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NETWORKING FOR THE RIGHT JOB

Written by Elizabeth Yiannoulis, Contributor  
Wednesday, 11 October 2006

**It's about a lot more than who you know**

How many of you in your classes have made it a point to never make eye contact with the professor, never ask the questions on your mind and run out once the lecture is done? Why are we intimidated by our professors? Oh, how could I forget - they evaluate us!

After four long and dreadful years of university and a piece of paper that you can fold into four and place in your back pocket called a degree, what contacts will you have acquired?

We all aspire to reach our full potential or as Coelho put it in *The Alchemist*, our personal legend yet many of us lack that one skill that can lead us into our future careers: networking. Networking is a critical skill in managing your career as most employment opportunities are never advertised.

The "unadvertised" market is four times the size of the "advertised" market.

Statistics show that more than 67 per cent of people obtain higher positions because of who they know. So, how do we beef up our networking skills?

Tim Cork is the president of NEXCareer, a leading Canadian provider of career management and outplacement services. His company helps people to successfully manage career transition through training, career counseling and placement services.

A *Globe and Mail* article in 2005 called Cork "The Networking Guru" and his book, *Tapping the Iceberg...Straight 'A's*, due out in 2007, describe his straight A's philosophy (attitude, aptitude and action) and networking motto (touch, inspire and move) as keys to effective networking.

On first impressions, Cork said that "You don't get a second chance, because it is a 'first' impression. It is instantaneous; the likeability factor is instantaneous. Our conscious mind takes three to ten seconds to formulate an opinion. If we don't nail it, guess what? You don't get to go on to what you wanted to go on to. You now have to redeem yourself and get them to like you."

So how do we become confident at approaching individuals? Cork's answer is one word: Practice.

"Practice with a partner - even with rejection - so you can counter something intelligent."

Cork acknowledges that people need to fail and be rejected before they can succeed.

"Go out and get it wrong, mess it up, get rejected and face your fear. Successful men and women were also the biggest failures. But they learned from their experiences."

Cork also encourages students to find their "eagles." "Eagles," Cork explained, "are people with wisdom who have done what you want to do."

But Cork's number one rule in networking is G7.

"Networking isn't about getting; it's about G7 (give, give, give, give, give, give and give). Giving is an attitude. It is about how one can help, and how one can make someone feel important. That is giving.

Imagine someone wearing an invisible sign around their neck that says: make me feel good and make me feel important."

Most of us construe networking as getting the goods, being "hooked up." But it has nothing to do with getting and everything to do with giving.

And it's not just limited to who you know. As Cork elaborated, "It isn't just who you know because lots of people know lots of people and it's not just what they know because lots of people know what they know. It's what you know about who you know and it's what you do with what you know about who you know."

"Take the word 'networking' and replace it with the word 'people.' Networking is connecting with people."

-For more information, please contact American Marketing Association (AMA) at York through their website at [www.yorku.ca/ama](http://www.yorku.ca/ama) or via e-mail at [ama@yorku.ca](mailto:ama@yorku.ca).



COURTESY OF TIM CORK

THIS WEEK'S ONLINE POLL:

Do you think people should be allowed to smoke in certain indoor areas on campus?

Yes

No

Vote

Results

THE ENVIRONMENTAL SUPPLEMENT



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