

employmentEdge

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The Art of Networking

by Marshal Backlar, www.ezinearticles.com

Over 80% of jobs are found, yes, through networking.

Your career should never be static -- but always moving forward. Networking is a critical component of your career progress.

But, are you sure networking is a slam dunk?

You call up a friend and say you are looking for a job, and, does he know of a job for you? And, his response: "oh yeah, I will give it some thought." And, you send him your resume so he can fill up his waste basket.

Or, is it -- "So who are you?"

"I know you want to get together, but why?" "What's in it for me?" she thinks.

Or, is it -- you call up a friend who is thinking -- I've known this guy forever. Sure, let's grab a bite...and then, oh, so that's what he wanted -- Do I know of a job for him? Hey, I know him socially, but professionally, do I really want to stick my neck out for him?

Are you more than your resume? How can you prove it?

How do you become a solution for a networking contact, rather than a problem?

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opportunity Spotlight

52016 - Data Entry - Detail oriented person needed for a not for profit organization in Norfolk. The right person must have experience in database management with heavy emphasis on data entry. Must have the right combination of speed and accuracy. All candidates will be tested as part of the interviewing process. Must be able to type over 9000 keystrokes. Contact Brenda Bigelow at 757-518-8600 for more information.

51974 - Paralegal - Small law firm in Virginia Beach seeks litigation Paralegal. Three years of litigation experience minimum. Must have strong verbal and written communication skills. Qualified candidate will be bilingual in English/Spanish & fluent. Duties include drafting pleadings, research and discovery. Seeking upbeat and positive attitude who enjoys client relations. Hours 8:30 to 5:30, Monday - Friday. Great location! Contact Joyce Diaz at 757-518-8600 for more information.

36828 - Tax Accountant - Large regional public accounting firm seeks an experienced tax accountant. Must have three or more years of public accounting experience, a BA/BS in Accounting or Finance and CPA or CPA candidate. Candidate would have experience in areas of corporate, individual and estate taxes, as well as corporate tax planning. Contact Liza Parker at 757-518-8600 for more information.

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Southside
757-518-8600
Norfolk

The Employment Professionals
DonRichardAssociates
Your Staffing & Recruiting Partner in Hampton Roads

Peninsula
757-873-0447
Newport News

opportunity, continued from page 1

52071 - Project Manager Assistant - Company on Peninsula in need of experienced project management assistant to provide support to various department managers. Must have excellent test scores in Excel, Word and Access. Must be able to create complex spreadsheets and have knowledge of job cost accounting. Previous experience working in construction industry a plus. Contact Sam Morton at 757-873-0447 for more information.

37224 - Business Operations Manager - Norfolk health care management consulting company is in need of a Business Operations/Sr Contract Manager. The right candidate will have experience in developing and managing budgets. Planning and implementing enterprise-wide system tools and ensuring scalability, as well as directing organization's strategic and long-range goals. Work with IT department to generate Crystal Reports for CEO/President on progress or issues related to business operations. Experience in government contracting and the healthcare field is a plus. BS required. Contact Brenda Bigelow at 757-518-8600 for more information.

52013 - Paralegal - Qualified Paralegal will assist attorneys with complex paralegal duties in connection with estate planning, long-term care and tax matters. Must deliver exceptional client service skills. Must have 5 years experience and possess excellent critical thinking skills. Prior experience working with legal time and billing systems is a must! Strong verbal and written communication skills needed as well as proficiency in WordPerfect, Word & Excel. Must be able to manage time wisely and tend to client matters simultaneously. Fantastic opportunity and benefit package. Contact Joyce Diaz at 757-518-8600 for more information.

37187 - Senior Accountant - Virginia Beach financial company seeks a Senior Accountant to join their team. The ideal candidate must be sharp, dynamic and able to function in a fast-paced environment. Duties include A/P, A/R, general ledger, reconciliations, financial analysis, financial statement preparation and research. Some overtime will be required. Must be proficient in Microsoft Excel and familiar with QuickBooks. The position requires a BA/BS in Accounting or related field and a minimum of 5 years of accounting-related work experience. Contact Liza Parker at 757-518-8600 for more information.

52077 - Client Marketing Associate - Client on Peninsula in need of creative marketing associate to provide support to client marketing manager. Position requires advanced use of Word, Excel and Powerpoint and testing will be required. Must have experience working in a marketing role and prefer someone who has worked with layout and design. Must have excellent communication skills both oral and written. Minimum 2+ years experience and degree in marketing required. Contact Sam Morton at 757-873-0447 for more information.

37166 - Outside Sales - Professional salesperson needed for the Richmond/Chesapeake areas. The right candidate MUST have a minimum of five years experience in Outside Sales in an electrical supply industry or similar industry. Knowledge of the electrical distribution business and associated products is REQUIRED. A college degree is required with additional studies in electrical engineering preferred. Contact Brenda Bigelow at 757-518-8600 for more information.

