



RICE | BUSINESS

Jones Graduate School of Business

INCREASE INTERVIEW ACTIVITY THROUGH *EFFECTIVE* NETWORKING

MARCH 22ND , 2019



MARCELO BARROS
FOUNDER, THE INTERNATIONAL ADVANTAGE

REMEMBER **ISEL**?

It is a **framework** to help international students assess their **competitive advantages** and gain an edge to get noticed and hired



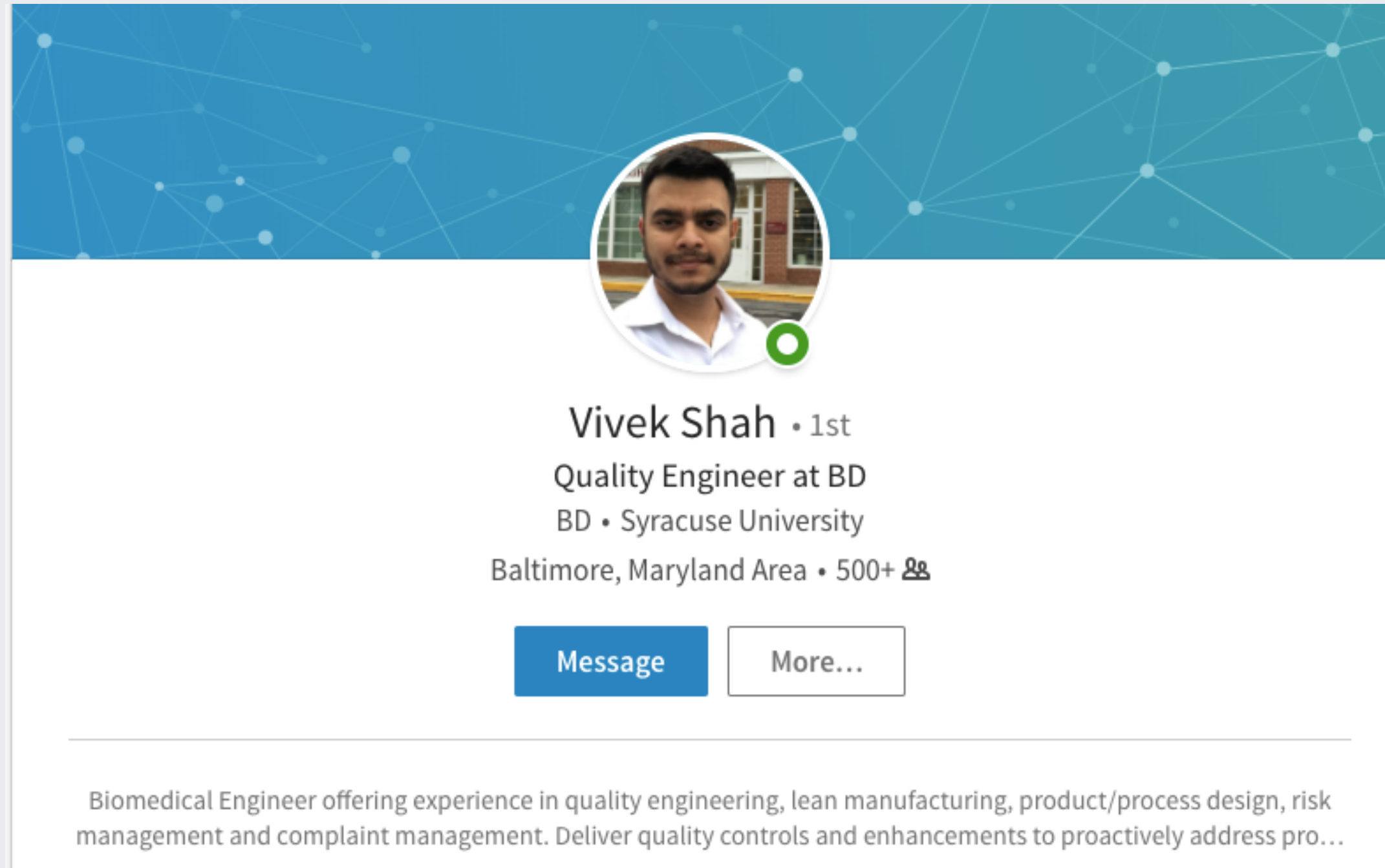
What problems are you interested in solving?


