



**CONTACTS
COUNT**
the power of human connection

NOVA Employment Expo
April 18, 2024

The Power of Human Connection

What is the #1
Predictor of
Career Success?



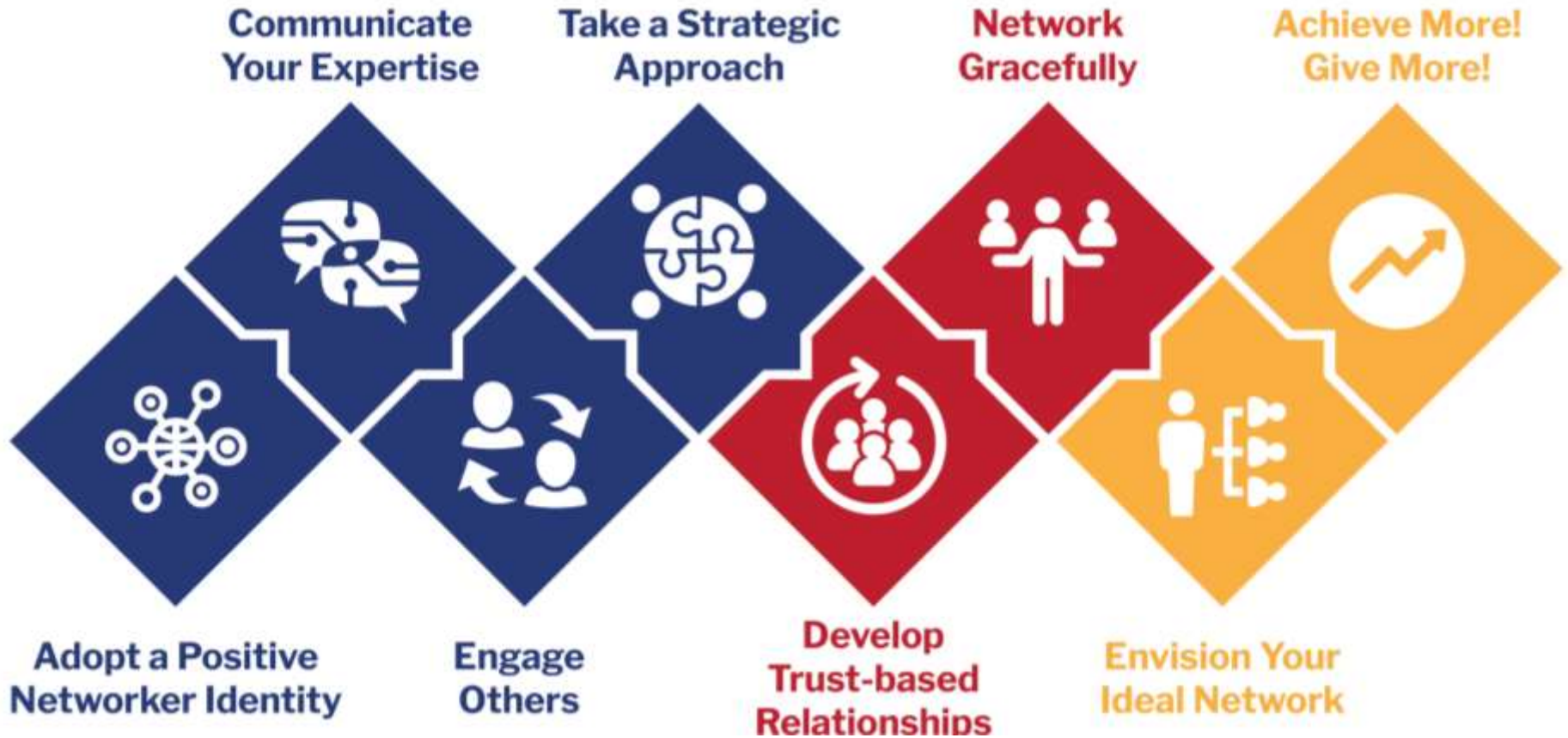
An Open Network is the # 1 Predictor of Career Success

Open network => broad + diverse



- Greater access to the hidden job market
- 60-80% of all jobs are found via networking

The 8 Networking Competencies



88 STRATEGIC CONNECTIONS

If you want to teach Jeffrey that you're a mentor, tell him about the innovative way the mentoring program at your organization is structured and how much you're getting out of your work with younger staffers.

