CAREERS ESSENTIALS: HOW TO BUILD AND UTILISE NETWORKS IN EFFECTIVE JOB HUNTING

DAVE CARTER

UCL Careers
Getting to know you

In pairs - Introductions:

1. share some background
2. what is your experience of being in a ‘networking’ situation in the past?
What we’ll look at today

**Agenda**

- **why** networking with people is so important
- **where** to find people to connect with
- **how** to overcome the barriers that typically hold people back
- **how** to make the best use of opportunities
- **what** to do next
CAREERS ESSENTIALS talks and workshops programme
www.ucl.ac.uk/careers/events/essentials

Find and Fund a PhD
Improve your PhD applications
Mock aptitude, etray and other selection tests
Succeeding at Interviews
MBTI personality profiling
Improve your CV
Better applications, cover letters and personal statements

Beyond the advertised job market:
Successful job hunting
Mastering Linkedin and social media in your job search
Introduction to the graduate job market
Your future and how to work towards it
Considering a Masters
How to build and utilise networks in effective job hunting
UCL ALERT!
CAREERS NOTIFICATION EMAIL
UCL.AC.UK/CAREERS/NEWS

Be the first to know about what’s new by signing up to personalised email alerts through your My UCL Careers account.

You’ll find out about current jobs, events happening at UCL Careers and The Careers Group including when they are open for booking as well as all the latest news.
Career Essentials: Talks and Workshops Programme

This series of workshops is aimed at current students and recent graduates.

New for 2016/17, a series of lunchtime talks and experiential workshops providing insight, advice and interactive opportunities to engage with aspects of career management and navigating selection processes no matter where you are in your career thinking.

From understanding the graduate job and postgraduate study market to career decision-making, mock interview, tips to interview success, finding and funding a PhD to getting to grips with LinkedIn and social media - the programme aims to equip you with the essential know-how to begin to move forward and engage more confidently with ‘Finding your Future’.

Talks and workshops titles will be repeated on a regular basis in the Autumn, Spring and post-exam season.

How to prepare...

Presentation Slides

Where possible, any materials used at an event will be made available to download here. Please check this page after the event but be aware, it may take up to a week for materials to be uploaded.

- Introduction to the graduate job and postgraduate study market (Talk given 11th October)
- Find and Fund a PhD (Talk given 12th October)
- Find and Fund a PhD (Talk given 31st October)
- Better PhD Applications (Talk given 3rd November)
- Improve your CV (Talk given 18th October)
- Better applications, cover letters and personal statements (Talk given 25th October)
- Example cover letters and personal statements (Talk given 25th October)
- Example applications form answers (Talk given 25th October)
- Succeeding at Interviews (Talk given 27th October)
- Behind the Competencies (Handout as part of interviews talk 27th Oct)
- Decisions, Decisions - How to find your future (Talk given 29th Oct)
Insights and actions

Register for UCL Careers ALERT!
ucl.ac.uk/careers/news

Download Slides
www.ucl.ac.uk/careers/events/essentials
Presentation slides area
Typical views about networking

Formal

Informal
Your next step…….

1. Identify 3 benefits of engaging in ‘networking’ as part of a future strategy in moving on from UCL
2. Identify 3 barriers that would potentially hold you back
**NETWORKING: Benefits**

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The careers thinking scaler

- On a scale of 1 to 10 (strong clear focus), how decided are you on the sectors/roles you are interested in?

1. Complete confusion / Haven’t begun to even think about it
2. Some idea of what I want from a job
3. Some ideas of what I want and potential options
4. Some concrete options but undecided
5. Strong clear focus
# NETWORKING: Benefits

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Competitive marketplace

Graduate SCHEME applications per 2015 vacancy

Graduate JOBS applications per vacancy

- Overall: 68
- Transport or logistics company: 137
- Retail: 123
- FMCG company: 119
- Investment bank or fund managers: 106
- Energy, water or utility company: 79
- IT & Telecommunications: 77
- Banking or financial services: 68
- Engineering or industrial company: 66
- Public sector: 45
- Construction company or consultancy: 43
- Law firm: 42
- Accountancy or professional services: 24

Graduate Marketing and Admin Assistant

- £18,000 per annum
- London
- 3 days ago
- 60 applications

Company Profile: Our client is a boutique specialist recruitment agency who work with companies across the medical, technology and pharmaceutical industries. They offer high-end solutions to growing companies and have enjoyed great success in the past few years. The role: This is an amazing opportunity...

