

# HOW I GET HELP FROM OTHERS

Beginning of Section 3  
of Four Parts

# Where People Look for Careers

<i>Where People Look for Work</i>	<i>Time People Spend in Each Type of Search</i>	<i>Where Jobs Are Found</i>
Want Ads and Internet	65%	Less than 5%
Agencies	27%	10–20%
Approaching Companies	5%	15%
Networking	5%	60–90%

## Want Ads and the Internet

For want ads, use one Sunday paper a week.  
Use the Internet as a research tool.

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## Agencies and Executive Recruiters

Work with as many agencies as you want.

If you want to work with executive recruiters, read Bill Humbert's book *RecruiterGuy's Guide to Finding a Job*.

Remember that the executive recruiters don't work for you. They are paid by the recruiting companies. They cannot legally float your résumé.

# Where People Look for Careers, cont.



## Approaching Companies

People Who Know about a Position:

*Golf Buddies*   *The Board*   *Entire Company*   *Public Advertising*

2 People

12 People

300 People

The Whole World

(Always network into career positions before the whole world knows about it!)

## Networking

When you plan your week, how will the figures in “Where People Look for Careers” affect your plan?

Networking is 60–90% of where careers are found!

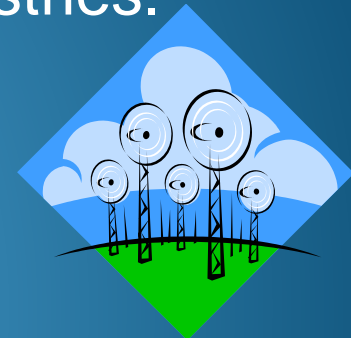
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# Three Steps of a Career Search

**First**, in your career search, look at industries.

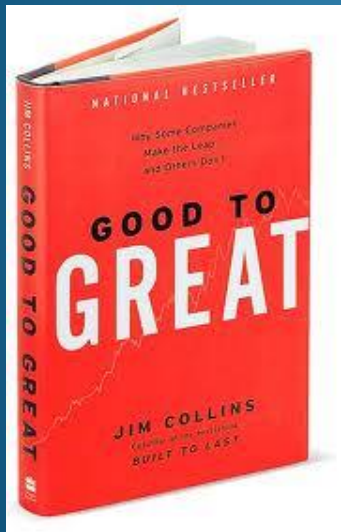
What industries are dying?

What industries are growing?



**Second**, once you have selected industries, you need to target companies.

To help yourself do that, read *Good to Great*, by Jim Collins.



**Third**, now that you have targeted your companies, you need to network into those companies.

# Create a 30-Second Summary for Networking


1. Give your name.
2. Give a general introduction with
  - a skill or trait you have,
  - an example of a time you have used the skill or trait, and the results of that example.
3. State your education and/or your work experience.
4. Say, “I’m looking at industries A, B, and C. I am targeting companies such as these 5 companies: [name companies]. Who do you know who might help me with these industries and companies?”
5. Restate your name.



# Networking



## Tips for Networking

1. Know why you are networking (see, for example, number 4, previous slide). 
2. Learn something from each contact. Ask for information and ideas.
3. Get more than one referral from each contact, one referral at a time.
4. Say, "I'm looking at industries A, B, and C. I am targeting companies such as these five companies: [name companies]. Who do you know who might help me with these industries and companies?"

# Informational Interviewing

You should break your 20-minute interviews into 4 parts:

- First 5 minutes: Talk with your interviewees about themselves and their families.
- Second 5 minutes: Talk about the industries and your targeted companies.
- Third 5 minutes: Talk about yourself and your skills.
- Fourth 5 minutes: Get two referrals before you leave.

At the end of a 20-minute informational interview, stand up and say, “My 20 minutes are over.”

Remember to send a thank-you note!



# How to Make Powerful Impressions with People You Contact

45% Packaging

35% Responsiveness

Power Answers  
30-Second Summaries  
“Once . . . and Now”

10% Experience

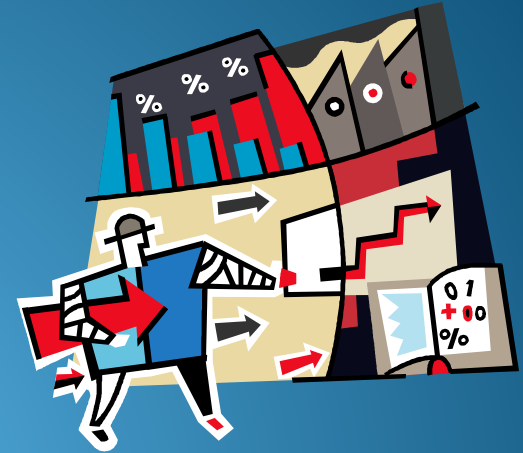
10% Other Factors



# Research, Research, Research

Research the marketplace to understand

- industry gaps, problems, and trends.
- company gaps, problems, and trends.