What skills do you have?

What are your pre-U.S experiences?

What language(s) do you speak?

VIVEK SKIP THE LINE



Vivek Shah • 1st
Quality Engineer at BD
BD • Syracuse University
Baltimore, Maryland Area • 500+ 

[Message](#) [More...](#)

Biomedical Engineer offering experience in quality engineering, lean manufacturing, product/process design, risk management and complaint management. Deliver quality controls and enhancements to proactively address pro...



Vivek Shah That's how I got my first job out of college! I got selected for a position before it was posted online! Got in touch with the manager, he liked my skills and thought I would be a great fit for a position that will open up in few months, and basically had me shortlisted and hired me as soon as position got vacant.

[Like](#) [Reply](#) | 2 Likes



Santosh Yadav

Engagement Manager at Mu Sigma Inc.



don't have a job description.. Its mostly a client engagement role.. ability to convey ideas, sell ideas, a bit of business dev, project management, will have to work with a team in Bangalore to get products delivered to the clients, big data analytics experience is a plus.. international students are okay.

5:18 PM

OK if post this job on LinkedIn and share your email with students and ask them to contact you. You will get a ton of response from international students. Are you comfortable with this idea? If so, send me your email address

6:48 PM



my email id id: santoshyadav.sy@gmail.com. I thought you had some recommendations. Posting job will go through HR process and will take some time.. If you have recos, please send them across..

NETWORKING CHALLENGES

1. Figuring out what to say to break the ice?
2. Asking for help, referrals or leads?
3. Getting people to agree to speak with you?
4. Answering, “what do you want to do?”
5. Overcoming language and cultural barriers?
6. Reconnecting and staying in touch?
7. Describing your visa situation?
8. Asking good questions?
9. Anything else here??



WHICH KIND OF JOB SEEKER ARE YOU?

