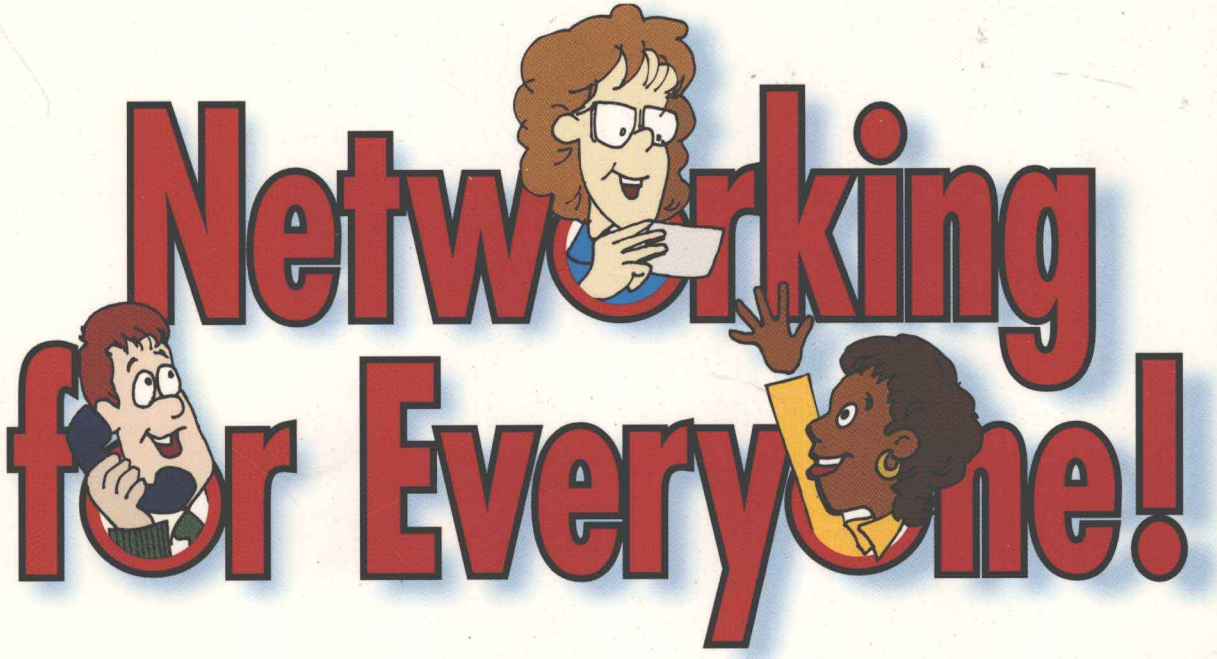
Includes In-Depth List of Professional Associations and Other Resources!




# Connecting with People for Career and Job Success

Lifetime advice for working professionals, students, managers, shy people, entrepreneurs, job seekers–anyone wanting upward mobility

L. Michelle Tullier, Ph.D.

JIST

# Networking for Everyone

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By L. Michelle Tullier, Ph.D.

**Networking for Everyone**

Connecting with People for Career and Job Success

L. Michelle Tullier, Ph.D.

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**Dedication**

To Susan W. Miller, M.A., for being a superb networking role model, friend, and window to a world of opportunities when I was getting my start.

# Why Buy This Book?

Believe it or not, that's the first question we ask as publishers when we review a book: Would we buy it? In the case of *Networking for Everyone,* the answer was easy: a resounding YES!

Whether you're the office "ad hoc" counselor or the shy, introverted type, you'll find information in this book that will fit you to a tee. Although the book was written specifically to use networking to get a better job, the principles can apply to career development, and even to your personal life.

For example, you'll learn how to deal with sticky personal situations when you've put the proverbial foot in the mouth, how to make an action plan for networking, and how to be on the giving end of helping others in their networking endeavors.

If you read this book from front to back, we promise an endless array of tips and suggestions guaranteed to help you network successfully. However, the book is just as useful if you simply pick it up and find a place that pertains to your specific interest.

At any rate, be sure to check out the appendices at the back of the book, particularly the listing of Trade Associations. Michelle Tuillier spent almost as much time researching these extensive lists as she did writing the book, and they are useful!

And finally, enjoy! We know you will.

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# Preface

Not long ago, I had an experience that reminded me just how important networking really is. It's not that I had forgotten about the power of networking. After all, I work with clients everyday who make tough decisions in their lives and careers, find satisfying jobs, and generally get their lives in order, all because they connect with other people who help them reach their goals. Also, as someone who is primarily self-employed, networking has to be an ongoing part of my life, or I won't stay in business. When it comes to my own networking, however, I sometimes find it hard to practice what I preach. Just as some of you might find networking to be a nuisance, aren't sure how to go about it, or even outright fear it, I too have my own love-hate relationship with this important—even vital—activity.

