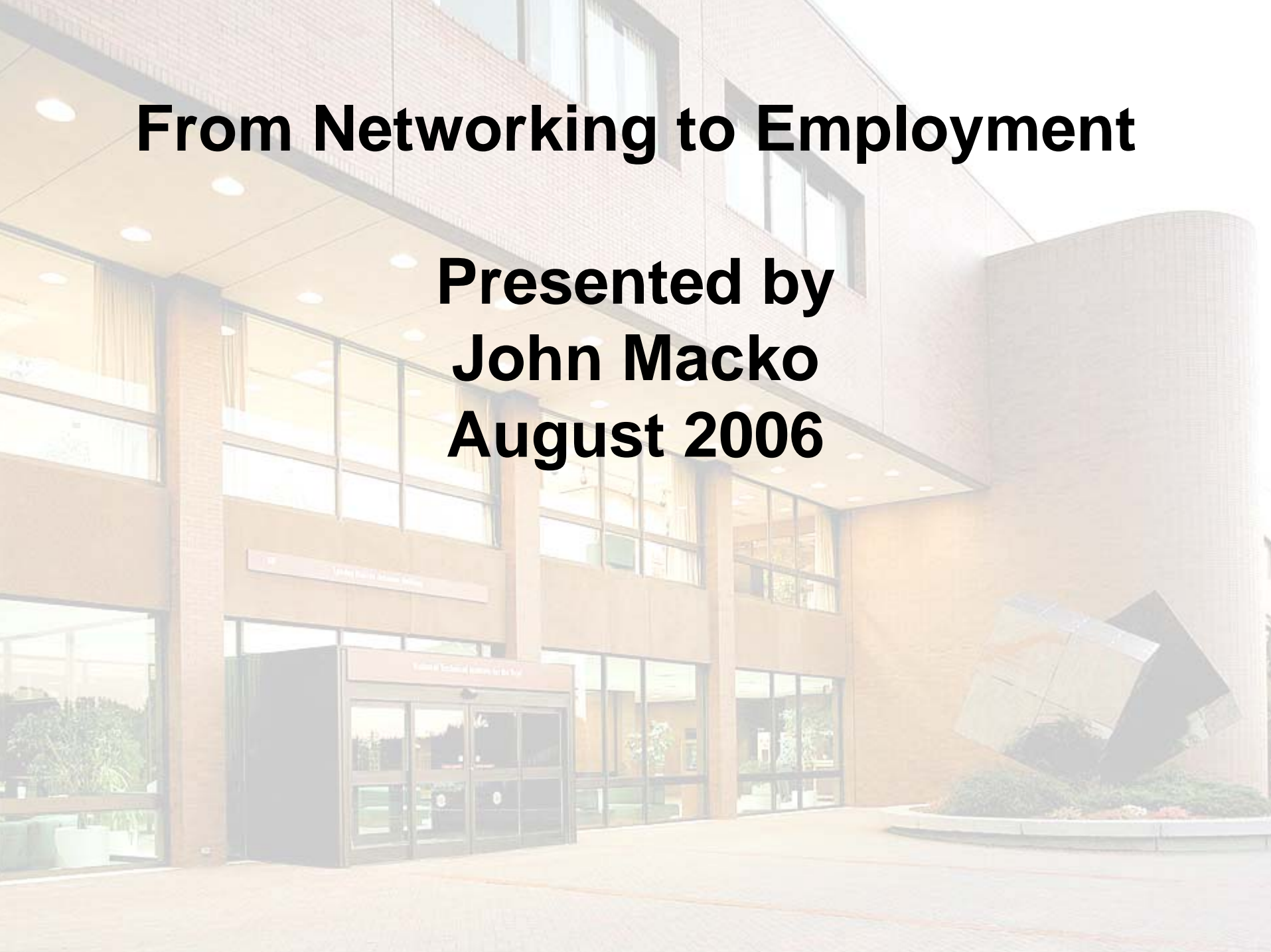


From Networking to Employment

**Presented by
John Macko
August 2006**



What is Networking?

- 1) Making contact with people you know**
- 2) Letting them know that you are available to help them achieve their goals**
- 3) Asking them to help you achieve your goals**



