Talk to a partner…

1. What’s your experience of being in ‘networking’ situations in the past?
2. Identify 3 benefits of connecting with people as part of any ‘next-step’ career thoughts
CAREERS ESSENTIALS

CONNECTING WITH PEOPLE - BUILDING AND UTILISING A NETWORK OF CONTACTS TO SOURCE JOBS AND WORK EXPERIENCE

DAVE CARTER
CAREERS CONSULTANT
UCL CAREERS
# Careers Essentials 2017/18

## Talks, workshops and eLearning

Search ‘UCL Careers Essentials’

### 10-title lunchtime talks including:
- Prepare for the fair: How to network with employers
- An introduction to the graduate job market
- Improve your CV
- Better applications, cover letters and personal statements
- Interview success
- Find and fund a PhD
- PhD applications
- Your future and how to work towards it
- Sourcing jobs and work experience
- Considering a Masters

### 5-title workshops including:
- Mock aptitude, etray and psychometric tests
- Mock assessment centre
- Linkedin: Sourcing opportunities and raising your profile
- Connecting with people - Building and utilising a network of contacts to source jobs and work experience
- MBTI: Personality profiling

### 6-module ‘eLearning’ course

- Introduction to the graduate job market
- Your future and how to work towards it
- Sourcing jobs and work experience
- Planning for success – How to manage your job hunt
- Effective CV, cover letter and applications
- Interview success and applications
What we’ll look at today

- The ‘benefits’ to connecting conversations
- Where to find useful people to ‘connect’ with
- The ‘barriers’ to connecting conversations
- 5 ways to make the most of opportunities to connect with others
Search ‘UCL Careers Essentials’
> Talks and workshop slides, resources and recordings
Let’s hear from you…

1. Identify 3 benefits of connecting with employers as part of your ‘next-step’ career thoughts
Making CONNECTIONS: Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Learn from other’s experience:</strong></td>
</tr>
<tr>
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</tr>
<tr>
<td>• potentially short-cut recruitment process</td>
</tr>
</tbody>
</table>
## Competitive jobs market

**Graduate SCHEME applications per vacancy 2017**

<table>
<thead>
<tr>
<th>Sector</th>
<th>% of hires</th>
<th>Starting salary</th>
<th>Applications per vacancy</th>
<th>Average % of ex-interns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>100%</td>
<td>£28,000</td>
<td>75</td>
<td>34%</td>
</tr>
<tr>
<td>Accountancy or professional services</td>
<td>22%</td>
<td>£26,433</td>
<td>29</td>
<td>19%</td>
</tr>
<tr>
<td>Banking or financial services</td>
<td>8%</td>
<td>£35,000</td>
<td>90</td>
<td>40%</td>
</tr>
<tr>
<td>Construction/Built Environment</td>
<td>2%</td>
<td>£27,000</td>
<td>36</td>
<td>27%</td>
</tr>
<tr>
<td>Consulting or business services</td>
<td>4%</td>
<td>£28,000</td>
<td>45</td>
<td>-</td>
</tr>
<tr>
<td>Energy, water or utilities</td>
<td>2%</td>
<td>£28,000</td>
<td>97</td>
<td>20%</td>
</tr>
<tr>
<td>Engineering or industrial</td>
<td>12%</td>
<td>£27,250</td>
<td>78</td>
<td>23%</td>
</tr>
<tr>
<td>FMCG</td>
<td>2%</td>
<td>£26,750</td>
<td>167</td>
<td>45%</td>
</tr>
<tr>
<td>Investment bank or fund managers</td>
<td>1%</td>
<td>£37,000</td>
<td>133</td>
<td>55%</td>
</tr>
<tr>
<td>IT &amp; Telecommunications</td>
<td>10%</td>
<td>£30,000</td>
<td>84</td>
<td>23%</td>
</tr>
<tr>
<td>Law</td>
<td>5%</td>
<td>£39,000</td>
<td>49</td>
<td>64%</td>
</tr>
<tr>
<td>Public sector</td>
<td>20%</td>
<td>£27,000</td>
<td>31</td>
<td>-</td>
</tr>
<tr>
<td>Retail</td>
<td>9%</td>
<td>£25,250</td>
<td>93</td>
<td>31%</td>
</tr>
<tr>
<td>Transport or logistics</td>
<td>1%</td>
<td>£28,750</td>
<td>88</td>
<td>15%</td>
</tr>
</tbody>
</table>
“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 are culture is like is by engaging with our staff, asking lots of questions and understanding more about what’s it like to work here.”