.....
dates provide evidence

DEVELOP TRUSTING RELATIONSHIPS 89



Networking is . . .

the deliberate process of exchanging information, resources, support, and access in such a way as to create mutually beneficial relationships for personal, professional, and organizational success.

The re...
Six Stages of Trust.
Make a list of 10 people you know well and people you know...
all of your Nets: people you know well and have lost touch with; coworkers, clients,
people you used to know, but have lost touch with; customers, or vendors; people from a professional association or com-
munity organization; people from your life outside of work. Keep
these people in mind as you learn about the Stages in the paragraphs
that follow. See if you can figure out where you are with each of them.

know. For...
client introduces you to...
ment. Or you go to a barbecue at your...

Develop Trusting Relationships: The 6 Stages

Accidents

...are random encounters – people you'll never see again, unless one of you reaches out.

Acquaintances

...and you have a contact in common. You can always find them again through that contact.

Associates

...are members of the same groups you are a member of (professional association, club, workplace, etc.).

Actives

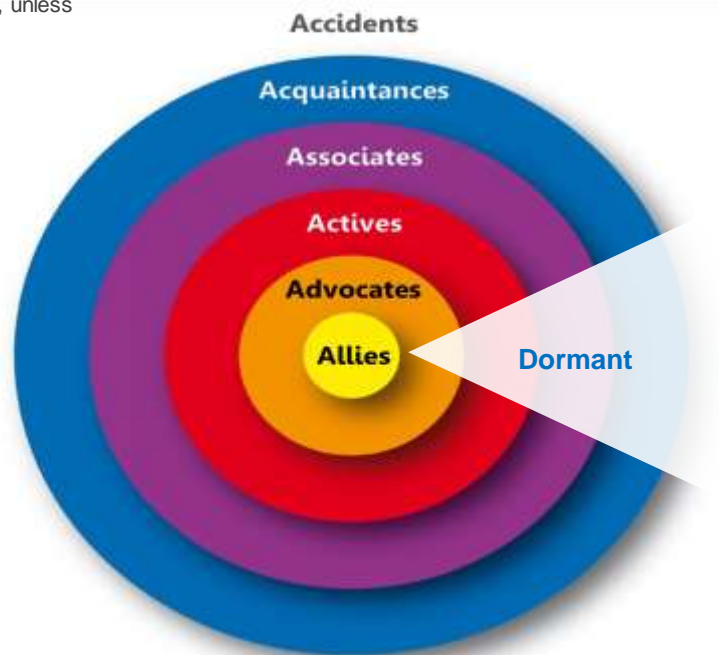
...exchange information and resources with you.

Advocates

...send opportunities your way, speak up for you, believe in your Character & Competence.

Allies

...are committed to your life-long business and personal success, know you in all parts of your life, give you constructive criticism, commiserate with you and celebrate with you.