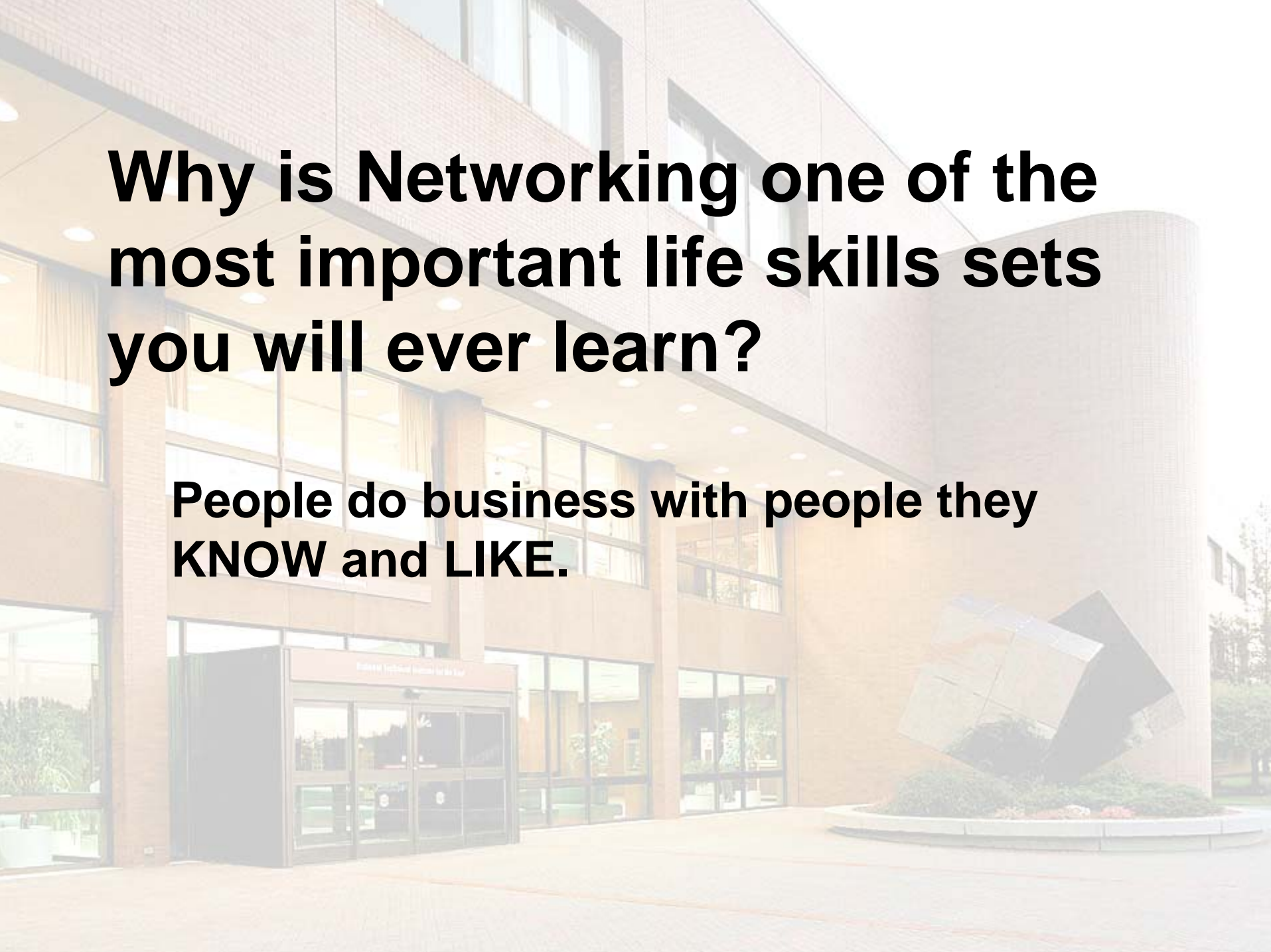
Activity 1:

**Ask Dr. DeCaro, Dr. Hurwitz, Dr. Kevin,
Ms. Pat DeCaro, Ms. Vicki Hurwitz, or
Mr. Mark Rosica how he/she achieved
his/her success.**

