



## **Job Search Networking: Unloved, Misunderstood and Ignored**

Catherine Cunningham, *The Career Consultancy*

Career practitioners are often asked to help their clients with practical measures to find their next role.

Of the four methods to find a job, Job Search Networking is perhaps the most underused and misunderstood.

Mention the word 'networking' and most people think of sipping champagne at a business function and exchanging business cards. Meeting new business contacts this way is a valid form of networking, but it has a very low return on investment. It generally takes many meetings and a long time before a genuine connection is made.

Job Search Networking is totally different. It is a precise, targeted approach which harnesses the power of other people to aid in Job Search. Done correctly, it is not a matter of casual conversations with people. It is a calculated campaign to contact people for ideas, suggestions and information.

Job Search Networking offers many benefits to clients. It can help them to research career options and new industries, delivering vital information that can prevent a poor career or job choice.

Job Search Networking is also a powerful strategy for clients seeking to 'reinvent' themselves, perhaps because their previous line of work is no longer available or no longer desirable.

The aim of Job Search Networking is to explore whether an individual's abilities, skills and background fit employment in a particular business, industry or organisation. And if so, whether there are any current employment opportunities that offer good prospects for a rewarding job.

However, Job Search Networking is like baking a cake. All the ingredients are needed and must be used in the correct order. Follow the process and it works.

This session covers the do's and don'ts of Job Search Networking so that this critical Job Search method can be put into practice by both participants and their clients.