How to make meaningful outreaches



Reasons to Connect Through LinkedIn

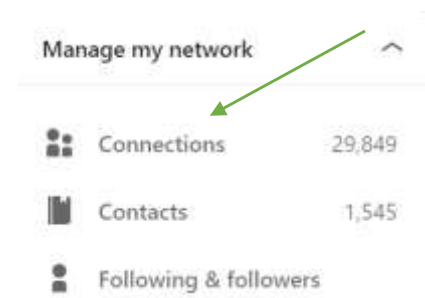
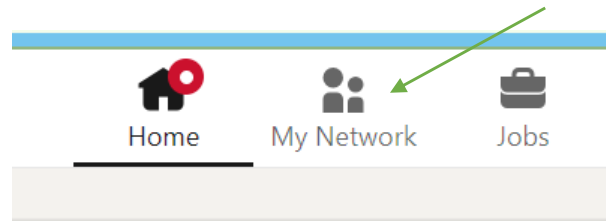
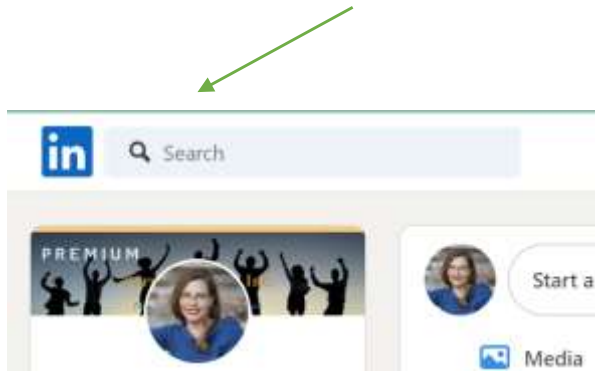


**Relationship Building
(or Rekindling)**

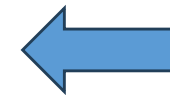
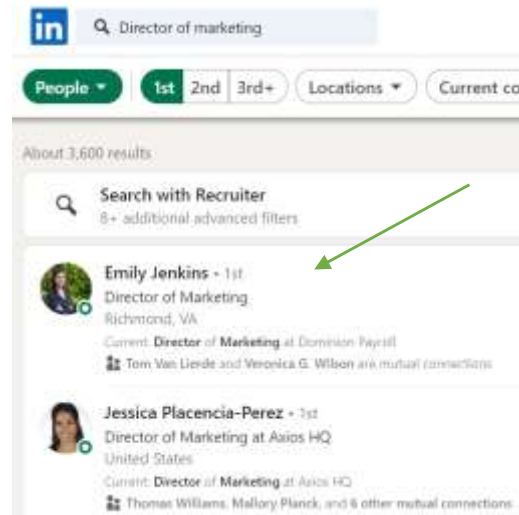
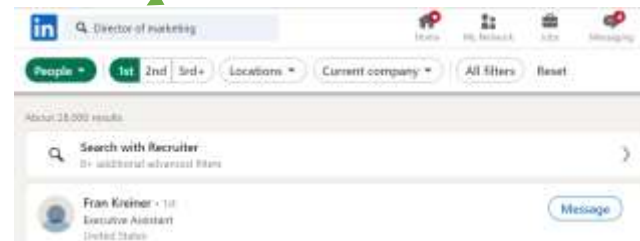


**Landing an Interview Through
an Internal Champion**

How to search for 1st level contacts



Search by name [Search with filters](#)



Use this same page to search for 2nd level contacts

Relationship Rekindling

Reconnect with 1st level connections in your profession or industry

WHY?

Because they want to help you. (Really)
Because they need your help too.

Depending on the trust you built when you last saw
them, they should be happy to hear from you.

Acquaintance or Associate

You may need to remind them where you met.



Relationship Rekindling

Reconnect with 1st level connections in your profession or industry

HOW?

Reach out through LinkedIn and email to
schedule a Zoom call or F2F chat.

SAMPLE MESSAGE

Hi Jane,

*Hope you're well! It's been some time since we
connected in person, so I wanted to invite you for a
Zoom catch up call to hear how you're doing. Also
happy to share some developments on my end.*

*Ok if I toss out some dates? Let me know if there are
any days I should avoid in the next few weeks.*

*Look forward to catching up,
Shira*



Relationship Building

Connecting with 2nd level connections in your profession or industry

WHY?

- Because you share a common interest and can be mutually helpful
- They can share job opportunities that aren't right for them but are right for you
- People in your community can help you transition into their sector



SAMPLE MESSAGE

Hi John,

We're connected through Mary Smith. I'm reaching out because we share some career interests in the (X industry / profession) and I'm hoping you might be open to exploring synergies.

Let me know if you're interested in a Zoom chat, and I'll toss out some dates.

Networking testimonial!



Robyn Shrater Seemann (She/Her) · 1st

Landing An Interview

Find an internal champion to get your resume noticed



WHY?