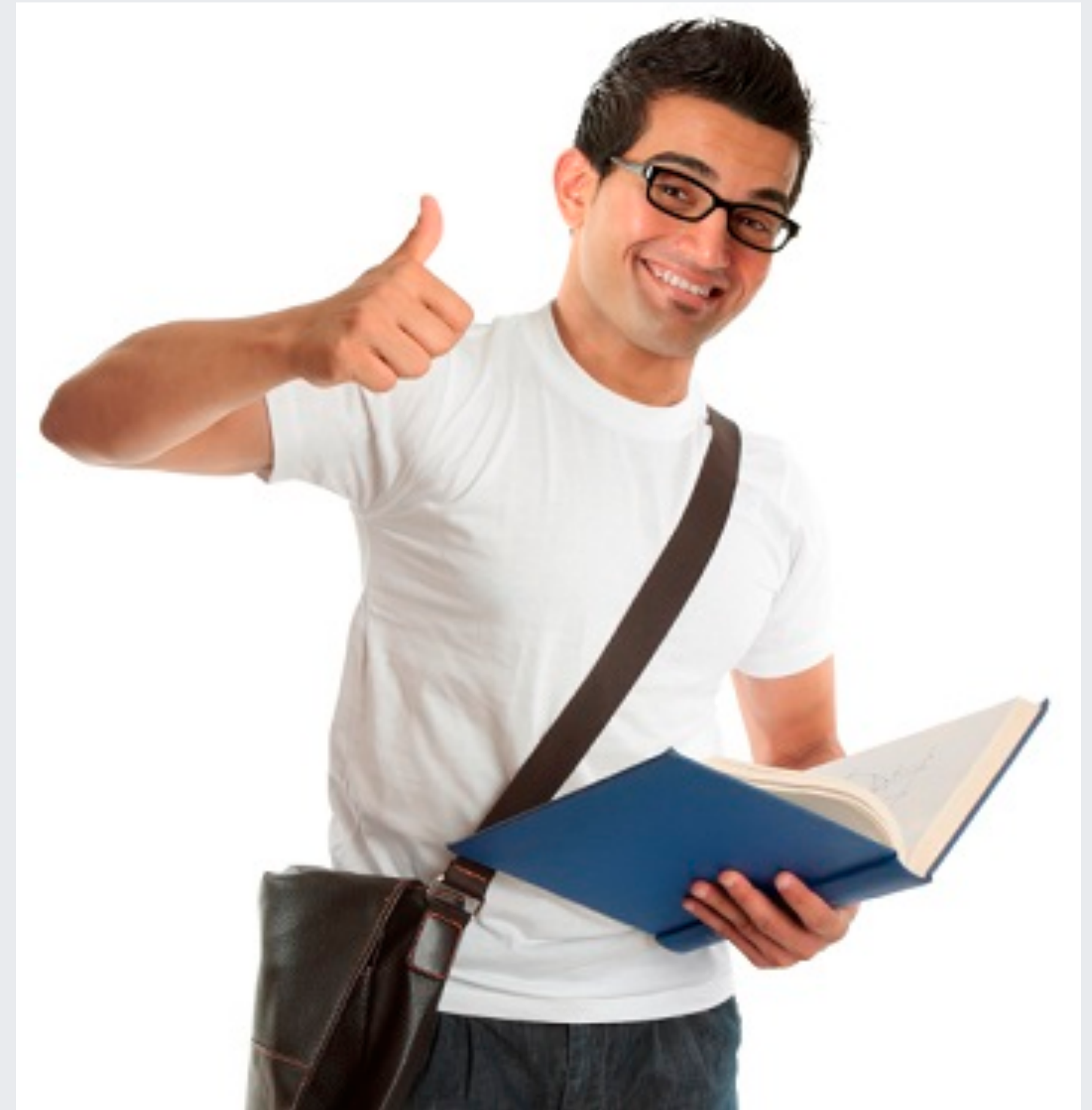


TACTICS FOR SUCCESS FOR GLOBAL NETWORKERS



THINK ABOUT YOUR MINDSET. IT DRIVES EVERYTHING

If you meet an alumni for the 1st time at right Rice, what can you say?



BE RESULTS DRIVEN

- Tie networking to strategic objectives (Macro: company. Micro: job)
- Know what you need from contacts
- Maximize participation in different networks: internal, external, formal, etc



DID YOU REACH YOUR TARGET?

VISUALIZE YOUR IDEAL NETWORK

- Create a board of directors (7 key contacts)
- Seek diverse opinions
- *Reach out often to build capacity*
- Consider international contacts but always include U.S contacts
- Go beyond your alumni base



COMMUNICATE EXPERTISE BUT **SEEK VALIDATION**

- Answer, “what do you want to do” in a tangible way. Tell “save the day” stories
- Tell stories that showcase U.S corporate values: organizational savvy and individual capabilities. Use “I feel”
- Be brief
- Recognize individual storytelling opportunities when you network *E.g. “what you said reminded me...”*





SECURE CONTACTS

Get people to want to talk to you

THE ART OF CONNECTING



Parth Detroja

Product Manager at Facebook | Author of Swipe to Unlock
3h

I get over a hundred messages each week from strangers asking to chat. People want to pitch an idea, get career advice, learn about Facebook, etc.

Today, I spent some time analyzing all the cold messages that I've received lately and I realized there's a simple test you can apply to instantly know which messages will get responses and which will get ignored.

If you can swap my name in the message with the name of any other Product Manager, any other Facebook employee, any other author, etc. and the rest of the note still makes sense, I will ignore that message. Those people don't want to talk to me—they just want to talk to someone who is "X" variable. There are plenty of other people who are also "X" that they can go talk to.

The people I make time to chat with each week have done meticulous research and given a very specific reason that they want to chat with ME, not just someone who is "X." The secret to getting twenty minutes on someone's busy calendar is to make them feel like a person, not a connection.



Parth Detroja
Product Manager at Facebook

WHAT DRIVES THE HUMAN CONNECTION?