Activity 1: Continued

- **You'll hear about one of the people who helped paved their way.**





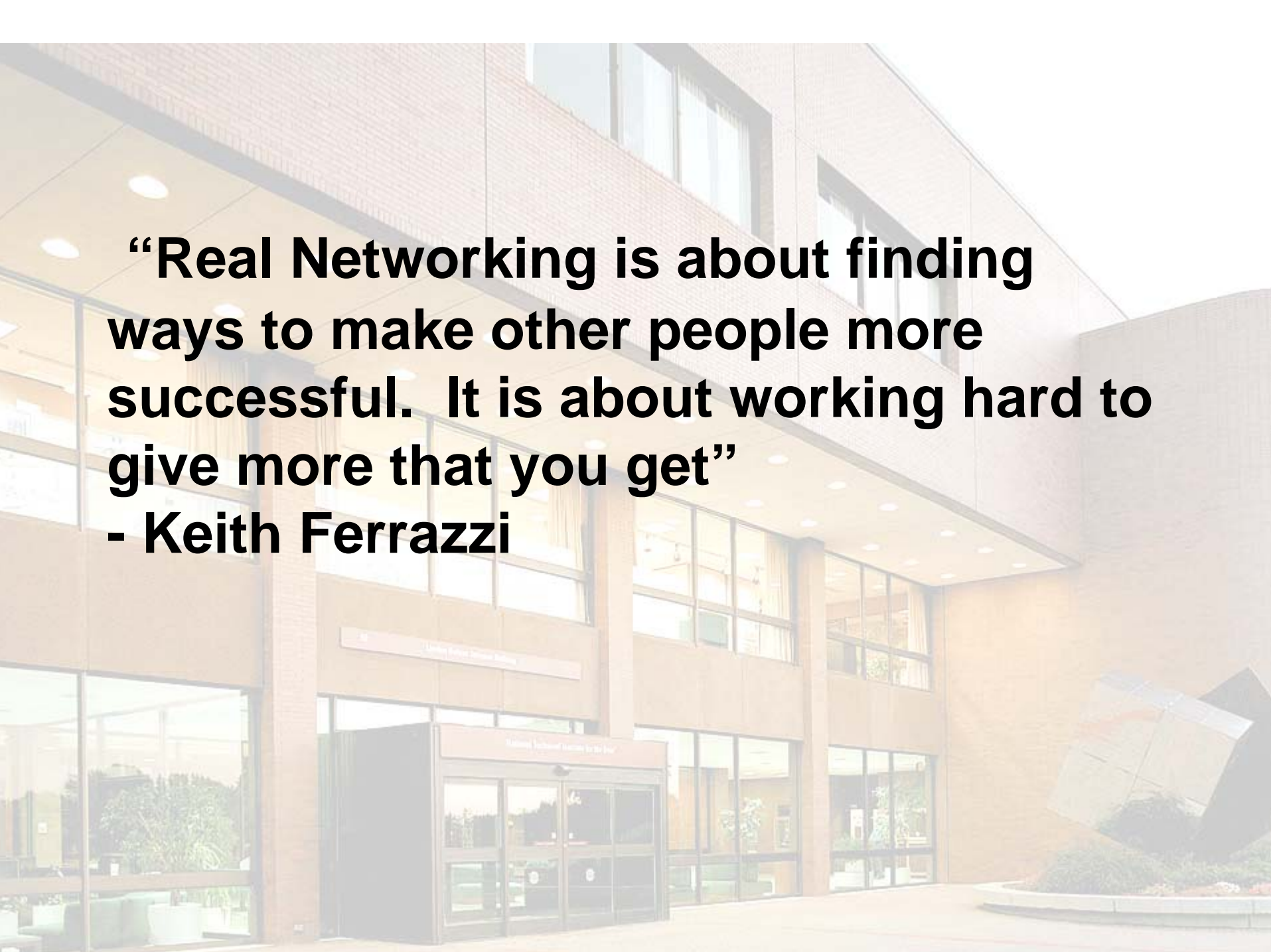
Why is Networking one of the most important life skills sets you will ever learn?

People do business with people they KNOW and LIKE.



Activity 2: Ask Dr. DeCaro why PEN-International is successful?