My networking skills were put to the test recently while I was in Florida attending a national conference for career counselors. One obvious reason for attending conferences is to learn something new from the informative workshops and speakers, but equally important is the chance to connect with the *people* there, not just the *information.* Therefore, before setting foot in any conference room, I usually have to psych myself up to intro-duce myself to strangers and revisit old acquaintances. This is difficult for me because I'm not a natural-born networker. You could even say that I'm a loner at heart and even a little bit shy. Now, don't get me wrong—I put up a good front, so people don't see me as a shrinking violet. I can shake hands, strike up conversations, and schmooze with the best of 'em, but it's a real effort for me. Each time I succeed, though, I am reminded that networking is a skill that can be learned.

At this particular conference, I was only one-and-a-half days into the four-day meeting and was already feeling drained from all the network-ing. I had gone to the hotel dining room for lunch and was looking forward to a little quiet time alone. As I waited for the hostess to seat me, the thought crossed my mind that other people from the conference might see me standing in line by myself and ask me to join them. I secretly hoped that this wouldn't happen and even wished that I had some kind of serious work to do over lunch so that I could legitimately and politely turn down an invitation. Just as these schemes were running through my mind, I heard a voice say, "Are you with the conference? Would you like to join me for lunch?" Feeling I had no alternative, I meekly said, "Yes, sure, thank you."

Well, that half-hearted acceptance ended up leading to a most enjoyable and fortuitous encounter. Gina, my lunch companion, was a bright, personable graduate student working on her doctorate in the same field in which I had received mine. Not only were our professional interests similar, but we even clicked in some silly, but fun, ways. It turned out that we both happen to be only children, share an intense dislike of mayonnaise, and both love big band music from the thirties and forties. And, best of all, we have a similar taste for adventure. By the end of the lunch, Gina had invited me (or actually, I kind of invited myself) to join her on an hour-long drive to Cape Canaveral to watch the launch of the space shuttle Atlantis at 4:27 a.m. on the Sunday morning after the conference ended.

When that day arrived, we met in the hotel lobby at 3:00 a.m., groggy but giddy, and made the drive to NASA's launch pad. Before we knew it, the launch countdown had begun, and we found ourselves shouting out the final seconds as we stood on the banks of the intracoastal waterway, shoulder-to-shoulder with a cross-section of American society. Though shuttle missions have become almost routine, everyone nonetheless breathed a collective sigh of relief and awe as that miraculous tribute to American courage and brilliance took off into outer space to meet up with Russian cosmonauts at the Mir space station. Witnessing this ultimate example of networking on the part of the U.S. and Russians (not just international but practically intergalactic networking!), I thought how ironic it was that a simple little networking over soup and salad had led me to this opportunity of a lifetime.

What if I had said "no" to the lunch invitation? We both would have missed out on what turned out to be a mutually rewarding experience. Gina took me on an outing I'll never forget, and I, in turn, was able to offer her some advice about career counseling, writing dissertations, and careers in psychology. We've kept in touch with each other since then, exchanging photos from our adventure and communicating by e-mail to share professional information or just to say hello. So, I made a friend and established a mutually beneficial professional relationship all because Gina took the initiative to ask me to join her for lunch and because I stretched beyond my comfort zone and said "Yes."

I consider myself lucky to have had this experience, because it reminded me that networking can be not only professionally rewarding, but also plain old fun—two things I hope this book will be for you.

*Michelle Tullier*
*New York City*
*May 1997*

# About the Author

As a career counselor in universities and private practice for more than a decade, Michelle Tullier has witnessed countless networking success stories—people of all ages reaching their professional goals by connecting with others. Her own success as an entrepreneur is testament to the fact that her networking strategies work. Michelle's private practice in career counseling attracts clients from across the U.S. and abroad, and she has been a consultant to Fortune 500 companies on networking, time management, and other professional issues. She is also on the faculty of New York University's School of Continuing Education where she teaches beginning and experienced career consultants. Michelle's prior experience includes positions in the career centers of Barnard College at Columbia University and UCLA. She is also the author of books on job hunting and cover letters. Michelle holds a Ph.D. in counseling psychology from UCLA and a bachelor's degree from Wellesley College. She and her husband, Michael, live in the heart of New York City where networking opportunities abound.