Similar jobs

Graduate Campaign Manager - Marketing Agency

- £21,000 per annum, inc benefits
- London
- 14 May
- 17 applications

Graduate Campaign Manager - Marketing Agency London £21k per annum + excellent progression + benefits. An exciting and rapidly expanding marketing analytics consultancy is looking to recruit two top calibre graduates for the career opportunity of a lifetime. This is the chance to join a business which has...
“It can be difficult for candidates to articulate why they are interested in a specific employer. From the outside, the early responsibility, training & development opportunities and prestigious client-base are similar for many high-profile employers in our sector. What makes us different is the way we do things and the people we hire. The only way for you to really understand what our culture is like is by engaging with our staff, asking lots of questions and understanding more about what it’s like to work here.”

UCL Management consulting fair recruiter
Motivational evidence
Applications and interviews

‘The culture and the people working at X are appealing and my conversations with Sofie Strömberg, a consultant at the Stockholm office, strengthened my belief that this separates X from other organisations in the industry. This was reinforced speaking with consultants at the 25th June London company presentation in London including Shavin Shah (Strategy associate) who spoke about the strong team ethic he had experienced working on the Telco account and the opportunities to develop relationships with clients at any early stage.’
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HOW DO PEOPLE FIND JOBS?

**Graduate-level opportunities**

- Graduate Scheme opportunities
- Direct entry

**Sources of job information**

- Word of mouth (30%)
- Advertised (25%)
- Recruitment agencies (22%)
- Speculative (12%)
- Other (e.g., careers fairs) (11%)
Finance & Insurance Sector – How did you find out about this job?

Source: What London graduates do
But what if I’m not interested in COMMERCIAL graduate schemes?

Sectors
- International Development
  - Media and broadcasting
  - Publishing and journalism
  - Creative Arts and Design
- Cultural heritage
  - Government and Policy
- Environment
  - Performing Arts

Roles
- Policy
- Editing
- Marketing
  - Campaigning
  - Research
- Project management
- Sales
- Producing
- Planning
Media (production) – how did you hear about your job?

Source: What London graduates do
NETWORKING OPPORTUNITIES

FORMAL AND INFORMAL
Autumn 2016/7 fairs programme

- Management Consultancy – October 16
- Banking & Finance Day 1 and 2 – October 16
- Engineering – October 16
- IT & Technology – October 16
- Law Day 1 and 2 – November 16
- UCL Careers Job market – May 17
Sample UK Graduate scheme vacancy numbers 2016/17

- TeachFirst: 1,750
- PwC: 1,500
- Deloitte: 1,200
- Civil Service Fast Stream: 900+
- HSBC: 500+
- Atkins: 350
- BT: 250
- M&S: 200
- Shell: 70+

Source: GET Directory/ Times Top 100
Typical Graduate ‘Scheme’/ ‘job’ recruitment Cycle

2016

- MAJORITY Grad jobs and MINORITY Grad schemes - Year round recruitment

- MAJORITY Grad Schemes applications window

- MAJORITY Grad Schemes recruitment, selection and offers

2017
Other formal (reactive) networking opportunities

- Employer presentations programme (ON campus)
- Employer presentations programme (OFF campus)
- Skills4work: Employer-led skills development
- Insight into weeks – Ongoing
On-campus Networking opportunities – 30th Jan to 12th Feb

Charities & NGO's Themed Week:
- Campaigning, Policy, Public Engagement and Fundraising Panel
- Charities Link Up
- Cancer Research UK Insight and Application Workshop

Skills workshops:
- Leadership with EY
- Practice interview with RBS/ Nestle
- Presenting and influencing with City law school

Environment week:
- Volunteering fair (VSU)
- Careers in Conservation, Ecology and Wildlife
- Corporate Social Responsibility and Sustainability Panel
Finance & Insurance Sector – How did you find out about this job?

Source: What London graduates do
Media (production) – how did you hear about your job?

Source: What London graduates do
Other

- Professional bodies
  - Mentoring schemes/ Insight into careers events
- Employer Open sessions:
  - Showcasing research
  - Exhibitions and talks

directoryoftheprofessions.co.uk
For Associations, Institutions, Societies and other bodies....

