

# How to Network

When You're Not Networking

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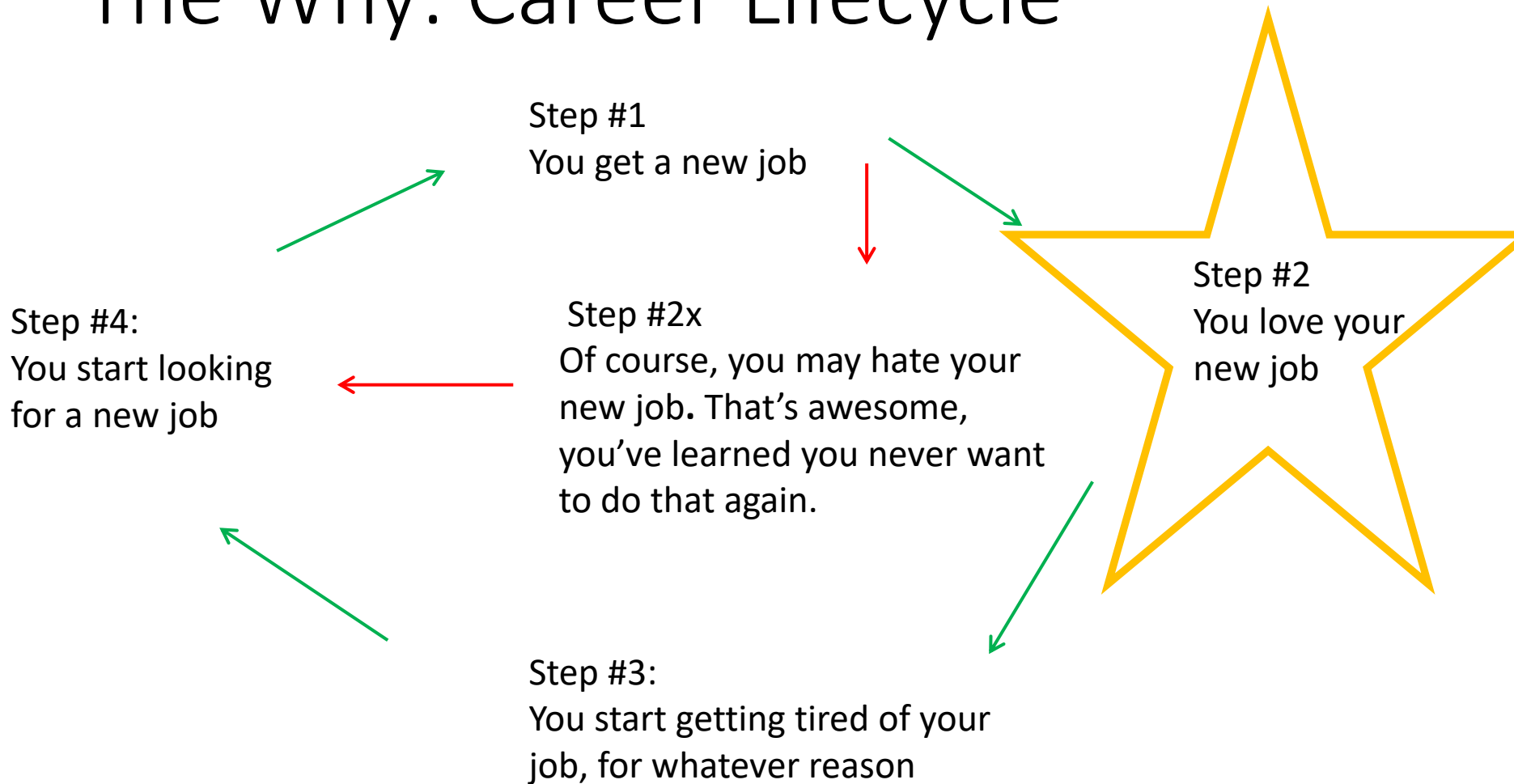
