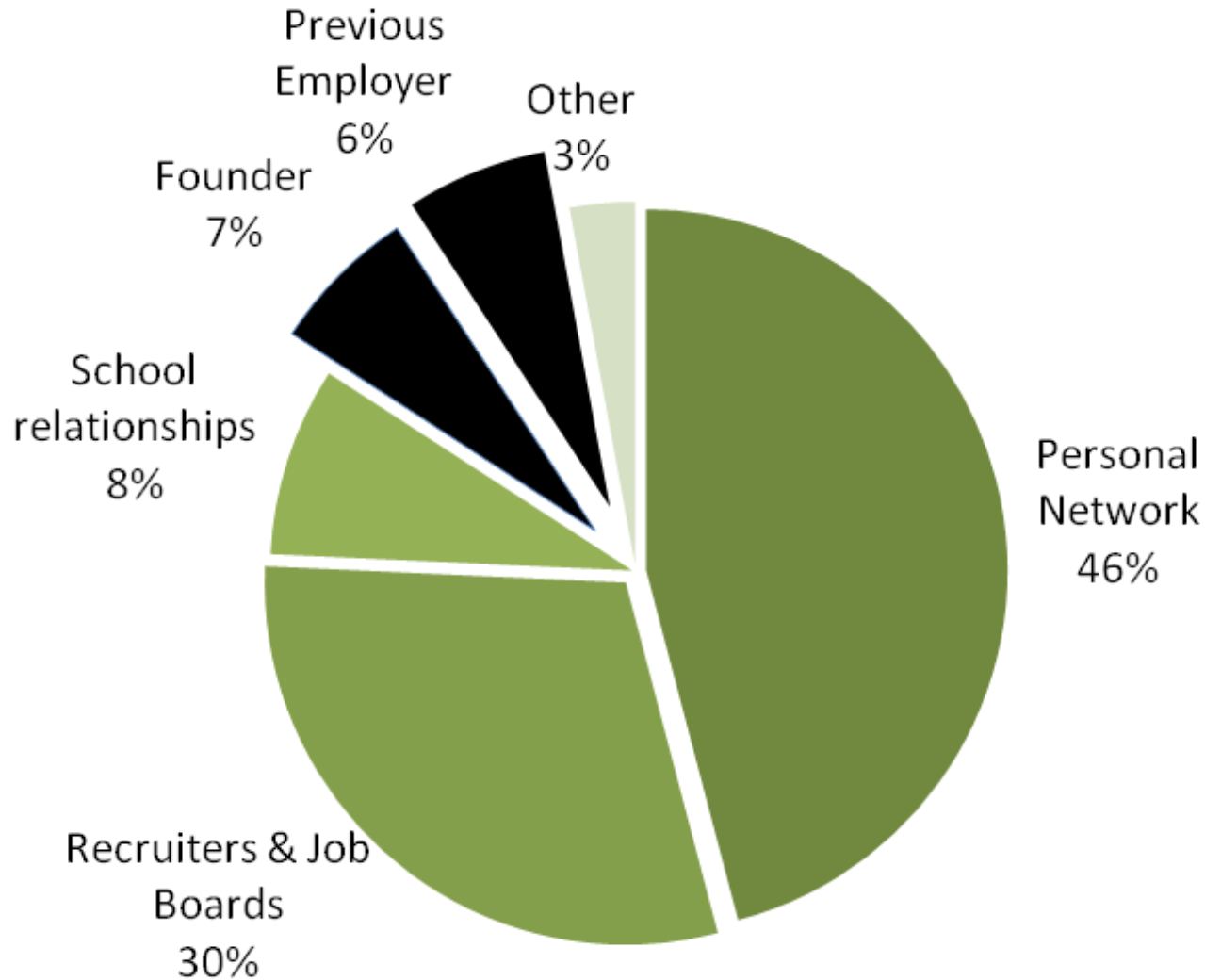


Job Search Digest

Networking During the Holidays

**Presented by
JobSearchDigest.com
with Special Guest, Pam Lassiter**

How People Find Jobs Today



Questions & Answers

I know a lot of people at an event I'm going to Thursday; but few know I am in the hunt for a job. How much of an "announcement" should I make of it?

Questions & Answers

I have been out of work for six months and fear friends and colleagues have grown weary of hearing from me when I bring up my job search. What can I do to ease their minds and my own?

