



NETWORKING / JOB SEARCH STRATEGY GUIDE

20% of your time should be focused on applying for positions through job postings.

80% percent of your time should be focused on NETWORKING!

THE TOOLS – Create a persuasive resume and LinkedIn profile, and develop engaging cover & thank you letters

IDENTIFY COMPANIES & JOBS - Some Possible Sources:

- Employer Directory in Handshake - <https://uoregon.joinhandshake.com/>
- Chambers of Commerce and Economic Development Corporations in targeted locations
- Professional Associations / Professional Publications / Referrals from Faculty & Staff / Friends & Family
- Job Postings: Handshake, Indeed Jobs, LinkedIn, Glassdoor, Career Builder

Begin with 20 – 30 companies. You may ultimately need 100+ companies on your list.

RESEARCH COMPANIES & PEOPLE

- **Research each company** and understand what they do by starting with the company website.
- **Take notes** about what is happening at each company including accomplishments, innovations and trends.
- Formulate research-based “curiosity questions” that are relevant to the company and exciting to you.
- Use resources from the [UO Library databases](#) – *Mergent Intellect, BusinessSource Complete and Uniworld*
- Identify UO Alumni who might be working at companies of interest using <https://www.linkedin.com/alumni>.

Consider how your skills, characteristics and enthusiasm connect with each company on your list.

RELATIONSHIP CULTIVATION – Build a Base of Contacts

- **Initiate the relationship.** Begin making **contact via email, phone or by visiting.** Use Excel or a project management application to **develop a communication plan** and document your work.
- Your **initial communication** should NOT include the question, *Are you hiring?* It’s difficult to develop a relationship using this question as your opening line. You might share that the progress of the company is impressive and share a bit of what your research revealed. Follow up all conversations with a **thank you message** (email is fine).
- Request an **informational interview.** Be ready to focus on the interests of the company and how your skills and experience could add value. Use your curiosity questions to demonstrate knowledge and enthusiasm.
- Request a resume review from your contact to get advice and begin to build an authentic relationship.

RELATIONSHIP MANAGEMENT – Convert Your Contacts into Advocates

- **Continue to engage with your contacts which will convert them into advocates.** Engage in continuous research by following your target companies on LinkedIn, Twitter, company websites and other information portals such as “Newsle.” Offer congratulations to your contacts for positive news, share industry resources and articles. Sincere and well-informed outreach is powerful.
- **Be careful – your timing, pace and content are critical.** Every 4 – 8 weeks is probably appropriate depending on your networking and job search goals. If unsure about what to do and when, ask your career advisors!
- **Record** all networking activity using Excel, a project management app, or the contact management tool Trello

RELATIONSHIP LEVERAGING—Ask for referrals

- Your goal in this process is to build authentic and trusting professional relationships. When you apply for a job/internships, reach out to your contacts within the company and ask for their recommendation.