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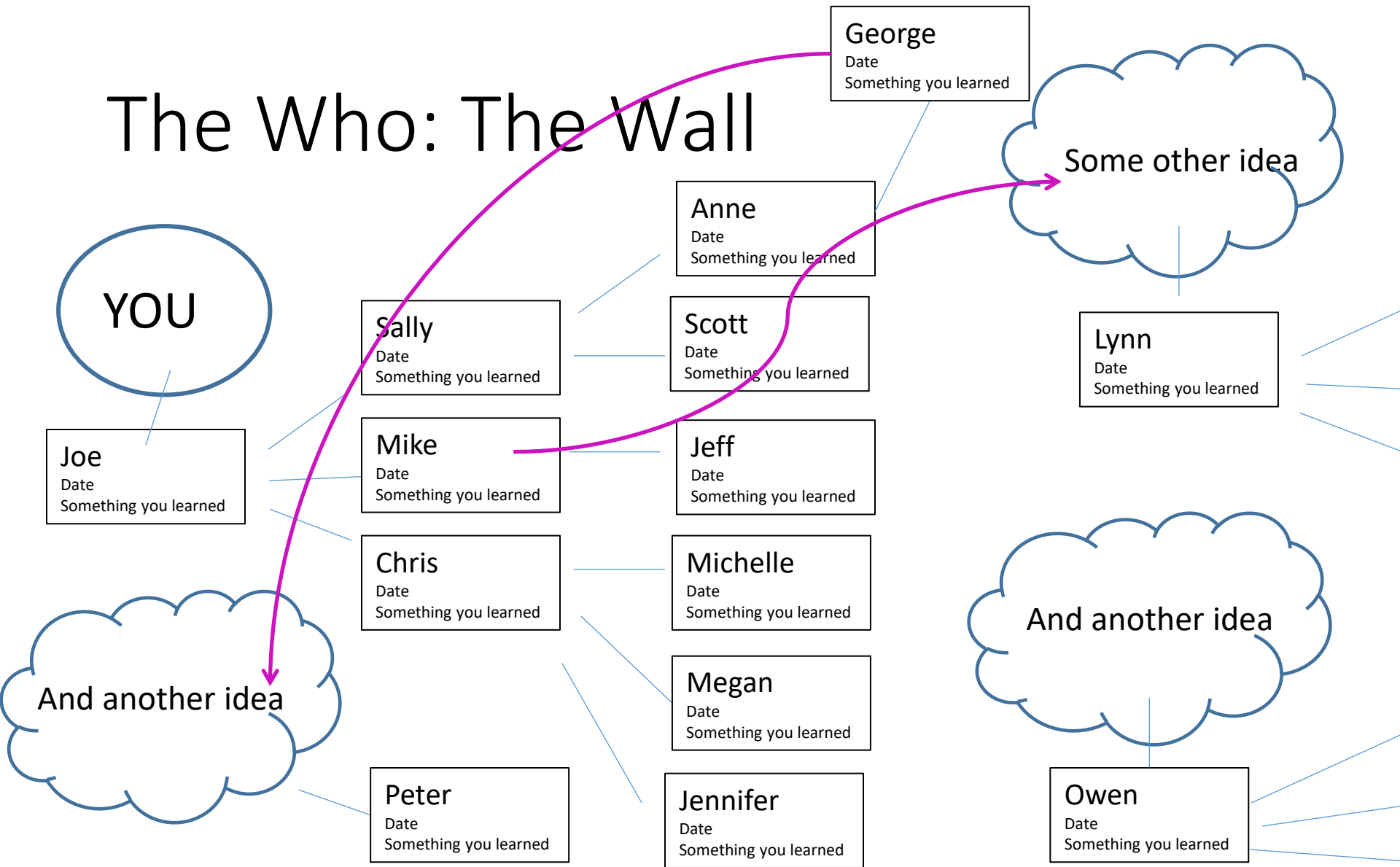
# Who, What, Where, When, Why, How