Questions & Answers

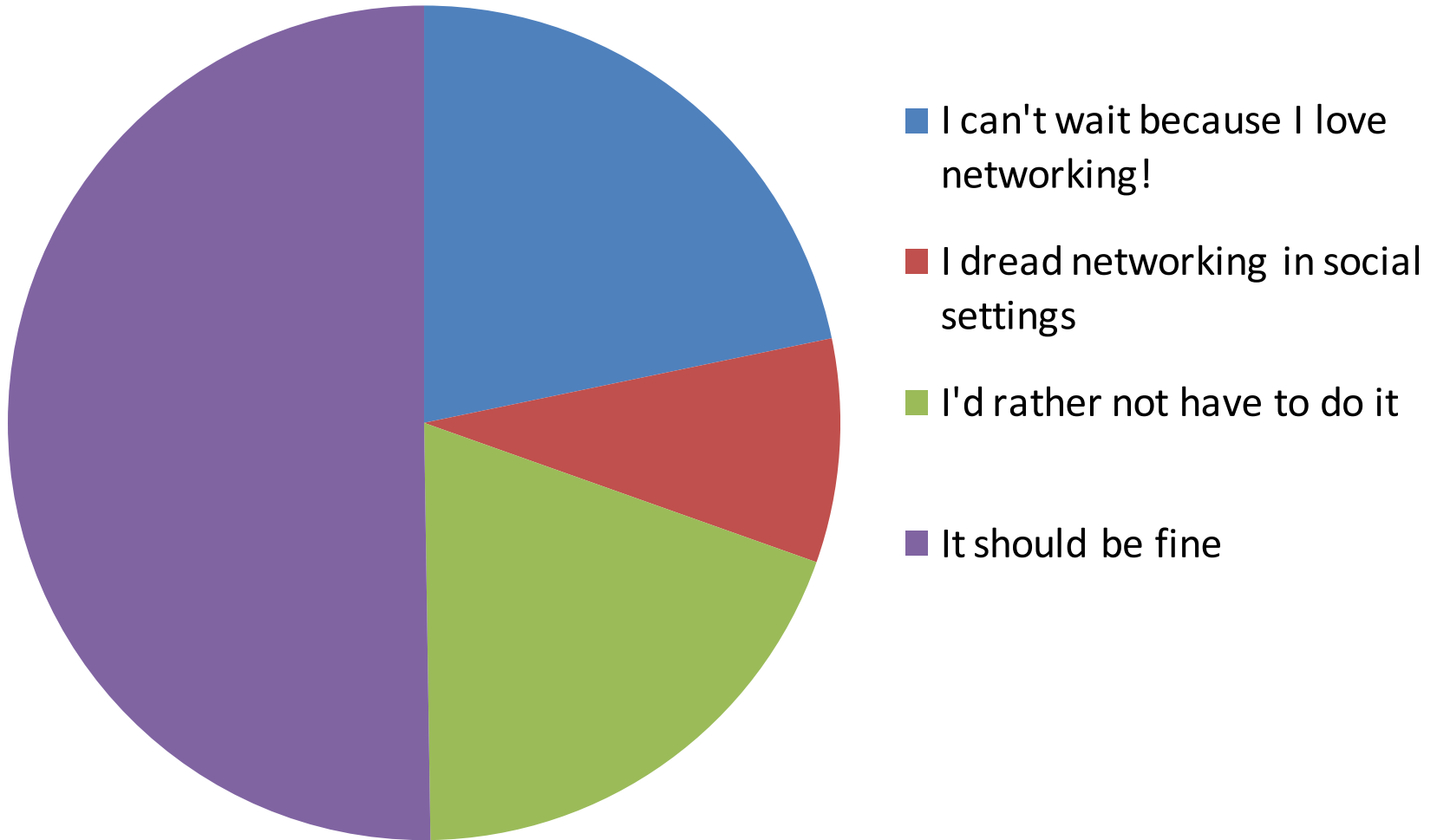
What's the best way to network at Christmas parties where you don't know anyone and you don't want to scare anyone off?

About Pam Lassiter

- **Author of "The New Job Security"**
- **Principal of Lassiter Consulting**
- **Fortune 100 clients as well as start-up and venture firms**
- **Her articles appear in Fast Company, Fortune, and The Financial Times**

www.LassiterConsulting.com

Looking Forward to Networking?



