



Tradewind Solutions LLC

Executive Search

Networking is Easier Than it Sounds-It Just takes Time

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I am often asked the question on the subject of networking and how easy it is and how often you should be participating in networking activities. Look, whether or not you know it, you are networking all the time!!! Think of these few ways to network and tell me that you haven't done them in the past month!

- Sending E-mails/Placing Calls to Current or Previous Colleagues, friends or family
- Having Lunch with Friends or Former Colleagues.
- Creating a Profile on a Social Networking Site
- Chatting with other Parents at your kid's games or functions.

However, if you want to take your networking to the next level, you might want to participate in one of these activities.

- Volunteering in Your Community
- Joining a Professional Organization

You should not wait until you are without a job to start networking. Networking should now be a part of your everyday life and made an absolute priority. Did you know that according to Richard Bolles, Author of What Color is Your Parachute, internet and newspapers have a 1-24% success rate of filling positions whereas networking yields a 50%-86% success rate.

Some of my candidates ask whether they should stop sending resumes for internet advertised positions and my answer is always "absolutely not"! You still have up to a 24% opportunity to land a job using that method, but a majority of your efforts should without a doubt be where odds are in your favor and that is with networking.

So, how much time should this take? Well, I tell everyone that you need to find a minimum of 5 minutes of everyday to do this and preferably 30 minutes/day for this. This is a very small investment with a big payback later! Please don't be in a position where you need to do this, start establishing your network right now!!!

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