*UCL Management Consulting fair recruiter*
Motivational evidence
Applications and interviews

‘My interest in X was reinforced speaking with consultants at the 15th October London presentation including Shavin Shah (Strategy associate). He spoke convincingly about the strong team ethic he experienced working on the Telco account and the opportunities to develop relationships with clients at any early stage.’ His exposure to meeting senior clients mirrored my experience during an internship at Y where I……
### Making CONNECTIONS: Benefits

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</table>
Limited graduate scheme opportunities

Graduate-level opportunities

- Graduate Scheme opportunities
- Grad 'jobs'/ Direct entry

ISE survey – 200 employers
20K Grad scheme opportunities

Overall: 10K employers offering 200K jobs for leavers
How do people find jobs?

Source: Office of national statistics
Sectors and job roles where connections are important

**Sectors**
- International Development
- Cultural heritage
- Environment
- Performing Arts

**Roles**
- Policy
- Editing
- Marketing
- Campaigning
- Research
- Project management
- Sales
- Producing
- Planning
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
WHERE TO FIND PEOPLE TO CONNECT TO
Almost 1000 employers on UCL Campus in 2016/17
Employers on campus

- RBS
- UBS
- CMS
- AlphaSights
- ICAEW
- Stock Exchange Group
- Linklaters
- Norton Rose Fulbright
- Civil Service Fast Stream
- Accenture
- Clifford Chance
- PwC
- TeachFirst
- Unilever
- Frontline Changing Lives
- Oliver Wyman
Typical Graduate ‘Scheme’/ ‘job’ recruitment Cycle

Grad SCHEMES start dates

Grad SCHEMES applications window

Grad SCHEMES recruitment, selection and offers

Grad JOBS - Year round recruitment

2017
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep

2018
Careers Fairs employer programme 17/18

Management Consultancy: Wednesday 4th October

Banking, Finance & Economics: Tuesday 10th and Wednesday 11th October

IT & Technology: Wednesday 18th and Thursday 19th October

Engineering Fair: Monday 23rd October

Life & Health Sciences Fair: Tuesday 24th October (off campus at The Francis Crick Institute)

Law Fair: Monday 13th and Tuesday 14th November

Graduate Jobs market – June 2018

All fairs take place in the North and South Cloisters of the Wilkins Building between 5.30-8pm, with exception of the Life & Health Sciences Fair that takes place at The Francis Crick Institute.
EVENTS LISTING:
Monday 16th October – Friday 27th October 2017 – check myuclcareers

Employer Presentations

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Location</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCG Budapest &amp; Southeastern Europe Connection Event</td>
<td>Off campus</td>
<td>Monday 16th October</td>
<td>6.00pm</td>
</tr>
<tr>
<td>APT Company Information Session</td>
<td>Off campus</td>
<td>Monday 16th October</td>
<td>6.30pm</td>
</tr>
<tr>
<td>HNA (Hawaiian Airlines)</td>
<td></td>
<td>Monday 16th October</td>
<td>6.30pm</td>
</tr>
<tr>
<td>The University of Law</td>
<td></td>
<td>Tuesday 17th October</td>
<td>4.30pm</td>
</tr>
<tr>
<td>Teaching Forum: Teaching – An Inspiring Career</td>
<td></td>
<td>Tuesday 17th October</td>
<td>6.30pm</td>
</tr>
<tr>
<td>80 Days Event for Overseas Chinese Talents – by Lockin China</td>
<td></td>
<td>Wednesday 18th October</td>
<td>1.00pm</td>
</tr>
<tr>
<td>Quantitative Research Presentation by J.P. Morgan</td>
<td></td>
<td>Wednesday 18th October</td>
<td>1.00pm</td>
</tr>
<tr>
<td>PhD Workshop – by Boston Consulting Group</td>
<td>Off campus</td>
<td>Thursday 19th October</td>
<td>1.00pm</td>
</tr>
<tr>
<td>Teach First</td>
<td></td>
<td>Thursday 19th October</td>
<td>3.30pm</td>
</tr>
<tr>
<td>CityView Internship Event for Female STEM Students</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interested in Tech &amp; Finance</td>
<td>Off campus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meet BCG Nordics</td>
<td>Off campus</td>
<td>Thursday 19th October</td>
<td>5.30pm</td>
</tr>
<tr>
<td>Jardines Career Talk and Networking Event</td>
<td>Off campus</td>
<td>Thursday 19th October</td>
<td>6.00pm</td>
</tr>
<tr>
<td>Get to Know BCG Athens</td>
<td>Off campus</td>
<td>Friday 20th October</td>
<td>7.00pm</td>
</tr>
<tr>
<td>Find Your Path – RBS</td>
<td></td>
<td>Monday 23rd October</td>
<td>10.00am</td>
</tr>
<tr>
<td>Teach First</td>
<td></td>
<td>Monday 23rd October</td>
<td>1.00pm</td>
</tr>
<tr>
<td>FTI Consulting</td>
<td></td>
<td>Monday 23rd October</td>
<td>5.30pm</td>
</tr>
<tr>
<td>How to be Successful at Securing a Training Contract, by Ince &amp; Co</td>
<td></td>
<td>Tuesday 24th October</td>
<td>1.00pm</td>
</tr>
<tr>
<td>Allen &amp; Overy: Get to Know A&amp;O</td>
<td>Off campus</td>
<td>Wednesday 25th October</td>
<td>6.30pm</td>
</tr>
<tr>
<td>Discover Bloomberg</td>
<td></td>
<td>Thursday 26th October</td>
<td>1.00pm</td>
</tr>
<tr>
<td>McKinsey &amp; Company: International Afternoon Tea</td>
<td>Off campus</td>
<td>Thursday 26th October</td>
<td>2.00pm</td>
</tr>
<tr>
<td>BCG Germany Case Study Training in London</td>
<td>Off campus</td>
<td>Friday 27th October</td>
<td>5.00pm</td>
</tr>
</tbody>
</table>

