Hudson
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Client Services Director

Networking - Hidden Job Market
3rd August 2010
Agenda

- Employment Mega-trends
- Future Careers
- 4 C’s
- Self Assessment
- Networking
- More Information
Employment Mega-trends

- Globalisation
- Knowledge workers
- Demographic changes
- Organisations – flatter, multi-tasked, outsourced
- Work ethic versus work-life balance
- Flexible work – SOHO, telecommute
Future Careers

- Employability – not just being employed
- Portfolio careers
- Vendor-mindedness – thinking like a contractor
- Resilience – living with uncertainty
- Networking – market yourself as a brand
Future Careers

• For many of us, our careers develop by chance
• Where do you want your career to take you?
• How will you get there?
• Do you have alternatives other than the traditional “move up the corporate ladder”?
Future Careers

Career Planning Model

Self Research

Self-awareness
- Learning style
- Skills
- Values
- Drivers
- Interests
- Life Goals
- Personal Style
- Feedback

Market Research

Opportunity Awareness
- Employment/Life options, eg:
  - Own business
  - Retirement
  - Contracting
  - Consulting
- Labour market information
- Training

Decision Making

Evaluate range of options
- SWOT Analysis on options:
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats
- Set Priorities

Goal Setting

Options for Now
- Ideal Job Description

Action Plan

Résumé
- Job Applications
- Network
- Interview
- Research
- Review options/action plan

The Right Role

Implement & Review

Plan

Analyse
4 C’s - Creativity

- Think creatively about where your skills and experiences might apply
- You don’t need to be in a creative role or industry to display creativity
- Creativity arises in strategy and planning, and in developing new products, reports, processes, efficiencies
4 C’s - Collaboration

- Work with others to expand your experience and network to future opportunities
- You can never “know it all”
- Be open to new ideas and experiences
4 C’s - Commercialisation

• What do you have to sell?

• What is it worth?

• Some of the most exciting opportunities come from small and growing businesses where you can use innovation to really make a difference

• You can commercialise your own skills.
4 C’s - Connections

• Research your options then actively network
• Who are the innovators in your chosen field?
• What can you learn from them?
• Who do they know?
• What opportunities can they open?
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Networking

- There are probably jobs that you’ve never heard of or new ones being created
- Which industries are expanding?
- Where are companies in their life cycle? Are they growing or declining?
- Who do you know? What do they do? Who do they know?
- How do you approach them?
- Recruiters - how to work with them
  - make them work for you
Networking

- Networking for your career
- Identify and build your professional networks, e.g. http://www.linkedin.com
- Start a networking plan
- Practice networking
- Who you know or what you know?
Networking

Enhance the opportunity to access the hidden job market – apply before a job is advertised

• Networks are the *first* place most employers go to find new people

• Research information about people, companies and options

• Find divisions/teams that might be looking for staff

• Opportunity to assist others and be assisted in return

• Make contacts for future ventures

• Share ideas through a peer to peer discussion
Networking

Formal network
- Networking functions
- Cold calls
- Face-to-face meetings

Informal network
- Referrals, vendors, clients
- Clubs, sporting groups, competitors
- Neighbours, suppliers, consultants
- Professionals – doctor, lawyer, accountant, dentist
- Training partners, alumni groups
Networking

1. List every contact from all aspects of your life
2. Classify into:
   A – Decision Makers
   B - Influencers
   C - Informers
3. Re-write your list on separate pages
   Add numbers, titles, companies for each contact
4. Add “Objective”, “Result” and “Follow Ups”
5. Prepare script for a clear and concise message
6. Practice your message
## Networking

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<th>Contact</th>
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<th>Objective</th>
<th>Result</th>
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Networking

• Aim for:
  
  Up to 4 contacts with each person might be required

  One contact face to face

• Your message/purpose of face to face meeting:
  
  Research opportunities in the area

  Research the company

  Build a relationship

  Get more contacts!
More information

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Any Questions?
FROM GREAT PEOPLE TO GREAT PERFORMANCE