Agenda

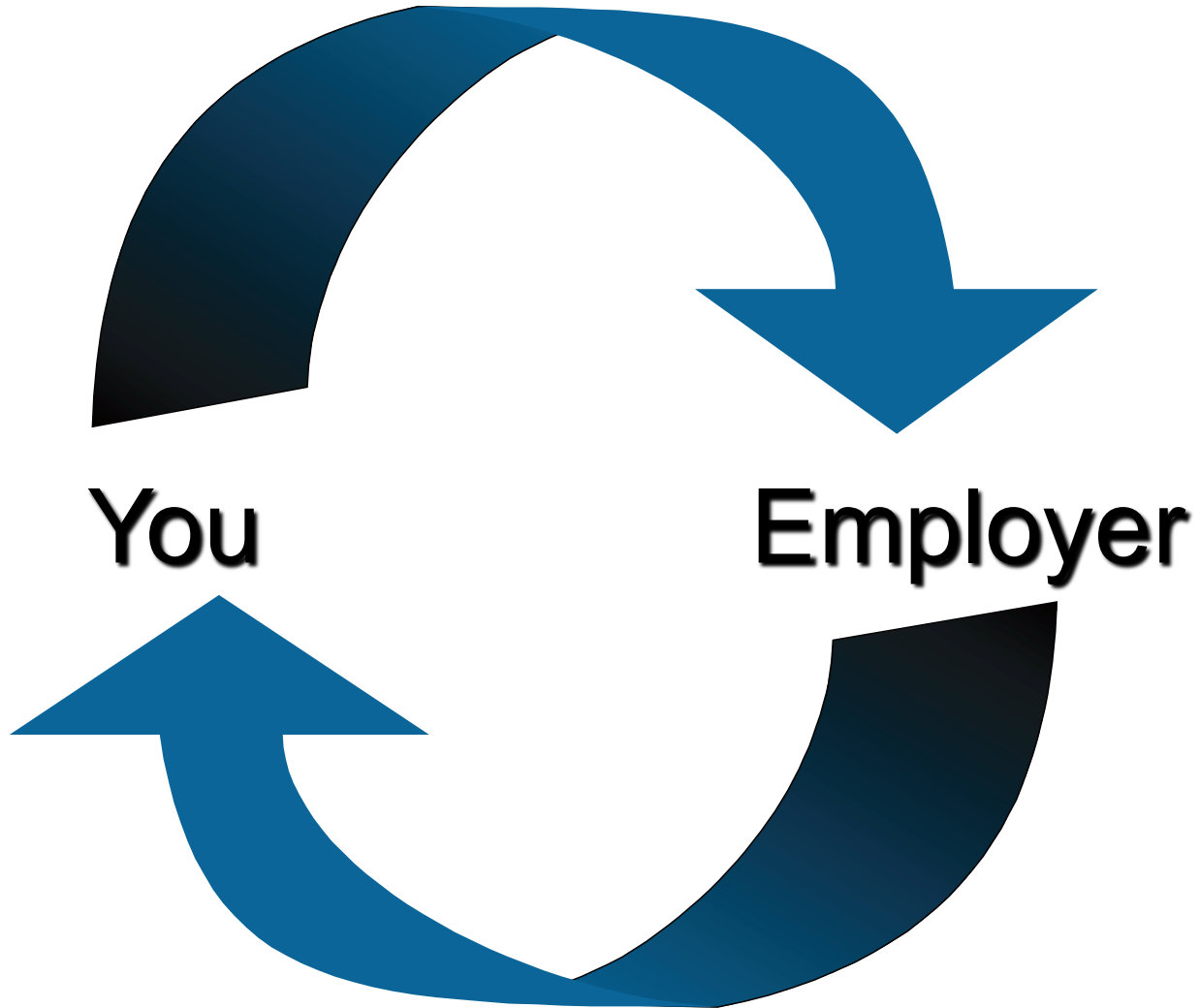
- 1. Holiday myths**
- 2. Marketing Circle**
- 3. Networking definition**
- 4. At a party...**
- 5. With family...**
- 6. Conclusion**

Myths about the holidays...