1. the chance to be recognized by our peers
2. vulnerability is the driving force of human connection
3. to get to know someone really well outside of work
4. the chance to learn from others and teach others
5. the need we all have to share our life stories
6. our desire to interact with other human beings
7. a well delivered elevator pitch (hint: please don't choose this one)



Prof. Brene Brown

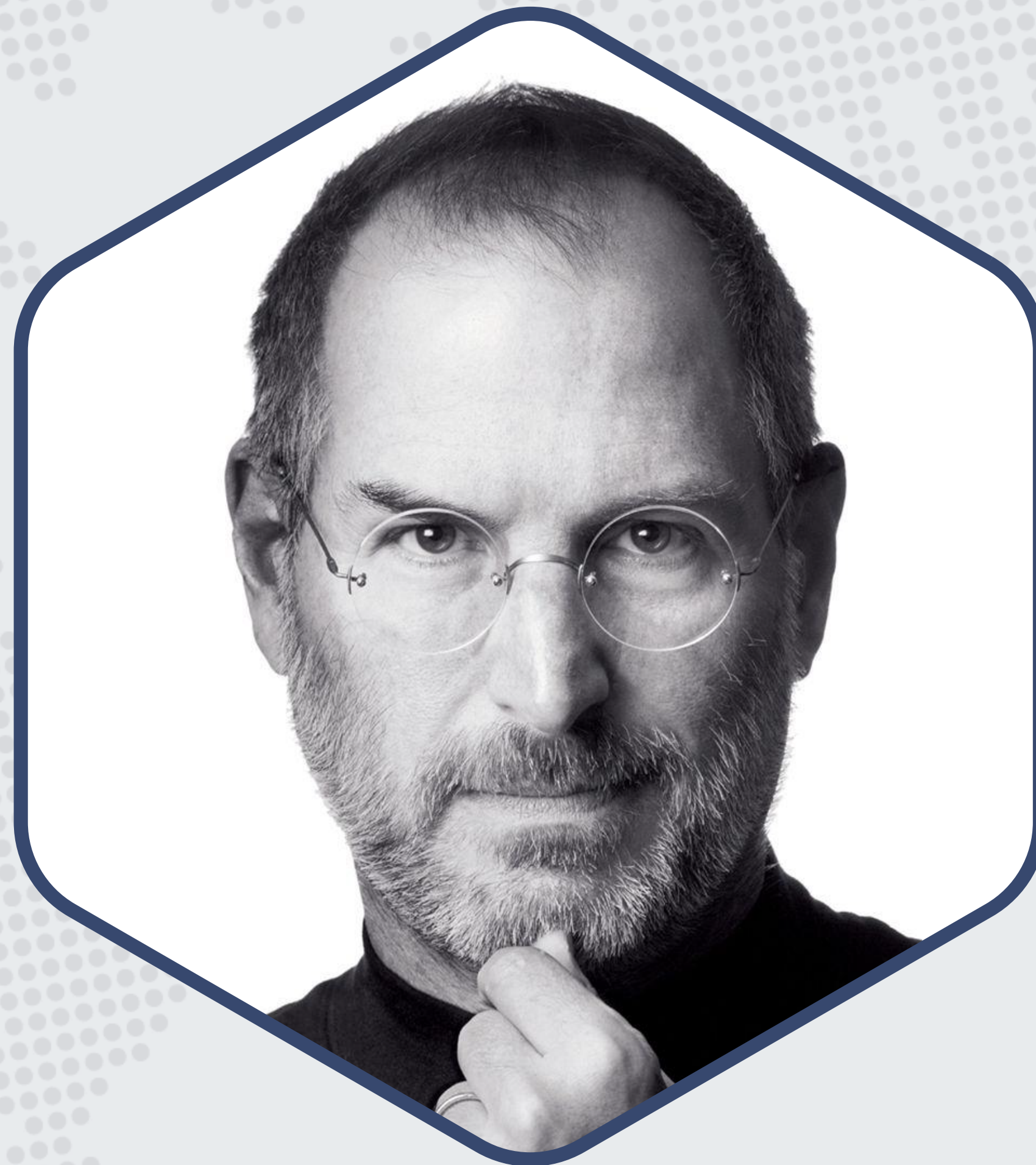
WHAT MATTERS MOST TO PEOPLE AROUND THE WORLD?

1. to be happy
2. to connect with others who share the same values they have
3. to live a life of purpose
4. the chance to give to others
5. to live in a world free of wars
6. to achieve emotional stability
7. to achieve financial success so they can pursue their true passions
8. the chance to talk about themselves



Prof. Shalom Schwartz

I LOVE THIS GUY



[HTTPS://WWW.YOUTUBE.COM/WATCH?V=DAP3GM6-LUU](https://www.youtube.com/watch?v=DAP3GM6-LUU)

PEOPLE WANT TO HELP



WHAT NETWORKING COMMUNICATION STYLE IS BEST?