- Online job boards are flooded with competition
- 80% of jobs are hidden from the market
- Someone could create a new job for you

HOW?

- Reach out to any / all of these people:
 - Hiring manager
 - HR / recruiter
 - CEO / C-suite
 - Someone in or close to the department you're applying for
- Leverage your 1st level connection
 - Most effective: reach out via LinkedIn message AND email to ask for an introduction
 - Most efficient: mention their name to your 2nd level connection



Landing An Interview



Sample Messages:

LinkedIn Connection request to 2nd level connection who WORKS at a target company. You already applied for a job and want an internal referral to the hiring manager, recruiter or HR person.

Hi John,

We're connected through Mary Smith. I recently applied for (Title.) As there likely have been a volume of applicants, would you be open to flagging my candidacy to the hiring manager for extra consideration? Once we connect, I'll send you my application. Many thanks!

LinkedIn Message to 1st level connection who KNOWS the hiring manager, recruiter, HR or C-suite exec at target company. You already applied for a job and want your application to be forwarded to one of those people.

(ALSO SEND THIS MESSAGE VIA EMAIL IN CASE THEY MISS THE LINKEDIN NOTE.)

Hi Susie,

Hope you're doing well! I'm reaching out because I noticed you're connected to Sally Smith at (Company.) I recently applied for their (Title) role and would appreciate you forwarding my application to her for extra consideration, since I'm sure she's swamped with candidates.

Attached are the cover letter and resume I recently submitted.

Thanks very much for your help, and let me know if there is anything I can do for you.

Tech Tip

REMEMBER!
When reaching out to a 1st level connection,
send a **MESSAGE** and an **EMAIL**



Find their email address in the contact section of their LinkedIn profile



Vern Schellenger · 1st
Master Networker | Career Coach | Sports Junkie | Music Lover |
Dances Like Nobody's Watching
Naples, Florida, United States · [Contact info](#)

Vern Schellenger

Contact Info

 Vern's Profile
[linkedin.com/in/vern-schellenger](https://www.linkedin.com/in/vern-schellenger)

 Website
[contactscount.com](https://www.contactscount.com) (Company)

 Phone
239.940.3842 (Mobile)

 Email
vern@contactscount.com

 Connected
Sep 21, 2009

Tech Tip

When reaching out to 2nd level connection



**Craft a short connection request
(max 300 characters)**

**If you asked for a meeting and
they agree, follow up with 3
date options.**

Do **NOT simply say “Let me
what dates work for you.”**



How to frame the networking discussion

What IS Networking?

It Isn't Talking & Taking	It IS Teaching & Giving
Manipulative and one-sided	The intentional exchange of info, resources, support, and access.
Only for extroverts	Teaching people what you're good at & interested in, and learning the same about them
Just for job-seekers & sales professionals	Lots of learned behaviors!
Optional in today's workplace	Building relationships – not just going to networking events

Answering the “*WHAT DO YOU DO?*” Question

<p>BEST:</p> <p>One thing you do BEST or want to teach others about yourself</p>	<p>TEST</p> <p>A TESTimonial or example of a time you saved the day, solved a problem, or served the client</p>
<p>I’m in charge of onboarding for all our new hires.</p>	<p>Last week I spoke about our latest orientation innovations at a conference for managers. (Vice President – HR)</p>
<p>I help teams that are falling apart.</p>	<p>I just led a team retreat. They were so glad to discover that people from 4 generations really CAN work together! (Consultant)</p>
<p>I troubleshoot tax challenges of companies who do business internationally</p>	<p>I’ve just helped a company get ready to do business in Scandinavia. (CPA)</p>
<p>My firm designs surveys and questionnaires.</p>	<p>We created one for returning soldiers asking what transition services they need and we got a response rate of almost 80%. (Survey Methodologist)</p>

“WHAT DO YOU DO?”

List one of your skills or talents

Create the BEST sentence

Create the TEST sentence

I am an expert in...
My firm ...
I create ... I help...
My passion is...