IT, Computing and Telecommunications is an occupational area that is rapidly expanding as at the same time more and more of our traditional industries decline. From telecoms to webmaster, an IT career beckons....

Courses. Coaching. Community.
ucl.ac.uk/careers/graduates
Generating options – What do UCL students do?

<table>
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<tr>
<th>Career insights of 138 alumni</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search alumni by title, keyword or company</td>
</tr>
<tr>
<td><strong>Attend</strong></td>
</tr>
<tr>
<td><strong>United Kingdom</strong></td>
</tr>
<tr>
<td><strong>London, United Kingdom</strong></td>
</tr>
<tr>
<td><strong>New York City Area</strong></td>
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</table>

**What they do**

- 213: Education
- 200: Media and Communication
- 136: Business Development
- 138: Research

**Where they work**

- 29: UCL
- 4: King's College London
- 3: University of Cambridge
- 2: The Key Support Services Limited

**Show more**
Linkedin Case study

Dan Frith

- UCL MSc Economics interested in work within financial services
- months went by applying for jobs without success
- had used LinkedIn purely for sourcing advertised job roles

**Graduates 1 to 1 coaching: New strategy**

- conducted structured self-assessment and option generating activities
- improved LinkedIn profile, starting researching and then connecting with staff within insurance companies involved in risk (new option)
- took conversations off-line – information interviewing:
  - met for coffee, asked lost of questions to become more informed about role/sector
  - found out about insurance roles more interesting and aligned to skillset
  - now on radar of a number of organisations
  - kept in contact, appeared on news feeds
  - latterly 2 organisations contacted him about opportunities not publically advertised
- researched, company, sector and interviewers on LinkedIn

**Offered position at Expoint as Reinsurance strategist**
Personalised connection messages - POOR

Join my network on LinkedIn

Tracy B:
April 3, 2014 1:44 PM

Tracy B has indicated you are a Friend:

I'd like to add you to my professional network on LinkedIn.

- Tracy

My topic is "Negotiations in the Corporate World" and it would require my participants to watch a 3 minute video followed by completing an online survey. In return I will offer academic grounded advice on how to be a better negotiator.

Minimum requirement for my participants is for them to have at least 1 year of work experience in a corporate environment in any of the Western countries. Do you think you can spare 10 minutes in the next 7 days?
Dear Dave

I hope you don’t mind me contacting you directly. I read your profile with interest and am looking like you to move into careers work from a commercial background.

I have an interview with the Careers Group shortly and wondered if I might be able to pick your brains on what you consider to be some of the strengths of the organisation.

Am hoping you might connect with so we could discuss further

Kind regards
Break
Your next step…….

1. Identify 3 benefits of engaging in ‘networking’ as part of a future strategy in moving on from UCL
2. Identify 3 barriers that would potentially hold you back
### NETWORKING: Barriers

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<td><strong>Confidence:</strong></td>
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<tr>
<td>• I’m not ‘good’ at networking</td>
</tr>
<tr>
<td>• I don’t feel comfortable talking about myself</td>
</tr>
<tr>
<td>• how would I introduce myself?</td>
</tr>
<tr>
<td>• what would I talk about?</td>
</tr>
<tr>
<td>• why would they be interested in me?</td>
</tr>
<tr>
<td><strong>Lack of contacts:</strong></td>
</tr>
<tr>
<td>• what if I don’t have a ready-made network I can use?</td>
</tr>
<tr>
<td><strong>Ethical:</strong></td>
</tr>
<tr>
<td>• it seems to be <strong>who</strong> you know, not <strong>what</strong> you know</td>
</tr>
<tr>
<td>• I feel uncomfortable about asking someone to give me a potential advantage</td>
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Overcoming barriers
Networking – a definition

“a supportive system of sharing information and services among individuals and groups having a common interest”
Networking – a definition

“a supportive system of sharing information and services among individuals and groups having a common interest”

Assumes 2-way process
What might be the benefits of engaging in networking from the other party’s perspective?

- Commercial need (big and small recruiters)
- Personal interest and fulfilment
- Personal financial gain
CAREERS ESSENTIALS: HOW TO BUILD AND UTILISE NETWORKS IN EFFECTIVE JOB HUNTING

DAVE CARTER

How to ‘connect’ with people interested in meeting you.
Making connections can actually be….FUN!