Monday 4th December – Friday 15th December 2017 – check myuclcareers

Employer Presentations

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Location</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argos Technology Recruitment Event</td>
<td></td>
<td>Thursday 7th December</td>
<td>5.30pm</td>
</tr>
</tbody>
</table>
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
Sector Themed Careers Week programme

- **Government & Policy** – w/c 23rd October
- **Museums and Cultural Heritage** – w/c 13th November
- **Media** – w/c 27th November
- **Charities & NGOs** – w/c 29th January 2018
- **Environment** – w/c 5th February
- **International Development** – w/c 19th February
- **Life & Health Sciences** – w/c 5th March

#UCLInspireMe
‘The art of forming contacts through informal and formal social meetings’

- friends and family
- neighbours
- university lecturers
- careers staff
- societies/ hobbies

Who might these people know?
‘The 6 degrees of separation’
UCL alumni careers mentoring
https://www.ucl.ac.uk/careers/advice/alumnimentoring
Linkedin Careers mentoring

Dan Frith

- UCL MSc Economics leaver interested in work within financial services
- weeks 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**
Building a network of mentors
The UCL alumni tool – Search UCL alumni linkedin’
EMAIL ALERTS
Be in the know!

Sign up to personalised email updates through your MyUCLCareers account.

Find out about current jobs, events happening at UCL Careers and The Careers Group.
In pairs...

• Identify 3 barriers that might prevent you from attending or making the most of opportunities to connect with employers
## Making CONNECTIONS: Barriers

### Issues

#### Confidence:
- I’m not ‘good’ at networking and don’t feel comfortable talking about myself
- how would I introduce myself?
- what would I talk about?
- why would they be interested in me?

#### Lack of contacts:
- what if I don’t have a ready-made network I can use?

#### Ethical:
- it seems to be who you know, not what you know
- I feel uncomfortable about asking someone to give me a potential advantage
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
5 WAYS TO MAKE THE MOST OF CONNECTING OPPORTUNITIES
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
  - 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
Ask the right kind of questions.

The best way to be interesting is to be interested!
Employer Feedback:

‘I’m 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………..
Employer Staff at a Careers event

Graduate trainee

Recruitment manager

Partner
Asking the right questions

1. Imagine you’re attending a careers event attended by staff from an organisation of interest to you.

2. What ‘open’ questions might you ask at a careers event to find out more? - consider:
   - Graduate trainee
   - Recruitment manager
   - Partner
<table>
<thead>
<tr>
<th>Interviewing the ‘job’</th>
<th>Questions to find the answers to.....</th>
</tr>
</thead>
</table>
| **Graduate trainee**   | • What does a typical day look like?  
                          • What have been some of the highlights of your experience so far?  
                          • What aspects of the job do you enjoy?  What do you enjoy less?  
                          • What are the biggest challenges?  
                          • How did you decide that this role was for you? |
| **Recruitment Manager**| • 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? |
| **Partner**            | • How is the industry changing – what will be some of the biggest future challenges for the organisation?  
                          • What are likely to be some of the growth areas in the sector over the next few years?  
                          • What is the role of a partner in the organisation?  
                          • Could you tell me more about your background?  
                          • What do you value about working at X? |
Information interviewing

