**The 2 Hour Job Search – Steve Dalton**

Why do we network?

* Friends, freebees, broader impact, collaboration, ideas
* Some point in your career you will be asked to build a rocket ship. Step one: Find someone who has built a rocket ship before and ask how you’ve done.
* Not prepared them for life after they are gone.

Why don’t we network?

* Fear, vulnerability, illusion of nepotism,
* Decision anxiety (book) guaranteed of return of effort. Put an hour in, put an hour out. Even if the returns are unsteady, the returns will be certain.

Precinct & decision anxiety make networking difficult for many. Network: turn strangers into advocates on demand. (for the purposes of getting interviews)

I should know how to do this, people think I am frauds.

The 2 hour job search. One exact solution for the process of where they need to be. Look up recipes – turning interview via referrals.

1. Prioritize employers
2. Contact employees
3. Recruit advocacy

Artificial desperation arises from voluntary fixation.

**LAMP list – target list**

**List alumni motivation posting**

Job searching for stats and not for efficacy. Clients equate the “amount” of jobs applied and “time spent” applying/looking at postings should count for something but none of these correlate to success.

* 8 hours – time
* 30 jobs – postings

**Networking is how you get the job**.

The LAMP list is a large list and 3 points of data.

**First Step: 40 employers in 40 minutes**

1. Dream employers: Brain dump – where do you want to work- dream companies
   1. Bright spot analysis
   2. If students/alumni don’t have “dream companies” this is where career coaching comes in. What brands/companies do they like in general? Start there.
2. Alumni that have my major – where do they go? Grab 10 more employers.
   1. Where do our alumni work?
   2. Who has similar job titles like the ones I am looking at in the locations I want?
3. Use indeed – highlighting employers that are looking for people like you in your area of interest
   1. Not to look at postings, but to identify companies that are hiring
   2. Job title looks good, and willing to relocate great to add this company to your list
   3. May be the first time you have heard about these companies that have your job title
   4. Names that you recognize and ones that you are happy enough with
4. Trend method – read for fun for 10 minutes. Science or business news = anytime you see an employer/tech doing something interesting add it to the list.
   1. Fast Company, Forbes, professional association/professional development sites
   2. Identifying companies that are mentioned in these best practices
   3. Tapping into your sense of fun and enjoying learning about the field. Great knowledge for upcoming informational interviews and job interviews
   4. Googling trends in the fields you like i.e. industrial engineering trends

Once completed with at least 40, sort list by alphabetical order for efficiency and to avoid “how you found what company” to make unbiased options.

**Second Step: Alumni** : ok now 40 employers – do they have alumni? Y or N.

1. Check FIU LinkedIn page and do a search
2. Also advanced search on LinkedIn

**Third Step: Motivation** – 1-5 rate – proxy for pain tolerance.

1. Place holder score and move on – arbitrary coherence
2. How excited are you about this company? May even want to “hide” the alumni excel tab for this one

**Fourth step: posting** – are they advertising for someone exactly like you right now? A lot of jobs are being claimed by an internal candidates. It’s important to see what positions are posted, knowing a similar one may be posted from the internals candidates opening.

Rating Scale: 3 relevant posting, 2 hiring/postings not very relevant, 1 not hiring/not relevant

*Keep in Mind:*

* Be the bachelor, not one of many bachelorettes.
* Use the 80-20 rule – be good quickly not perfect slowly
* Start with data – finish with intuition
* Result – top 5 target employers with ranked backups.

**Contacting employees/ Finding contacts and contact info**

* Picking 2 contacts per company.
* Functional relevance is more important than alumni
* Social capital
* Always go senior before midlevel and junior

In order of decreasing return on effort, use:

* LinkedIn groups – especially alumni and industry groups – you can message group members directly!
* Fan mail – best for niche firms.
  + Hey you wrote this article; sending you an email!
  + **Clearbit gmail** plug in
  + **Email-format.com**
* Weak 2nd degree connection (last option)

Access their groups – see all

* Look up members
* Send a message that way
* You are leading with affinity
* Join a lot of groups

**Types of contacts you’ll encounters**

* **Curmudgeons** – never get back to you, zero return
* **Obligates** – negative return, give you help but motivated by guilt
* **Boosters** – predisposed to helping people – 20 percent of people – 10 emails you will get 1 booster and 1 obligate