Connecting: pairs exercise:

- Nominate ‘storyteller’
- **Storyteller:**
  - For 1 minute recount an experience, academic or professional (social) that you are proud of/ enjoyed

- **Partner:**
  - LISTEN

- The best way to be interesting is to be INTERESTED!

- At the end, ask questions to find out more
Good questions:

Closed v open:

- **did** you enjoy it? – invites ‘closed’ response
- **instead use:** what, how, describe, tell me more…….

- what did you enjoy the most?
- what was the worst thing….?
- what happened next?
- how would you describe…?
- tell me more about…?

Try same exercise again but reverse rolls
Formal careers presentations/ fairs...... employer feedback

- ‘a baseball cap and ripped jeans didn’t create the best first impression……’
- ‘unlikely we’ll be bringing freebies next year in those quantities…..’
- ‘I wasn’t really in a position to update a student on the progress of their application…..’
- ‘constantly surprised by how ill-prepared students seem, how poorly considered their questions are and little use they make of the opportunity to REALLY talk to us…’
What NOT to ask ……..

- what does your organisation do?
- could you check my CV?
- what kind of salary could I expect?
- what is your closing date for applications?
- what kind of skills do you look for?
- and so on ………..
Pairs Exercise – Ask the right questions

1. what ‘open’ questions might you ask at a careers event of an employer you are interested in to find out more? - consider:
   • details of the work, job satisfaction and motivation
   • colleagues, culture and environment
   • Grad recruiter: The opportunity
## Interviewing the ‘job’

### Details of the work and motivation
- What does a typical day look like?
- What did you learn in your course that helps you to do your job? Do you get the opportunity to use ‘X’ skills?
- Why aspects of the job you enjoy? What do you enjoy less?
- What are the biggest challenges?
- How did you decide that consulting was for you?

### Culture
- What proportions of the time are you working on your own or as part of a team?
- Is there a particular type of person who works at X?
- What are the opportunities to socialise and get involved with activities outside of work?

### Progression and development
- What are the typical training opportunities involved – how tailored are they to your specific needs?
- What is the typical progression timeline?
- How do you know whether you’re doing a good job?
- How do responsibility levels increase during the duration of the training scheme?
- How will I be appraised?
- What kind of opportunities and support is there available relating to professional qualifications?
INTRODUCTIONS CAN BE TRICKY
Personalised connection messages - POOR

Inbox

Compose

Messages (3)
Invitations
Sent
Archive
Trash
Search

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Kind regards
Making an impact
Introductions can be tricky

- on your own, prepare an ‘elevator pitch’ to an employer to introduce yourself in no more than 15 seconds
- practice in 3’s – components:
  - introduction
  - relevant background and your interest in opportunity
  - what do you want to know?
- example pitches
- give each other feedback on introductions and how it might be improved
  - medal/ mission
- introductions exercise in a moment
Engaging employers at Fairs

- do your homework
  - find out who’s attending (online fair catalogues)
  - who do you want to talk to and what do you want to find out
- pre-register and get there early
  - if nervous, ‘warm-up’ before approaching key target employers
- creating the right impression:
  - appearance/ go solo/ target individual
  - consider staff role – (HR v business line/ Senior v junior)
  - take CV copies (handout only if requested)
- the exit
  - know when to move on
  - make notes of important points (use for later)/ business cards
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1to1 coaching

Current students:
- **CV/ Application coaching** - 15 minutes (Mon – Fri) lunch/ early evening
- **Short guidance** – 15 minutes (Mon – Fri)
- **Long guidance** – 60 minutes on referral from short guidance
- **Interview coaching** – 60 minutes *(on condition ‘real’ employer interview)*

Recent leavers:
- **Graduates appointment** – 30 minutes (Mon – Thu) inc. lunchtime/ early evening/ phone/ skype *(recommended use especially if 1st Graduates coaching session)*
- **CV/ Application coaching** – 15 minutes – same service as for current students
- **Interview coaching** – 60 minutes *(on condition of ‘real’ employer interview)*

Booking
- Online: up to 7 days in advance: My Careers Service
  - [http://www.ucl.ac.uk/careers/students/mycareersservice](http://www.ucl.ac.uk/careers/students/mycareersservice)
- By phone: (call 020 3549 5900 after 9.30am)/ in person
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