An example when you, achieved results doing what you love

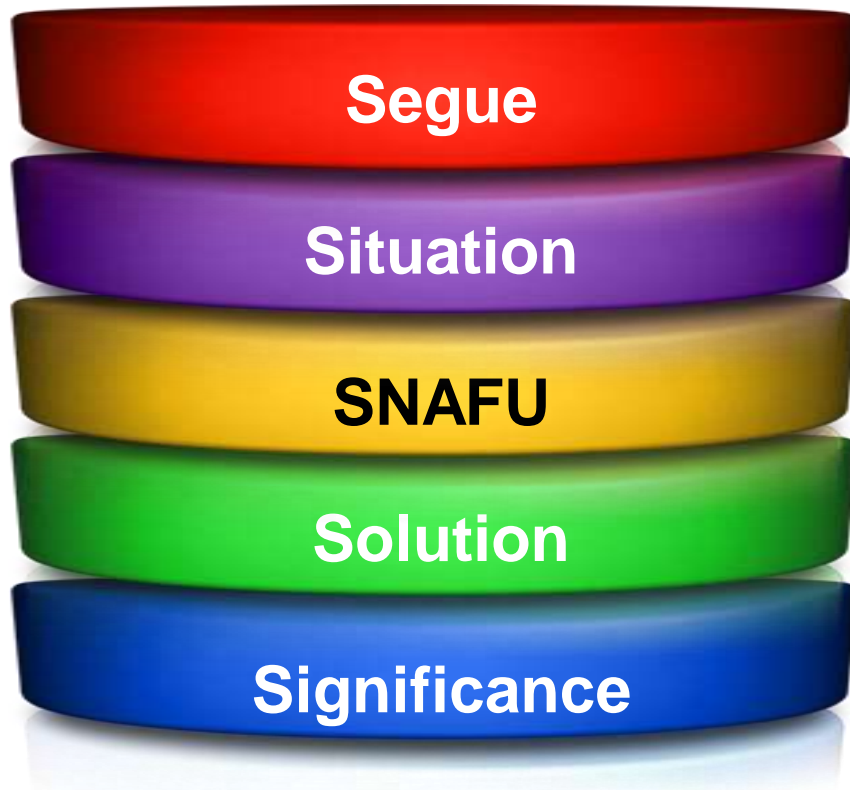
TIPS

- Remember two sentences, not two paragraphs.
- Practice with a friend/colleague – first time you will read it
- Get feedback and refine
- Keep practicing until you can respond as easily as when someone asks *“What is your name?”*

Teaching + Giving



Communicating My Expertise: Storytelling Formula



The transition to your story.

Briefly sets the scene, giving time, place and who's involved.

