

Building the career network that you actually want

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Phi Beta Kappa | KIPS summit

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**This Is.
Not. The Way.
Networking.
Happens!**



Networking is simpler and easier. It's all about striking up conversations in everyday life



Meet **Delphia Esters**, secretary to the president of Prairie View A&M



Meet **Bill Crandall**, neighbor and surprisingly helpful guy



Meet **Hamilton**, West Texas raconteur and hiking-trail expert

Who might want to network with you? Lots of people!



Alumni from your college



People from your home town



Anyone connected to your clubs and professional groups



People with ties to other memorable places in your life



People who see what you publish/create



Anyone intrigued by your social media presence

LinkedIn lets you identify strong matches with alums from your own college

The screenshot shows the LinkedIn profile for Clark University. The profile header includes the university's name, tagline "Challenge convention. Change our world.", location "Worcester, Massachusetts", and 42,997 followers. Below this, it states "3 people from your school work here · 1,752 employees" and provides buttons for "+ Follow", "Visit website", and "More". The navigation menu includes "Home", "About", "Posts", "Jobs", "Alumni" (which is selected), "Insights", and "Videos".

The "Alumni" section displays "26,149 alumni" and a search bar for "Search alumni by title, keyword or company". It also features filters for "Start year" (1980) and "End year" (2022). Navigation arrows for "Previous" and "Next" are visible.

Two bar charts are shown:


- What they do:** A chart with three bars representing different fields of work. The top bar is for "Business Development" with 3,685 alumni, the middle for "Education" with 2,881, and the bottom for "Operations" with 2,478.
- What they studied:** A chart with three bars representing different fields of study. The top bar is for "Psychology" with 2,808 alumni, the middle for "Business Administration and Manage..." with 2,542, and the bottom for "Economics" with 2,035.

Dig a little deeper,
and you've got 11
Clark grads
working at the
State Department

People you may know



Robert Krikorian · 2nd
Director of Analytic Support at ...
'87 Political Science and Govern...

 1 shared connection

[Connect](#)



Anne Slack · 3rd
Senior Watch Officer, Operation...
'02 Government and Internation...

[Message](#)



Dan Gedacht · 3rd
Foreign Service Officer/ Diploma...
'93 History

[Message](#)



Jason C. · 3rd
Deputy Chief Budget Director - ...
'07 International Development

[Message](#)



Kimi D. Laws · 3rd
Interior Designer at U.S. Depart...
'05 Theater, Photography, Com...

[Message](#)



Jake Stern · 3rd
Columbia | SIPA, MPA '21
'13 Government & Internati...

[Message](#)



Ruby Woodside · 3rd
Foreign Service Officer at U.S. D...
'16 Sustainability

[Connect](#)



Christy Gillmore · 3rd
Foreign Service Officer at US
Department of State

[Message](#)



Stanley Greidin... · 3rd
Foreign Service Officer
'19 Sustainability Studies

[Message](#)

Beyond college ties, this cohort already has built vast pathways



Model
United
Nations



What types of people are you trying to meet?

First: connectors and big-picture specialists. You'll enjoy them and they'll like you. They'll get you started.

Second: People at the specific organizations where you'd like to work. They can help open doors

Third: Recommendations from the people already in your network. "Who else should I be talking to?"

Why would
these busy
people
spend time
with me?

They see you as a younger version of themselves

They appreciate the way you engage with their work. (Discernment vs. adoration.)

You've got skills to offer them

You come recommended

You're entertaining

Where might
you want the
conversation to
go?

- Simplest case: I'd like to learn about career opportunities in your field. Can we talk for 15-20 minutes on the phone?
- A variant: I'd like to hear your H-I-G-H story (how I got here)
- When they're ready: What are the ways I could join your organization?
- Boldest ask: Could I shadow you for an afternoon on the job?
- Another bold ask: Could you critique my work?
- Most ingenious ask: Could you come talk to our campus or alumni group?

Even imperfect networking takes you farther than cold-applying to job ads

1 in 152 Odds of Winning a Job

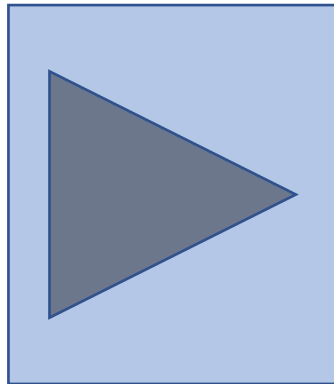


1 in 16 Odds of Winning a Job

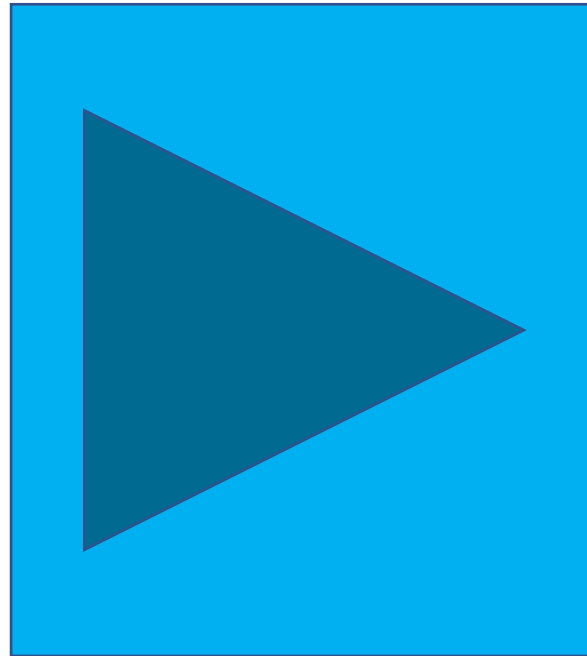


Source: Lever Inc. survey of 4 million job actions

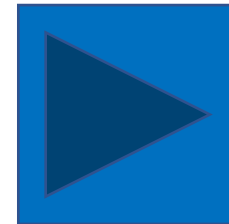
A New Era Compels New Job-Hunting Strategies



Researching
30%



Meeting People
60%



Shipping Resumes
10%

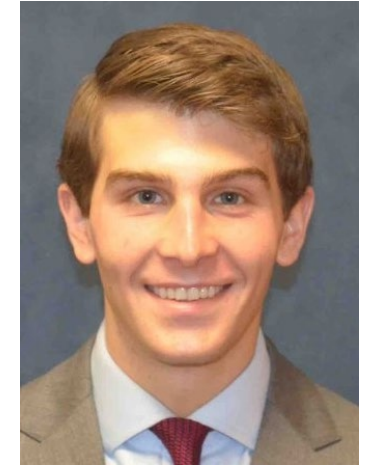
Looking for examples of how this all clicks? There's a book that delivers just that



Sociology
Mai-Ling Garcia
Digital Strategy,
City of San Francisco



History
Aimée Eubanks Davis
Founder/CEO
Braven (nonprofit)



Political Science
Kevin Greer
Syria Desk
State Department

Remember: Success is not as far away as it
might seem





Follow up? Any time!

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