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Employee of the Month

Congratulations *Latricia Cason!* You have been chosen as Don Richard Associates' September Employee of the Month for doing such a great job at *The Up Center* as a *Medical Biller*.

opportunity, continued from page 2

52072 - Legal Secretary - Outstanding law firm in the area seeks a strong legal secretary with minimum 8 years litigation experience. Will support one partner with commercial litigation practice. Qualified candidate will be proficient in Microsoft Word, type 65 words per minute minimum and have prior experience using litigation software to manage "team rooms". Experience may include Concordance, iCONNECT or Ringtail softwares. Must have strong communication skills and time management skills. Temp to hire opportunity with attractive salary and full benefits for this immediate need position. Apply today! Contact Joyce Diaz at 757-518-8600 for more information.

52091 - Part-time Bookkeeper - Large non-profit organization is looking for an experienced part-time (20 hours per week) bookkeeper to be responsible for accounts payable, accounts receivable, payroll, tax reporting and filing, grant financial management/reporting, banking and annual external audit support. The preferred candidate must be team-oriented with a minimum of 3 years of financial bookkeeping experience. Proficiency in mid-tier systems such as SAGE, Solomon, Great Plains, MAS 500/200/90 highly desired. Contact Liza Parker at 757-518-8600 for more information.

52053 - Accountant - Firm on Peninsula in need of Accountant to handle high volume of accounts receivables. Must be able to create excel spreadsheets using complex formulas and be able to analyze data for trends. Position requires minimum of Associates degree in Accounting and 2+ years working extensively with accounts receivables. Contact Sam Morton at 757-873-0447 for more information.

37177 - Business Development Manager - Start up company is in need of an experienced seasoned Business Manager. Duties include International/Domestic business development, distribution support, sales and branding development. Strong background in sales and distribution. The right candidate will have a strong portfolio of business success in start up experience. Strong Microsoft Office skills and ability to travel. Degree in Business Management or like field a plus. Contact Brenda Bigelow at 757-518-8600 for more information.

If you or anyone you know are interested in these positions, please contact the appropriate recruiter. Please visit www.donrichard.com for **additional** career opportunities.



How do you develop chemistry with someone as you make him/her aware of your strengths?

Every week you must dedicate time to networking -- whether or not you are employed. Think of it as a job, but hopefully a successful and rewarding job. And, critical to this process is taking a proactive, leadership role in each networking interface.

The following tips should provide some answers to the above questions and make you a more successful networker.

- Whether employed or in transition keep growing your network. Join and participate in professional organizations, groups, associations, etc.. Join online professional networking sites. Research and target companies that are expanding, as well as companies that are challenged and may need your skills.
- If you are employed, it means reaching out to individuals internally, as well as connecting and expanding your networking opportunities in the outside world. Even if you are satisfied with your position you should be benchmarking your position and culture versus other organizations. You should be interested to learn how your salary compares to similar positions in other organizations, other opportunities, other initiatives, other solutions, other cultures, etc. We all find ourselves too busy in our jobs to set aside time to network. But, this is a big but, you must force yourself to regularly program into your schedule networking, and expanding your networking contacts. It is a career momentum must, and will pay off when you least expect it.

For those in career transition, networking and growing your network should be an important part of every week. Think of yourself as a product, a special brand, that needs to be marketed, and exposed to the greatest number of potential customers.

But first, you must be clear and well-defined as to who you are -- your Brand.

- This is critical -- Networking is a pro-active process. That means taking charge and being in command of each networking opportunity. In order for you to be successful at this you must be clear about career goals and your career accomplishments.
- To be pro-active you need a mini-strategic plan for each networking contact. Be clear about the specific outcome you want from the coffee, drink, lunch, etc.
- One outcome from your meeting is for the other person to feel more positive about you, more supportive. You need to make him/her your ally. To do so, be clear about who you are, your accomplishments, and your career goals. What are you most proud of in your career as it relates to your career progress?
- Always set up a get-together in person. Email or phone is not as effective. Creating chemistry, being persuasive, developing an ally comes about in person.
- Make it about 'them', not about 'you'. Think about how you can help them with your knowledge, expertise, contacts, etc. that will interest them. Networking is about reaching out to someone else.
- Preparation, including research, is another key component. Not only do you want to know the professional background of the individual with whom you are meeting, but be informed about his/her company including recent news releases.

Also, you should be very clear about what specific companies, organizations that might be of interest to you, and where you would like contacts.

- A big don't is to ask for a job.

Rather, ask for career advice, if appropriate, and discuss your plans. And, here is where preparation comes into play. Always leave a networking meeting with 2-3 new networking contacts. If you have done your research successfully, you will have identified your sweet spot organizations where you do not know anyone but would like to have a contact. So, now that you have made this person your ally -- they are proud to know you and want to be helpful -- it is a perfect opportunity to ask if he/she knows anyone in company X with whom you can connect, or, if not at X, they may know someone at company Y.