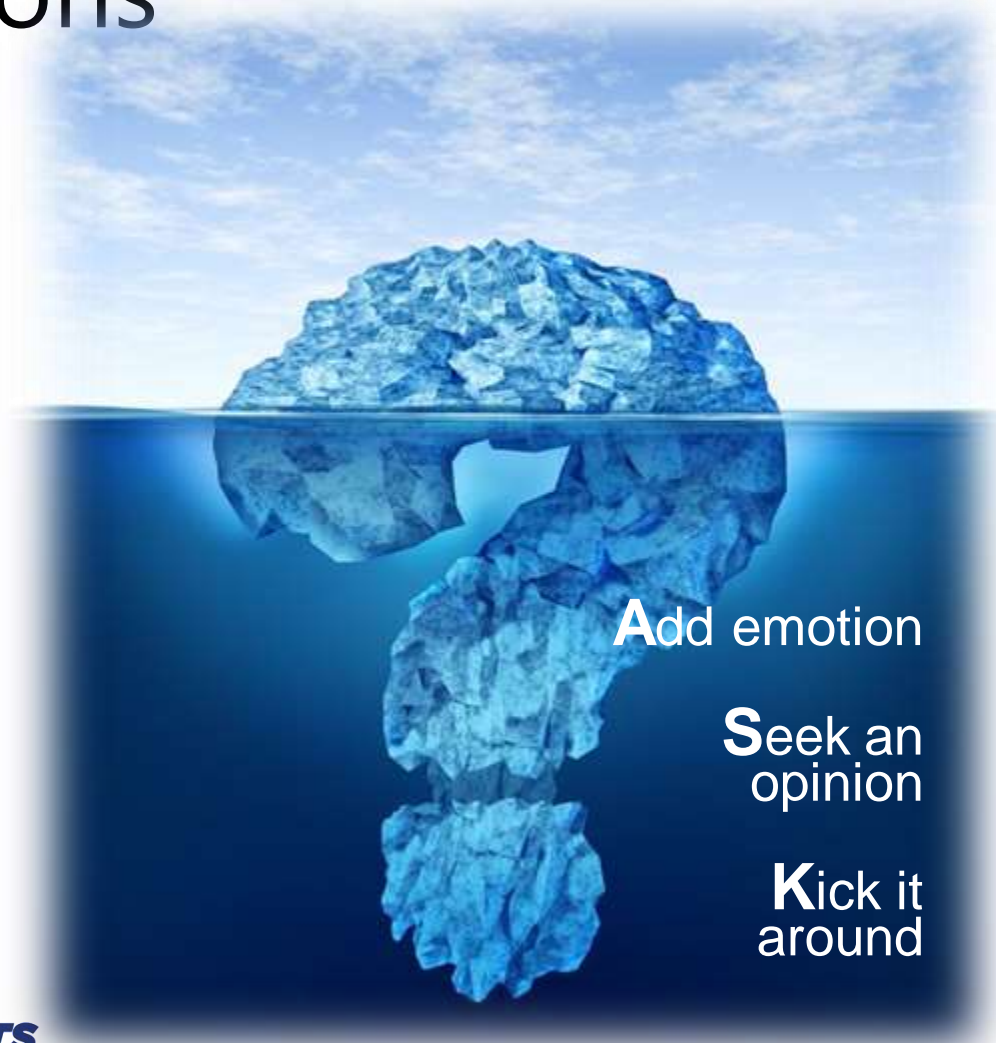
The challenge or problem you had to overcome or solve.

How you solved the problem.

The outcome, the impact, the benefit.



Engage People : **ASK** *Stop and Think* Questions



Add emotion

Seek an
opinion

Kick it
around

Engage People: *Stop and Think* Questions as Conversation Boosters

What are the key issues impacting your business today? What are the implications for your people/customers?

What will make this networking time well spent for you?

How do you gain and maintain your competitive advantage?



How are the issues you are facing now different from the past?



If you could wave a magic wand and fix this problem, what would the solution look like?

What phrases or words describe the culture at _____?

What needs to be different or happening that's not happening now?

What do you think are the top trends in _____ these days? Where is the field going?

How did you get into _____? How did you come to work for _____?

What's the biggest lesson learned in your role as _____?

What's a typical day for you?

What's the best idea you've found at this conference/meeting/event?



What does it feel like to work at _____?