When you're trying to find out more about your next step, potential job options and how to manage the job-hunting process, it's important to ask interesting questions. Here are a few ideas to get you started. You can generate even more useful and important questions by thinking about your own particular priorities, interests, and requirements.

**Job satisfaction, motivation and link to degree**
- What made you apply for this job?
- What is the biggest reward you get from your job?
- How much of the subject knowledge that you gained from your degree do you use on a daily basis?
- What did you learn in your course that has really helped you to do your job?
- Do you use the skills you learned in your degree?
- How does the job differ from what you expected?

**Details of the work**
- Can you describe some actual examples of the sort of activities that your job involves?
- What are the hours like?
- How do you know you are doing a good job?
- What is the most important thing you have learned through doing this job?
- What skills do you use most often?
- How much variety is there in this role?
- Can you tell me some of the things you would do on a typical day?
- If you could change one thing about your job, what would it be?

**Career progression and development**
- What is the typical career progression in this field?
- How long would you expect to stay in this job?
- What sort of jobs do people move on to?
- How has the job changed in the time you've been here?
- Do you know anyone who has made an interesting career move from this type of work?
- Are there any training or development opportunities?
- How do you see this job developing in the future?
- How do you keep up to date with developments in this field?
Introductions can be tricky
Personalised connection messages - POOR

Join my network on LinkedIn
Tracy B
April 3, 2014 1:44 PM
Tracy B MBA has indicated you are a Friend:
I’d like to add you to my professional network on LinkedIn.
- Tracy

UCL Research
Roxana Research
July 15, 2014 2:53 PM
You replied to this message:
Hi Dave,
Hope you don’t mind me approaching you, however I am looking to partner with organisations or individuals to take part in my final year project that I am required to design as part of my MSc at UCL. Any help would be highly appreciated.

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?

You and Roxana
Connected on 2014/4
Both went to University College London, U. of London
How did you meet?
Not ready to reply? Add a reminder to reply later to Roxana later

UCL Research
July 16, 2014
UCL Research
July 16, 2014
See more

Ads You May Be Interested In
Coaching for Consultants
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
Introductions can be tricky – ‘Practise your ‘pitch’

Assess the following example pitches:

• Student approaching a recruiter for Save the Children.

Messages:

• Introduction
• Relevant background and interest in opportunity
• What is your question?
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
Prepare for the networking event

- 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 (if necessary)
  - get there early
- creating the right impression:
  - appearance
  - take CV copies (handout only if requested)
Event etiquette

Be ready
- if nervous - ‘warm-up’ before approaching key target employers

Creating the right impression:
- go solo/ target individual

The exit
- know when to move on
- collect business cards/ names of staff
- make notes of important points (use for later)
Questions
Summary

1. Making connections can actually be fun
2. ‘The best way to be interesting is to be interested’
3. Ask the right questions!
4. Make a strong impression with your introductions – in person and online
5. Do you homework and remember to note down what might be valuable later
Careers Essentials 2017/18

Talks, workshops and eLearning

Search ‘UCL Careers Essentials’

10-title lunchtime talks including:
- Improve your CV
- Find and fund a PhD
- Interview success

5-title workshops including:
- Mock aptitude, etray and psychometric tests
- Using Linkedin in your job search
- Personality profiling

6-module ‘eLearning’ course
- An introduction to the gradu job market
- Your future and how to work towards it
- Sourcing jobs and work experience
1-1 coaching (including reviewing LinkedIn Profiles)

Current students:
- CV/Application coaching - 15 minutes (Mon – Fri) lunch/ early evening
- Short guidance – 20 minutes (Mon – Fri)
- Long guidance – 60 minutes on referral from short guidance
- Interview coaching – 60 minutes (on condition ‘real’ employer interview)

Recent graduates:
- Grad appointments – 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/myuclcareers](http://www.ucl.ac.uk/careers/myuclcareers)
- By phone: (call 020 3549 5900 after 9.30am)/ in person – Student Central/ 4th floor.