You know what contact is who by the 3 business day rule:

* If they get back to you within 3 business days they are a booster
* Understanding what they’re behavior is right now (this time of month/year)

*How do we get boosters on the phone/Skype/in person meeting?*

**4 point email**

Predictability rational

Name and school – lead with affinity

1. **Brief:** Short email – 75 words or shorter – most people are checking on their phones
2. **Human**
3. **Egoless -** Discourage “here’s a little about me” sends a mixed message

I have no ego in this process – im just trying to get a response – talk as little of yourself as possible. – do not send a resume

1. **Sincere** Ask for experience insight not for job leads – social contact and manners

**Email example 1 – alum to alum**

Subject: Fellow FIU alum seeking your insight

Hi Mark,

I’m Maria, a fellow FIU alum (’15). Can I ask you a few questions about your corporate training experience at Royal Caribbean?

I am trying to learn more about training and development in the hospitality space, and your insights will be greatly appreciated.

Best regards,

Maria

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**Email example 2 – applying to position at organization**

Subject: Your experience as Director of Sales at Enspire

Hello Vivel,

I’m Adrian, a Master of Finance alum from FIU. May I have a few minutes of your time to discuss your experience as a fellow Master of Finance graduate at Enspire Learning?

Your insights would be greatly appreciated, as I’m now in the process of applying for a Business Development Manager positon there.

Thank you for your consideration,

Adrian

**Email example 3 – relocation and/or LinkedIn group member**

Hi Jin,

My name is Alex and I’m a fellow member of LinkedIn’s Sports Apparel Group. May I have a few minutes to ask you about your experience with Reebok?

I have spent the last several years in finance at Nike and I am now seeking to return to Boson to be closer to family.

Best regards,

Alex

**Keep in mind:**

* Longer the email – longer the time to respond – respond to us easier
* Precise emails – have students make them your own

**The 3B7 Routine**

Follow up 3 business days and 7 business days

Monday – email or contact

If someone doesn’t get back to you in 3 business days:

* Email another contact
* Set 3 day reminder
* Set 7 day reminder

**Informational Interviews**

The framework is rooted in the Ben Franklin Effect, which suggests that "Allowing someone to do you a favor is an incredibly powerful way to gain her loyalty.

Small talk: Ask these 3 questions:

1. How’s your day going so far? (is this person chatty or all business opportunity to assess demeanor, demonstrate active listening)
2. What projects are you working on right now? (opportunity to gauge passion, demonstrate interest in the type of work)
3. Can you tell me about your background and how you came to work for your employer?  (opportunity to assess demeanor, demonstrate personal/professional interest)

**TIARA Method for Informationals**

**Trends** – big picture questions on your industry, open ended questions, build likeability

* What trends are impacting your business right now?

**Insights** – what’s been your biggest aha moment, if you have to do one question or skill in your industry what would it be – make the contact your hero

* What surprises you most about your job/your employer?
* What’s the best lesson you’ve learned on the job?
* What’s been your most valuable experience at your employer so far, and why?
* If you had to attribute your success at your employer to one skill or trait, what would it be? Follow-up: Is that trait shared by many across the firm, or is it unique and you’ve adapted it to your advantage?

**Advice** – if you were me, what would you do next?

* What can I be doing right now to prepare myself for a career in this field?
* If I got hired, what should I be sure to do within the first 30 days to ensure I get off to the fastest start possible?
* What do you know now that you wish you’d known when you were my age or in my position?
* If you were me, what would you be doing right now to maximize your chance of breaking into this industry or function?

**Resources** – what do you recommend what resources – don’t ask for referrals – what LinkedIn groups do you find helpful, what articles do you read on daily basis,

* What resources should I be sure to look into next?
* What next steps would you recommend for someone in my situation?

**Assignments** – have you had projects of interns in the past, what assignments have they been on – problem solver, quantitative analysis

* What project(s) have you done that you felt added the most value?
* Have any projects increased in popularity recently at your organization?
* Have you had interns or contractors in the past? If so, what sort of projects have they done?

***Ask questions that are flattering and fun to answer.***

**Scenario Closing Action**

No contact given can I follow back up… what can I do next (ask for referral)

Contact given I’ll update you update and check in monthly