allocated among your different responsibilities?
* How much work is done individually / how much in a team?
* In what ways does your work impact your lifestyle?
* Is there anything you wish you had done differently to prepare yourself for your current position?
* What was the best advice you received from someone in your field when you were just starting?
* What qualities are important to succeed in this work place?
* What changes do you foresee as being the most dramatic in your field over the next several years?
• 90% of non-entry level jobs are found through networking.
• One contact leads to another...
• 60+% of networking contacts produce helpful referrals.
• Can create a new position.
• You do the screening.
• Acquaint you with many valuable personal and business friends.
• Uncover unpublished openings.
• Will give you an advantage over 90% of other job seekers.
Roadblocks

- Don’t like “asking” for favors.
- Poor planning.
- Assume people are too busy.
- Indecision.
- Shy.
- Lack of desire.
- Fear of rejection.
- Won’t try new ideas.
- Don’t like cold calling.
“Networking for Introverts”

http://www.pdi-online.com/Networking_for_Introverts_Part_I.htm

Start Using Strategies that Honor Your Natural
by Dr. John T. Carlsen

“For most introverts, the prospect of networking with other people - especially for finding out about job openings or opportunities for career advancement - is only slightly less appealing than having a root canal. In fact, a root canal might seem preferable because it has a definite end.”
Networking Contacts

- F___.
- F___.
- A___.
- N______
- D______
- D______
- F___.
- F___.
- C__ D_____
Job Search Resources

• National Organizations
  • Trade Journals
  • Job Notices
  • Directories
  • Periodicals
  • Newspapers
• Web Resources
Networking Opportunities

• Information Sessions
  • Career Fairs
  • Faculty
• Career Search Database
  • Clubs and Activities
  • Alumni
• Presentations/Seminars
Career Networking with LinkedIn

http://www.youtube.com/watch?v=1eTDnSnDM
Questions?