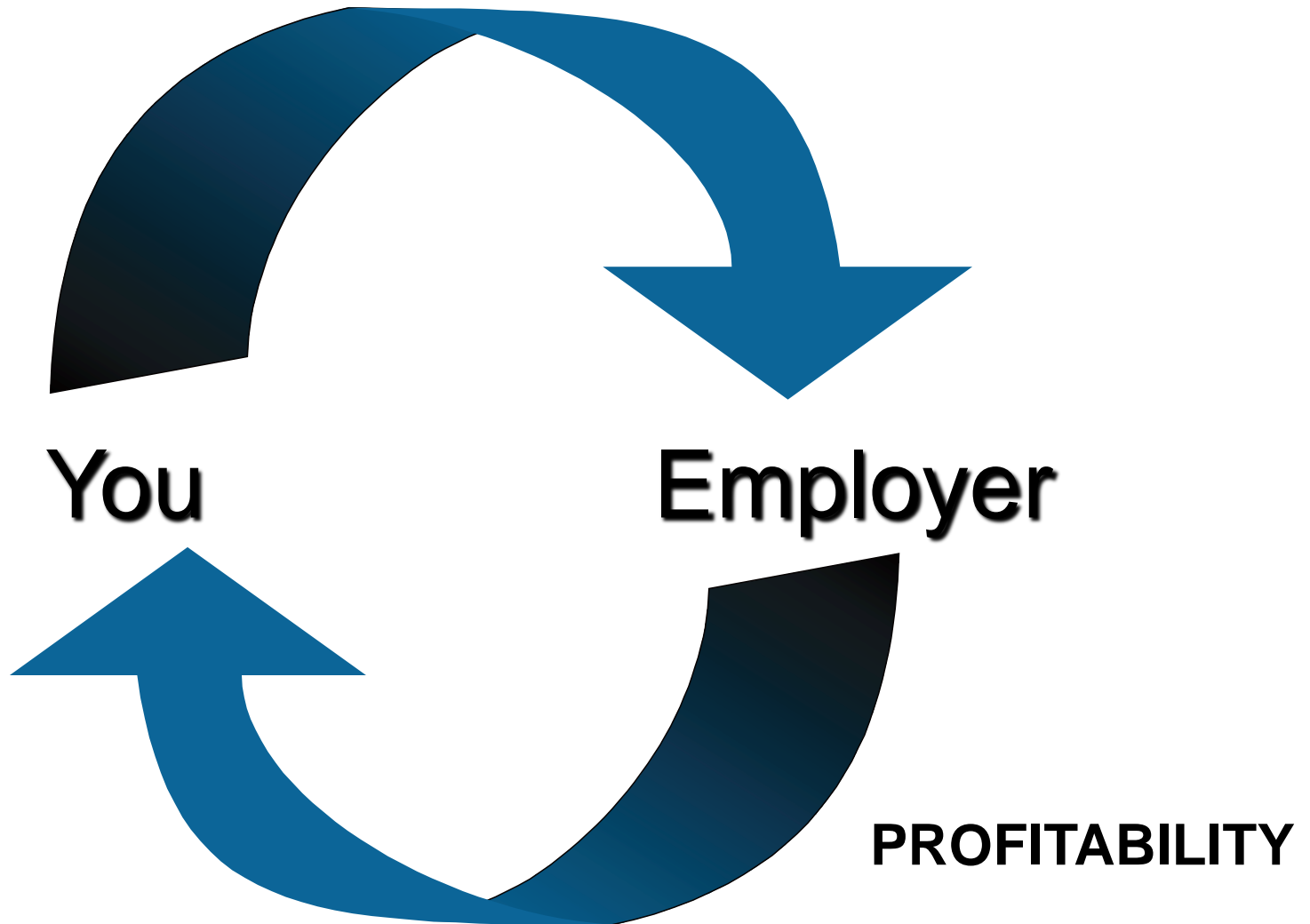
- **No hiring**
- **No time for others to talk**
- **Nothing that you can be doing**
not only work-related, but charitable
- **Family and friends are already tapped out**
- **Low profile**

Be a contrarian.