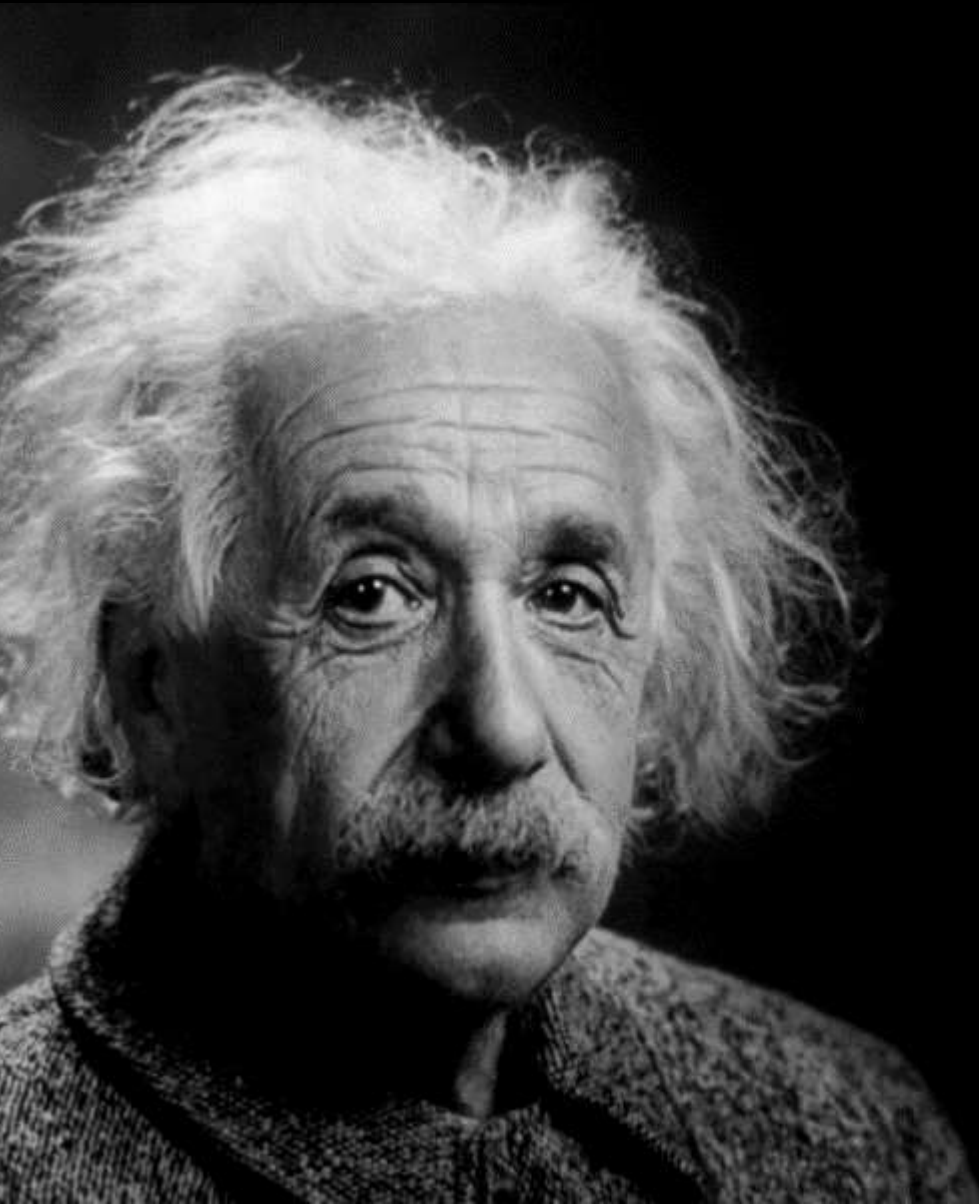
Engage People: *Looking for the Give*

- Discoveries?
- Information?
- Resources?
- Reviews?
- Referrals?
- Support?
- Tips/shortcuts?
- New products/services/businesses?
- Access?
- Expertise?
- Ideas?
- Trends?

What can you
GIVE?

What do they
want to GET?

- Find something/ someone?
- Solve?
- Understand better?
- Investigate?
- Learn more about?
- Connect with?
- Have more of in your life?
- Discover?
- Be able to do?
- Be ready for?
- Be aware of?



**“Learning is an
experience.**

**Everything else
is just
information”**

Albert Einstein

Keys to Learning - Reflection, Practice & Reinforcement

WHAT WILL YOU DO?

Write down one thing you learned today. What is one thing you can commit to doing differently in your conversations with others?



Next Steps

Vern's Networking Competency Assessment

Online - 20 minutes - 12 pg. PDF report

Feedback on BEST/TEST
answer or Story
vern@contactscount.com

Learn more – www.contactscount.com

**Free 30-minute
consultation with
Shira Lotzar:**

Shira@purposefulhire.com

“According to conventional wisdom highly successful people have three things in common: motivation, ability and opportunity.

If we want to succeed, we need a combination of hard work, talent and luck. A fourth ingredient, one that’s critical but often neglected –

Success depends heavily on how we approach our interactions with other people.”