Always remember, being specific to someone will usually elicit a specific response. Don't keep it general. Again, lead the conversation to get the results you want.

- Join professional groups and organizations, attend selective networking events -- but stop just pitching fastballs; i.e. with the 'how can you help me?' mindset. Rather, make it -- How can I help you? You will find that the give back to you will actually increase.
- Last, but not least, is your networking list. It should contain at least a few hundred names. That includes friends, relatives, business associates, school alumni, etc. Again, by being specific, you will be surprised by the new, career-goal relevant contacts you will have. Yes, even from that distant aunt or uncle who you haven't spoken to in ten years. You never know until you try.

Networking is an art -- the art of engagement, leadership, focus and desired results.

Career Facts That Produce the Next Steps For a Targeted Job Search by David Hults, www.ezinearticles.com

With record levels of Americans facing unemployment, having a targeted job search is as important as ever. Because of the competition, many are pushing as hard and as fast as they can to simply get their name out into their community. For some, the job search consists of distributing as many resumes in as many possible areas that can be developed from previous work and expertise. We do this because we think it gives us more exposure and a better chance at obtaining a job. Unfortunately, this is a mistake.

I often meet people and ask them what job they are targeting. Many go on and on about how they could do this job or that one, often giving me a laundry list of areas, expertise, and skill sets. Right away I know why they are still in the job market. It's pretty overwhelming for even me to hear them talk about it! But let's be clear. A targeted job search is essential in this difficult time. How can you leave an impression and build a networking relationship when you are wishy-washy and without focus? Here are three simple techniques to help you get focused and establish a targeted job search.

Targeted Job Search Technique #1 - Start With The End In Mind.

What do you want to do? Don't know for sure? Take some time to list job titles of interest, then list them by priority. Look at a variety of job descriptions and get an idea of the "official" job title for the position you are targeting. Get specific and don't be too broad. For example, the target cannot be an industry. It should be a position, with a set of job duties and a job title. What is the actual position?

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Is it found in small or large companies? Is it found in a certain area of the country? Answering these questions will help you find your target.

When you analyze your talents and skills, you may find you can be successful in several different lines of work. Research the types of positions that utilize your skills and talent. For example, Teri worked for a large automobile manufacturer in production. She was a third-generation worker there. She took pride in her work product and in working with her hands. While the writing was on the wall (an impending layoff), she could not imagine herself doing anything other than working at the plant as her other family members had. So when the inevitable happened, she was at a loss. She was angry at the situation, and also at herself for not thinking ahead and having another alternative in mind. So she began to think about what she liked to do, other things in life that made her happy, and the skills she could contribute to a job. She couldn't believe she was even thinking about this, but she kept coming back to the fact that she enjoyed baking cakes for special occasions. She was usually the "go to" person at the plant when someone needed a cake for a special occasion. Baking also spoke to how she worked in the plant - she took pride in it, liked working with her hands, and appreciated the craft. With this idea in mind, her next step was to seek out expert connections already in the bakery/pastry arena.

Targeted Job Search Techniques #2 - Start Fact Finding With Experts For The Targeted Position.

Talk to experts you know. Ask your acquaintances whom they know in targeted businesses or targeted areas. The goal is to identify experts who work in the organizations where the targeted position can be found. Begin to connect with these individuals and set up informational meetings.

In those information meetings, market how you work, not just what you've done. Find out how the experts believe an individual can be successful in the targeted position and measure that information against how you like to work. The experts may see your talent and skill fitting a different position, maybe even one that's at a higher level than you anticipated. For example, Mary didn't think about applying for a supervisor opening because she had never held that job title. However, her natural work style (mentoring employees plus her ease of prioritizing projects and tasks) definitely gave Mary skills that qualified her for a higher-level position. Here's what it boils down to for you: find out where you might fit via research and your identified experts.

Targeted Job Search Technique #3 - Don't Always "Go With The Flow".

Life can present unexpected opportunities. You may get a suggestion from an expert about a position you had never even considered. Take that information to heart and keep an open mind. Take time to stop and evaluate this opportunity. Would you enjoy the work? Can you imagine doing this long-term? Ultimately, find a position that can provide a positive change. When opportunities arise, welcome them. But think it through and know whether you are accepting the position because you're desperate or because it's the right job for you. If you're going to put in the time and effort to find the right fit, give consideration to every option that matches "how you work".

And when the opportunity presents itself - and it will - it's a good idea to take time and think through the opportunity, even sleeping on it overnight. Stay in charge of your career. Make sure you set the pace. Find the work/life balance that fits you by listening to what your mind and body tell you, and by using these targeted job search techniques. Use them to establish a sound, targeted job search that will give you focus and lead you to the career of your choice!