Marketing Circle



Marketing Circle



Networking

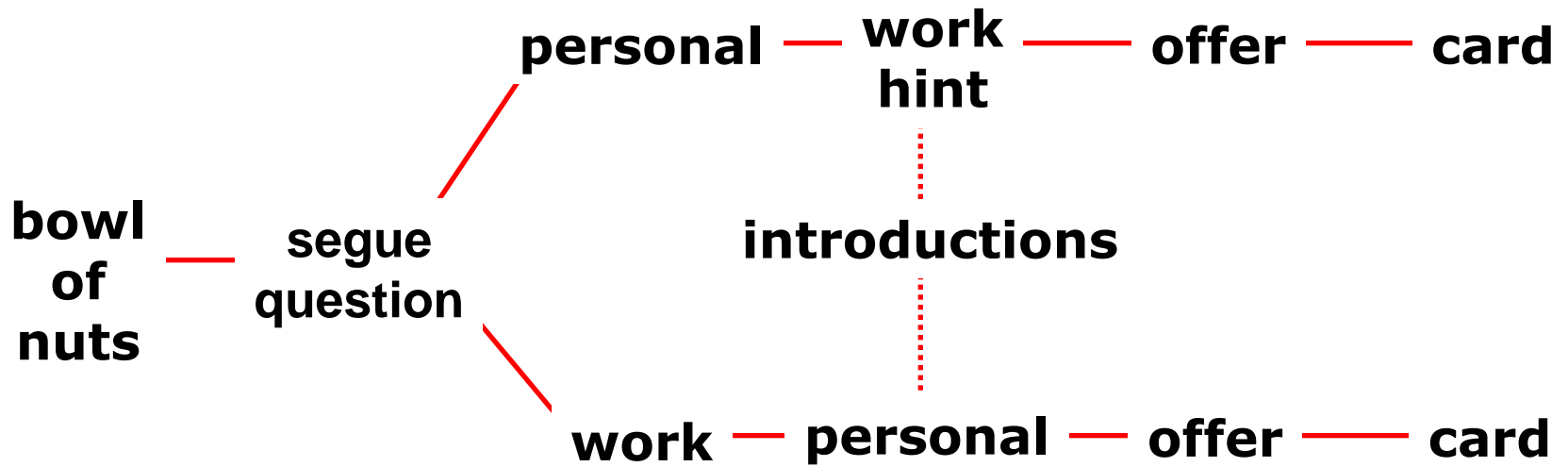
**A barter system
based on exchanging
mutually valuable
information**

At a Party

- 1. Non verbals**
- 2. New people are important**
- 3. Dance**
- 4. Offer**
- 5. Keep control**



Cocktail Party Prowess



Plan Ahead

How are you going to answer:

“What type of work do you do?”



Poll

***Which is the best answer to the question:
“What type of work do you do?”***

- a. I’m out of work, whaddya got?**
- b. I’m an analyst at a private equity firm**
- c. I’m a master of big shorts**
- d. None of the above**

Examples

Speak in “outcomes” and “gut.”

- **I do the research that lets your investments grow**
- **I invest in start-ups that will hopefully get America back on track**
- **I put groups together that rescue struggling companies**

Have Some Icebreakers

- **“What do you think about...?”**
- **“How are you responding to...”**
- **“I’m doing some interesting work around X these days. Are you doing something in this area, too?”**
- **“Did you see that...?”**



At home...

What About the Family?

They often know the least about us.

At home...

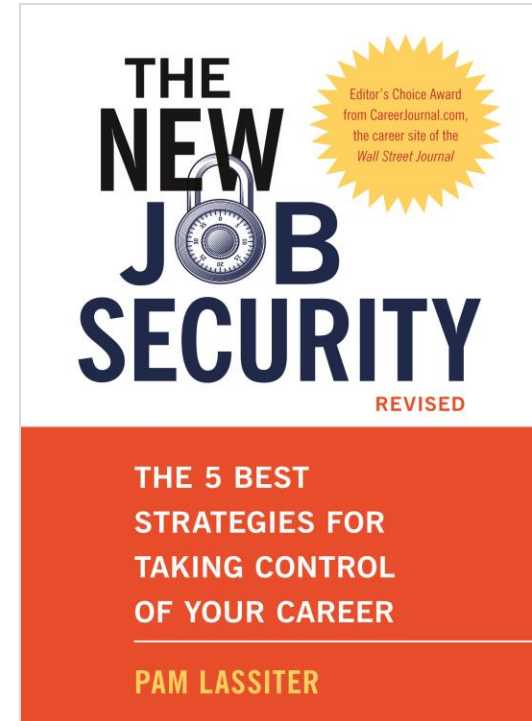
Planting code words

Make their “action step” simple.

Put Networking in Perspective

The 5 Strategies

1. **Send Clear Signals**
2. **Market for Mutual Benefit**
3. **Stop Looking for Jobs**
4. **Build Sustainable Networks**
5. **Negotiate in Round Rooms**



**Giving is part of the
season...**

and part of career management

Questions & Answers

How do you know if you're bothering the person you want to network with?

Questions & Answers

**Once networked/connected,
how to keep it moving?**

Questions & Answers

How do you follow up without turning people off by sounding too desperate or direct?

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Questions or comments?

training@JobSearchDigest.com

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What is Linked Inside Out?

- A proven step by step process
- Build and optimize your LinkedIn profile
- Develop your personalized game plan
- Make influential connections
- Guaranteed to improve your online networking efforts in less than 30 days

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JSDlink.com/inside