Understanding industry and company gaps, problems, and trends can help you with your next career. To do that:

1. Read newspaper articles, trade and association journals and magazines, and other publications.
2. Search the Internet, including Google<sup>®</sup>. The library also has valuable databases you can use at no cost.
3. Network to find direct contacts with people who do business with specific industries and companies.

# Get on the Radar Screen

What does it mean to get on the radar screen in your career search?

## Make yourself known!

What can you do to get on the radar screen for a specific targeted company or within a specific industry?

1. Join and interact with professional associations and community service groups.
2. Get companies to know you through informational interviews.
3. Get published in an industry-related journal or association newsletter.
4. Attend at least one meeting of a networking group each week.

Q. How can attending at least one meeting of a networking group each week help you stay on the radar screen?

A. When you go to the network meeting, people will know who you are. By using “abundance mentality,” people will help you.

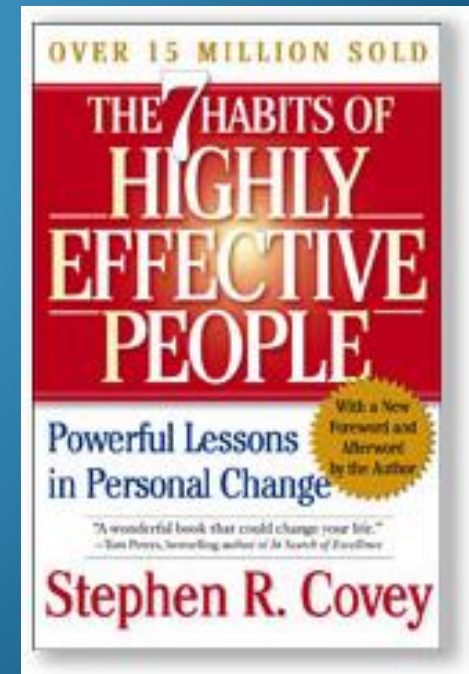


# The “Abundance Mentality”

Stephen R. Covey’s term “abundance mentality”

(Helping others helps you  
get what you want)

*The Seven Habits of Highly Effective People*  
by Stephen R. Covey



# Two groups that can help you:

UVU Business Resource Center

<https://www.uvu.edu/brc/>

SCORE

<https://www.score.org/>

## Business Resource Center



"The Business Resource Center is a greenhouse where the seeds of economic activity are sown and nourished."

-Steve Roy

[NEWSLETTER](#)

[CLASSES](#)

[CALENDAR](#)

### One-Stop Shop for Business and Economic Development

The BRC provides classes, individual mentoring, networking, access to capital, and other services to assist entrepreneurs, small, medium, and large size businesses in any industry. It is a hub for connecting private industry with academia, where university resources can be applied to spur economic growth, creating jobs and revenues in the state of Utah. The business counselors, government agencies, and private organizations have years of expertise in many areas of business and important contacts in many different industries, government, and the universities. For the state, the BRC is a vital cog in the broader economic development engine that helps creates jobs and supports growth. [\(watch\)](#).

### Business Services

The UVU Business Resource Center is a One-Stop Shop for all of your business needs! Here are some of the services we offer:

[3d Printing](#)

[Business Accelerator](#)

[Business Counseling](#)

[Business Planning](#)

[Business Recruiting](#)

[Government Contracts](#)

[Government Funding](#)

[Management Training](#)

[Manufacturing](#)

[Networking](#)

[Non-Profit Training](#)

[Office Space or Incubation](#)

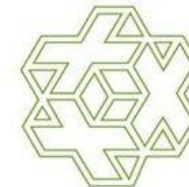
[Online Sales](#)

[Private Funding](#)

[Public Speaking](#)

[Technology Transfer](#)

[Web Development](#)



**Get Help Now!**  
Apply Here

Economic Impact



FOR THE LIFE OF YOUR BUSINESS

Search



BUSINESS ADVICE

STARTUP

RUN & GROW A BUSINESS

MARKETING

FINANCE & MONEY

TECHNOLOGY

MANAGEMENT

GET FREE BUSINESS ADVICE NEAR YOU:

Go

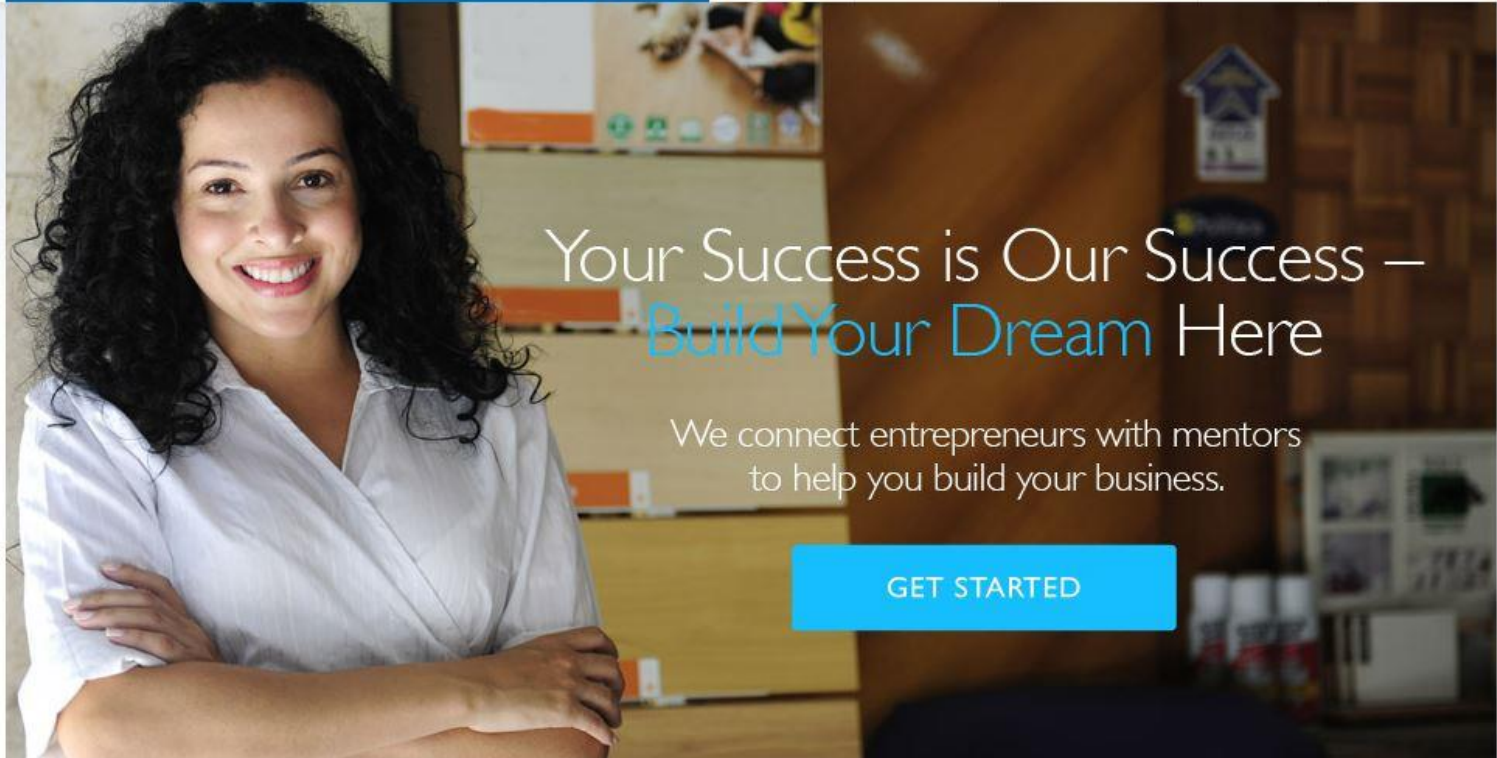
Mentoring

Workshops

SCORE Locations

Volunteer

About SCORE



# Your Success is Our Success – Build Your Dream Here

We connect entrepreneurs with mentors  
to help you build your business.

[GET STARTED](#)

## Why SCORE?

SCORE offers the nation's largest, network of free, expert business mentors.

If you're just starting a business, SCORE mentors can provide the practical action plan, education and tools you need to open your doors and establish a customer base. Already own a business? Our volunteer mentors can help identify ways to increase profit, improve employee and customer satisfaction, and achieve work/ life balance.

With SCORE, you can have the honest, confidential and sometimes tough conversations