- **Why** do you need to be thinking about networking when you're not job searching?
  - Career lifecycle
- **Who** are you supposed to network with?
  - Luck management: The Rabbit Hutch
    - Yes! mindset
    - Jealousy
  - The Wall
- **What** are you supposed to say?
  - The Dreadfuls
- **How** do you reach out to someone you've never met?
- **When** is the right time to leave your current role?

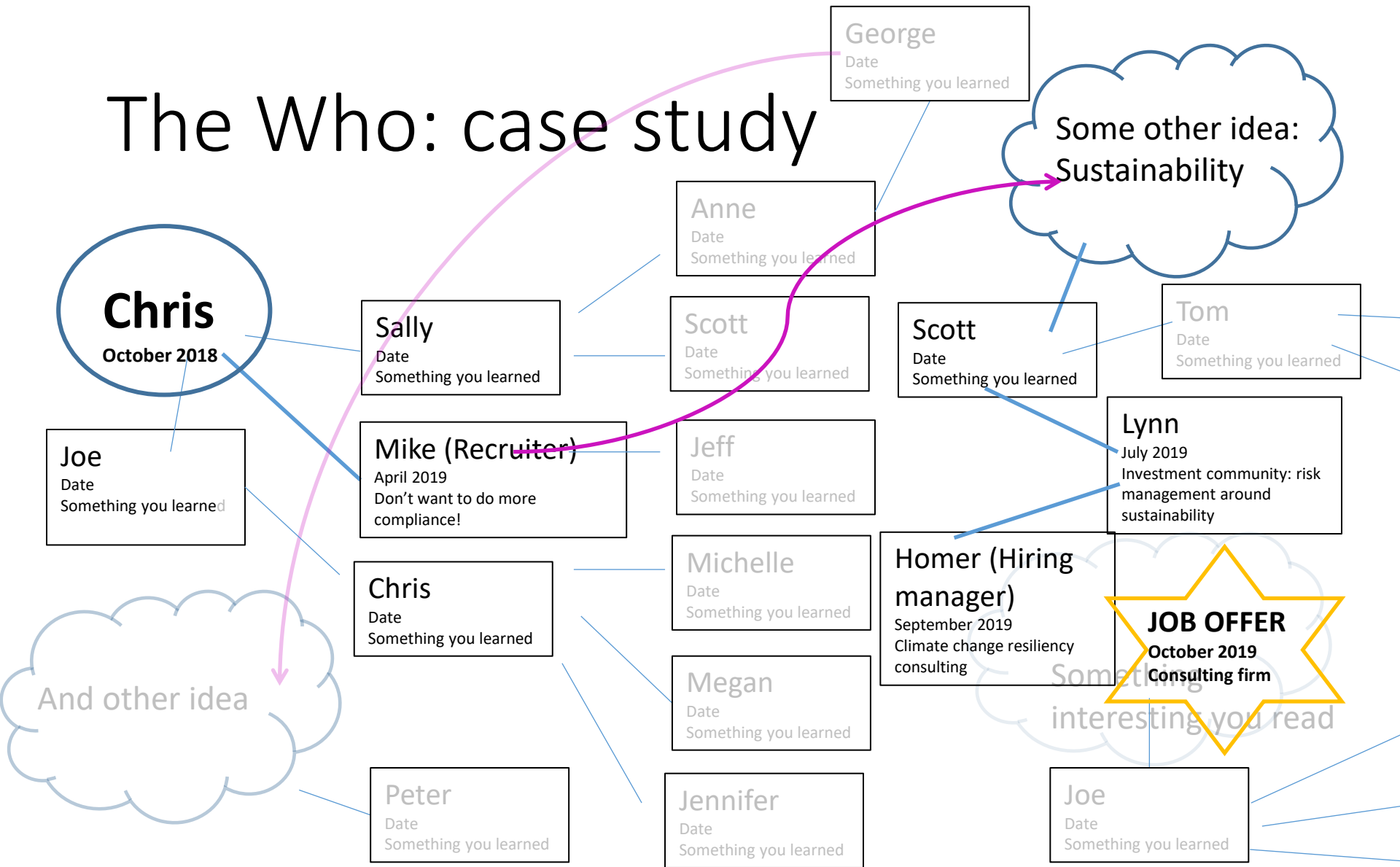
# The Why: Career Lifecycle



# The Who: The Wall



# The Who: case study



# The What: “If it matters, you prepare.”

- **Dreadful #1: So tell me about yourself.**
  - Variations: So what’s new? What’s your story? What’s your deal? What have you been up to? What’s up?
- **Dreadful #2:**
  - **Career Lifecycle Step 2: What kind of work do you do?**
    - Variation: What are you working on? What’s your sweet spot? What’s your wheel house?
  - **Career Lifecycle Step 3 and 4: What kind of work are you looking for?**
- **Dreadful #4: How can I help?**
  - Answer 4a: What ideas do you have?
  - Answer 4b: Who do you know?

*“Again, you can’t connect the dots looking forward; you can only connect them looking backward. So you have to trust that the dots will somehow connect in your future. You have to trust in something — your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.” – Steve Jobs, Stanford commencement speech, 2005*

# Flattery introduction

Hello Kathryn,

Thank you very much indeed for having accepted my invitation to connect, it is a real pleasure having you in my network on LinkedIn. I am reaching out to you since our common connection xxxxxxxxxx recommended me to get in contact with you. I am a certified Coach with ICF, and a member of the ICF xxxxxxxxxx since I am currently based in xxxxxx. However I am exploring employment opportunities in the Talent and OD arena in the Greater Seattle area where I am relocating in xxxxxxxxxx to be closer to my network of friends.

It's evident from your profile on LinkedIn that you are a high caliber coach and consultant, and I would greatly appreciate the opportunity to talk with you for 30 minutes, to hear your insights on the job market in the Greater Seattle and get your perspective on where you think I may fit and to which organizations I should focus my efforts. I will be in Seattle from xxxxxxxxxx, and I would love to meet you one of those days. Would you be available for a coffee?

Listed below is a brief overview of my background and you can also find more information on my LinkedIn profile here: Blah blah blah. I look forward to hearing back from you, in the meantime I wish you a wonderful weekend and thank you, in advance for your generosity of time and expertise.

Warmly,

xxxxxxx

# Recommended Reading

- *Mindset: The New Psychology of Success*, Carol S. Dweck (2007)
- *The Confidence Code: The Science and Art of Self-Assurance – What Women Should Know*, Katty Kay & Claire Shipman (2014)
- *Why We Sleep: Unlocking the Power of Sleep and Dreams*, Matthew Walker (2018)
- *The Captain Class: The Hidden Force That Creates the World's Greatest Teams*, Sam Walker (2017)
- *Quiet: The Power of Introverts in a World That Can't Stop Talking*, Susan Cain (2013)
- *Flow: The Psychology of Optimal Experience*, Mihaly Csikszentmihalyi (2008)
- *Range: Why Generalists Triumph in a Specialized World*, David Epstein (2019)
- *The Power of a Positive No*, William Ury (2007)
- *Why Won't You Apologize? Healing Big Betrayals and Everyday Hurts*, Harriet Lerner, Ph.D, 2017



# Questions?

Kathryn Saxer

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