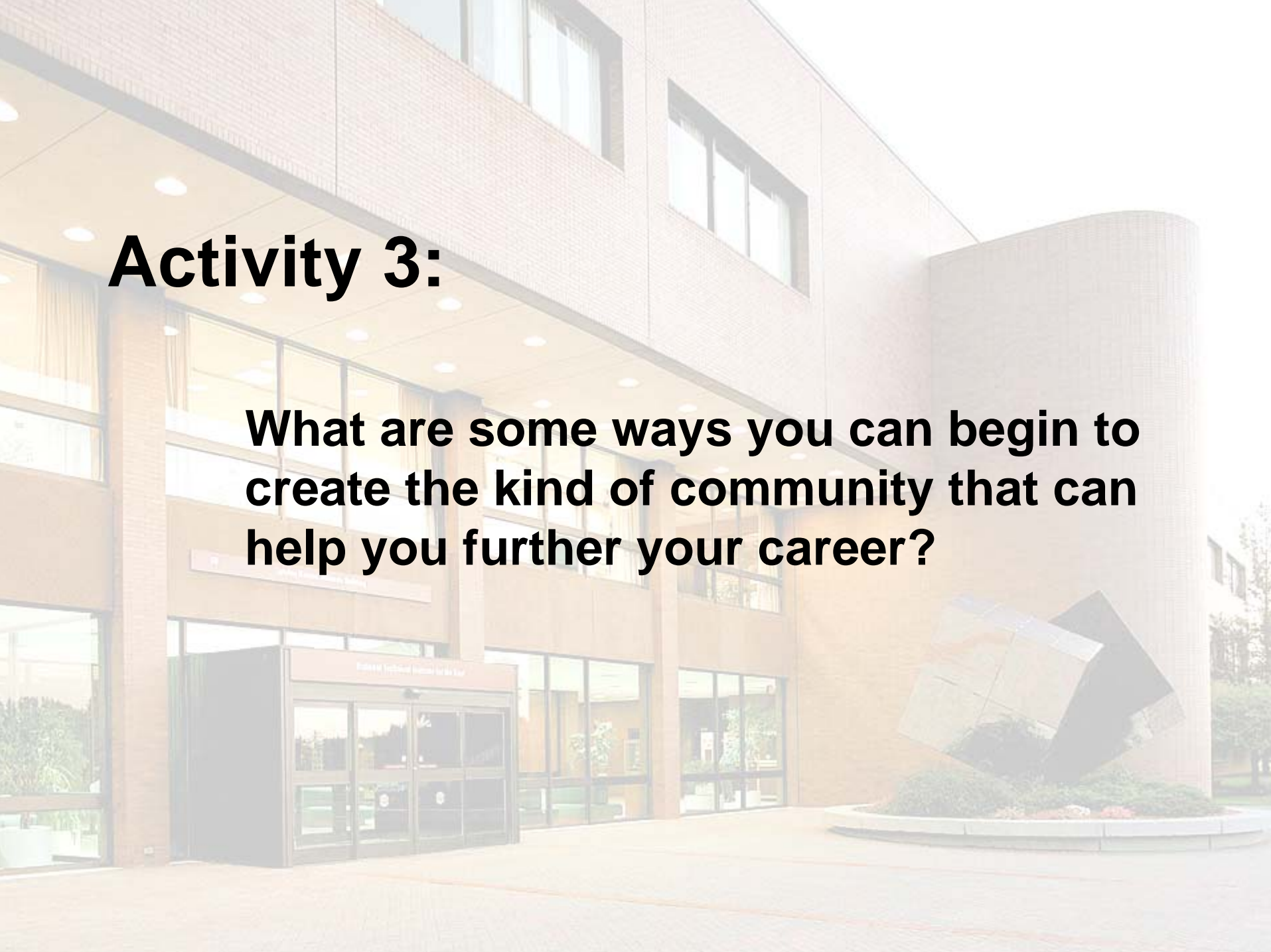
**You will hear his staff is very good at
managing relationships.**



**“Real Networking is about finding ways to make other people more successful. It is about working hard to give more that you get”
- Keith Ferrazzi**

Activity 3:

What are some ways you can begin to create the kind of community that can help you further your career?



Activity 3: Continued

- 1) Create a project that will force you to learn new skills**
- 2) Take on leadership positions in your favorite hobbies**
- 3) Enroll in a club at your college that relates to the job you want in the future.**

These suggestions will help you meet new people.

A photograph of a modern, multi-story brick building with large glass windows. The building has a curved section on the right side. In the foreground, there is a large, abstract sculpture made of several large, light-colored blocks. The text "When you do meet new people, it should be FUN, not time consuming." is overlaid on the image in a bold, black font.

When you do meet new people, it should be FUN, not time consuming.

The background image shows a multi-story brick building with large windows and a glass entrance. A large, abstract sculpture made of stacked blocks is in the foreground. The text is overlaid on the image.

What is the best way to opening doors or finding jobs?

Personal Contacts/Networking



Activity 4: What are the four main ways of finding jobs?

- 1) Want Ads (newspaper or internet)**
- 2) Market Letters (sending resumes and cover letters by cold calls)**
- 3) Employment Agencies**
- 4) Networking**

Activity 5: What is the success rate of people finding jobs?:

- 1) Want Ads (newspaper or internet)**
- 2) Market Letters (sending resumes and cover letters by cold calls)**
- 3) Employment Agencies**
- 4) Networking**

Activity 5: Continued

- 1) Want Ads (5-10%)**
- 2) Market Letters (2-3%)**
- 3) Employment Agencies (10-15%)**
- 4) Networking (75-80%)**

The background of the slide is a photograph of the Stanford University Graduate School of Business building. It is a multi-story brick building with large windows. In the foreground, there is a glass entrance and a large, abstract sculpture made of stacked blocks. The text is overlaid on the upper part of the image.

In 1995, Stanford University Graduate School of Business asked the alumni to identify the most successful traits.

- 1) Stanford University discovered that G.P.A. had no bearing on success.**
- 2) The one trait that was common among the class's most accomplished graduates was verbal fluency (communication skills).**
- 3) As the study confirmed, the more successfully you use language, the faster you can get ahead in life.**



Networking is a philosophy of life. It is an opportunity to help people and be helped by the people you have met.

Where Do We Go From Here?

Start thinking about how you're going to make everyone around you successful.

