

## **Networking and the 30-Second Elevator Speech**

***How to get someone interested in hiring you or helping you get hired in 30 seconds***

### **What is “networking” and why bother?**

We’ve all heard that “networking” is the key to finding a job now. But what exactly does that mean? Here’s a brief description of networking and how to get started.

Essentially, networking is making a specific effort to get to know people who can help you develop your career opportunities. People in your network can give you advice, introduce you to more people, inform you about job openings, and even be reference or put in a good word for you with potential employers.

A lot of good jobs are not advertised. They get filled by word of mouth and the higher the position, the more often it happens this way. Even if the job is advertised, it could help you to get an interview if you know someone inside the organization who can put in a good word for you or give you “inside” information.

### **Build your Network**

Even if you’re new networking, you may have lots of good possible contacts such as:

- Friends and their family members
- Family members, both immediate and extended
- Former and current (possibly) colleagues or bosses
- Keep records of the people you meet and stay in touch. You don’t want to be the person who only gets in touch when they need help. Networking events, like Job Club, are good ways to build a network if you’re not sure where to start.

### **Create an Elevator Speech**

Whenever you’re looking for a new job, you need an effective way to introduce yourself if you meet someone who might be able to help you. That’s the purpose of the “Elevator Speech.” Remember to practice it enough that you can deliver it naturally!

#### **Here’s what to include in the “speech”**

- Introduce yourself
- State your current job or field
- State your past experience or training in this area
- State what job or career field you are seeking

#### **Additional ideas you might want to add:**

What makes me different from the competition? How will your company/customers benefit from my skills?

### **Example**

My name is Joe Jobseeker and I am currently working at ABM Industries as a custodian. Prior to ABM, I worked as a custodian at the Mall of America and at the airport. In these positions, my supervisors have always told me that I do a very thorough job cleaning and that I am a good team member. They know when they have a really hard job, that I am willing and able to handle it.

One notable thing about me is that in the past five years, I have never missed a day work. I am also very good at fixing things, so for my next position I would like to move into a maintenance position where I can grow and learn new skills.