1. assertive style
2. accent free
3. projecting confidence and control
4. clearly describing your ideal job after you graduate from Case Western
5. expressing plenty of doubt and relying heavily on advice
6. a style that focuses on adding value to the person you're talking to

NEW YORK TIMES BESTSELLER

WHY HELPING OTHERS
DRIVES OUR **SUCCESS**



ADAM GRANT

AUTHOR OF **ORIGINALS**

"AS BRILLIANT AS IT IS WISE, THIS IS NOT JUST
A BOOK—IT'S A NEW AND SHINING WORLDVIEW."

—SUSAN CAIN, AUTHOR OF **QUIET**



EXPRESSING VULNERABILITY WORKS IF...

1. the audience receives signals establishing the speaker's confidence
2. the person you're talking to knows you very well
3. you're not trying to switch careers
4. if you have in demand the technical skills such as programming skills
5. If you connect with people who are willing to be vulnerable themselves
6. the person you're talking to has experienced the same difficulties you are experiencing

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WHEN NETWORKING

1. be in learning mode and don't ask for a job
2. realize that the communication skills you use when networking may differ from interviewing communication skills
3. own your accent
4. leave your elevator pitch behind
5. take advantage of how little you may know about the world of work in the U.S
6. incorporate elements of your international background into conversations

THE INTERNATIONAL ADVANTAGE

GET NOTICED. GET HIRED



MARCELO BARROS, MBA

SAMPLE EMAIL MESSAGE?

Hello John. I hope you're doing great.

I'm an international student from India, getting my MBA at Rice University. I noticed you went to Rice as well.

My main reason for contacting you is because your your career path post Rice is identical to to what I'd like to pursue. Interestingly enough, what you did before Rice is very similar to what I did as well. Would you have time for a one-time, 15 min. informal career coaching call with me? Thanks in advance. I'm sure you are so busy but I'd be so very grateful for the chance to hear your thoughts about how I might be able to achieve better job search results. As graduation quickly approaches, I feel a little stuck but inspired to pursue a career in wealth management, which I think really fits me. Would you please John let me know if a brief, 15 min, one-time conversation with you is possible?

COLD EMAILS ARE TOUGH



Be Smart & Consider:

1. Mutual connection
2. Attending in person events. Trade shows are GREAT
3. Interacting with people smartly via social media
4. Publishing your own content / create strong digital presence
5. Tapping into pool of successful immigrants in the U.S



ASK FOR ADVICE = GET A JOB

ASK FOR A JOB = GET ADVICE



4

MANAGE THE CONVERSATION

Seek validation often

SEEK ADVICE!

1. How do you feel about my profile?
2. Do you feel my skills and experience support my career interests?
3. Will I be competitive? How do I compare with other students you know?
4. Do you see any gaps in my profile?
5. I **feel** I'd do well in roles that require deep analytical skills. Do you agree based on my background?
6. What would you do if you were in my shoes?
7. What decisions did you make when you were at Rice that you think helped you be more competitive when looking for jobs?
8. Are there specific areas or jobs you feel I could be a strong fit for?
9. Other questions?

MANAGE THE CONVERSATION

FACTOR	YOU MAY SAY
Strong opening/enthusiasm	I've been <i>really</i> looking forward...
Meeting purpose defined	I decided to contact you because...
Confidence/share ISEL	I have completed an analysis of my profile
Use "I noticed"	I noticed that you...
Seek help/Use "I feel"	I feel I'd do well in...
Seek validation	What do you think of my profile?
Face to face is always best	Is a coffee chat possible?
Ask great questions	I'm curious as to why you...
Compare and contrast	In my country...
Ask to stay in touch	Do you mind if we stayed in touch?

YOUR **HOMework**



1. Connect with 5 people (*before April 1st*)
 - 1 very high level corporate executive. Could be VP or CEO
 - 1 1st level manager. Could be the manager of a division or team
 - 3 professionals who are doing the kind of work you want to be doing (recent grads)
2. Manage the conversation correctly
3. Going forward: 2 conversations per week! No excuses