# Acknowledgments

This book's existence is testament to the fact that networking works. It would not have come into being without the countless resources, ideas, and support that came from so many people.

I am enormously grateful to LaVerne Ludden and Mike Farr of JIST for having been receptive to the initial networking efforts that launched this project—especially to LaVerne for a topic suggestion that was right on target. Many thanks also to Jim Irizarry and Sara Hall for sharing my enthusiasm for this book and for being such a pleasure to work with. A great deal of credit and thanks goes also to Brad Miser, Dr. David Noble, and Marta Partington, for their attentive, skilled, and caring approach to the editing of this book.

Once this project was under way, I could not have completed it without the assistance of my dedicated and resourceful intern Dori Zuravicky. Her ability to handle seemingly endless loose ends, all with a smiling face, was astounding and appreciated more than she could ever know. My gratitude goes also to the many colleagues, clients, and students who shared their knowledge, insight, and that most precious commodity of all—their time. They include Sara Bauman, Ellis Chase, Georgia Donati, Kathi Elster, Nancy Friedberg, Matthew Haas, Tim Haft, Scott Heinz, Erica Hertz, Jeanne Krier, Boyd Leake, Lauren LeVeen, David Rizzotto, Sheryl Spanier, Marci Taub, Kate Weil, and Gina Zanardelli.

As always, I am forever indebted to Michelle Raftery, "M.R.," for the wise counsel and friendship that saw me through this project from contract to completion. This book also would never have made it to completion without the comic relief provided through the welcome exchange of e-mails, faxes, and "Free Friday" calls with Tracy Calhoun,

Joanna Morris Hurley, Millie Kim, Molly Minnear, and Bob Morrell (and extra special thanks to Bob for teaching me how to write way back when). I also want to acknowledge Kathleen Mathews Hohlstein for her uncanny talent at keeping track of, and in touch with, people in far-flung lands. Her efforts were a true inspiration as I wrote this book.

And the biggest thanks of all goes to Michael Gazelle for being the most patient man on Earth.

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# Introduction

A book on networking needs almost no introduction. If you've ever looked for a job, tried to change careers, or contemplated starting your own business, chances are that someone has said to you, "You'll only get what you want through networking." Even students who haven't yet entered the working world have usually heard about this little thing called *networking,* which is so touted in the "real world." You've probably picked up this book because you've already been introduced to the idea that networking is an important element in professional and personal success. Therefore, I probably don't have to sell you on the basic virtues of networking. However, I would like to tell you something that you may not already know:

## Networking

Networking is fast becoming not just a helpful tool for career success, but also an essential skill for career survival.

With the dramatic changes that took place in the work world during the early and mid-1990s, more and more people realize that they need to take charge of their careers rather than wait passively for companies and other organizations to move them up the ladder of success. With massive layoffs—also known as downsizing—and reshuffling of jobs, people have had to seek new opportunities in ways they never did before. These changes have not affected just mid-career and senior-level workers either; college grads in the '90s have had to be more proactive and self-sufficient in finding jobs than their 1980s counterparts were. While the economy and job market seem to be turning around as we approach the 21st

century, the old ideas of job security and career stability are nevertheless still on shaky ground—there's no room for career complacency these days. This new focus on self-reliance only increases the need to cultivate connections and gain visibility—that is, network—in order to find jobs, get ahead, or even just to obtain job security.

*There is no security in life, only opportunity.*

—Mark Twain

Then there are the 60 million people—nearly half of all working Americans—whom trend analysts predict will be part of the contingency workforce by the year 2000. Working as a freelancer, consultant, temporary employee, or entrepreneur means entering a life of continual self-promotion to survive and thrive. It's no question that, for the self-employed, networking skills are even more essential for survival.

In addition to this, advances in technology are making it possible to connect (network) with others on a broader scale and with greater frequency than ever before. You probably already see these changes in your daily life. Are there people with whom you are corresponding more than you did in the past because e-mail makes it much more convenient and inexpensive to do so? Are you more likely to share information with colleagues because it's easy to pop the information in the fax machine or send it by modem with the click of a mouse button? Are you more inclined to call people the minute you think of something that pertains to them, because you can leave a message any time of the day or night on voice mail without disturbing them? Do you have new friends or business associates all around the world because of the Internet?

Some might argue that technology is generating only impersonal communication, but at least it's communication of some sort. You'll see in this book that networking consists of much more than face-to-face encounters. Documents sailing across fax lines, voice messages on answering machines, and e-mail messages on computer screens are valuable forms of communication. As the world moves further into the Information Age, connecting with others in this fashion is becoming a way of life.

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