

*Career Renewal Ministry*  
*St. Anne Church*

# Comprehensive Preparation for a Successful Job Search



**E. Networking Bio and 2–Minute Speech**



We gather with our sisters and brothers in need.

We are aware of the struggles in our economy that we all face and share.

We recognize that we are called to help one another.

We reach out to our heavenly Father to acknowledge the many gifts that we have been given and understand that God is always there for us.

# Comprehensive Preparation for a Successful Job Search

## Basic Tools for a Job Search

- A. Accomplishments
- B. PARs
- C. Power Stories
- D. Resumes & Cover Letter
- E. Networking Bio & 2-Minute Elevator Speech**
- F. Web Presence
- G. Interviewing Preparation
- H. Networking

# What Will I Learn and Do?

- ▶ Learn how to develop a “Networking Biography” and a 2–Minute “Elevator” Speech from your:
  - PAR’s
  - Power Stories
  - Resumes
  
- ▶ For Use in your:
  - Web Profile
  - Networking
  - Interviews



# Networking Biography (Networking Bio)

- A short summary of you/your interests used in networking
- Think of it as a marketing brochure – about you/your job search
- What do you want to leave with the people you are meeting at a networking event
- It's more than a business card and it identifies the key areas you want the contact to remember....

## Five (5) Important Elements:

- A. (Your) Contact Information**
- B. Objective**
- C. Significant Accomplishments**
- D. Target Companies**
- E. Key Experience/Education**

# Networking Bio Template

[NAME]

CELL PHONE

EMAIL ADDRESS

(2-4 compelling sentences about the types of experience and the specific skill set that you have to offer an employer.)

Do Not Exceed One Page

## OBJECTIVE

(One sentence description of what you are looking for, specifically focusing on: title, industry, company revenue size and location, and a brief statement about what you'd be looking to accomplish for an organization based on your skill set.)

## ACCOMPLISHMENTS (WHAT CAN I BRING TO A BUSINESS)

(List 3 to 5 of your most significant accomplishments.)

## TARGET COMPANIES

(List specific companies that you would like to be introduced to. Also, consider making note of the ideal size (by approximate revenue range and employee size), industry and location of companies that you would be interested in.)

## EMPLOYMENT & EDUCATION SUMMARY

(List key companies with title or function and industry)

# Networking Bio – Key Elements

## A. Contact Info

- ▶ Name
- ▶ Contact Phone
- ▶ Contact E-mail
- ▶ Key Title (identifying your targeted interest)

## B. Objective

- ▶ Short summary statement of your specific area of job focus
  - Example 1: Retail Sales – Mid-level Manager
  - Example 2: Legal Firm – Paralegal/Office Manager
- ▶ Sub-statement of target market
  - Example 1: Targeting cosmetics, health/beauty and pharmaceuticals
  - Example 2: Proven paralegal with extensive range in contract/real estate law

# Networking Bio – Key Elements (Cont'd)

## C. Key Accomplishments

- ▶ List 3 to 5 of your most SIGNIFICANT accomplishments
- ▶ Reference your Accomplishments/PAR lists
- ▶ Be brief, specific to your target areas & quantify results

## D. Target Companies

- ▶ Specific Companies for introductions
- ▶ Consider size, revenue, employee benefits, industry and location

## E. Employment/Education

- ▶ List key companies with title, function and industry
- ▶ Identify any important educational achievements





# Your Net-Bio

- ▶ Complete the Networking Bio Worksheet
- ▶ Fill in each element
- ▶ Ask for help, when needed



## CRM – Networking Bio Worksheet (see references):

Your Name: \_\_\_\_\_ Key Title: \_\_\_\_\_

Job Objective: \_\_\_\_\_

What do you bring (uniquely) to the company(ies) you're targeting:

- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_
- d) \_\_\_\_\_
- e) \_\_\_\_\_

Significant Accomplishments (Ref. Accomplishments/PAR statements):

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_

Target Companies:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List Key Employment/Education you want to highlight:

COMPANY	FUNCTIONS	INDUSTRY
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Educational Achievements

\_\_\_\_\_

# Discussion

- ▶ **Review your Net–Bio with the Facilitator**
  - Refine the elements, as appropriate
- ▶ **Discuss ideas on how to get make the Net–Bio more appealing/”forward–able”**
  - Generate specific ideas
  - Make a list of any actions out of the discussion
- ▶ **Address any questions you have**

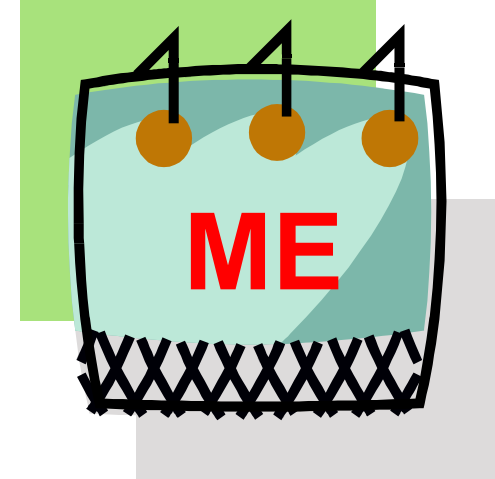


# Ideas to Refine your Target Company List as you move forward

- ▶ **Identify initial companies to target**
- ▶ **Research the companies**
  - Key Facts
  - Key Employees
  - Employees with likely authority to HIRE YOU
  - These are the names you want on your target contact list
- ▶ **Identify specific people at the company you want to contact**
- ▶ **Narrow the list to 5 or 6 companies**
  - Mention these companies (and the targeted employees) in every networking conversation
- ▶ **Replace target companies/contacts as you get the information you are seeking**

# Draft Your Elevator Speech

## – 4 Elements...



- ▶ **P** – Personal introduction of yourself
  - (your brand, your field, your expertise)
- ▶ **A**d – What does your billboard say?
  - What makes you valuable/unique
- ▶ **T**argets – where do you want to work, target contacts, target companies, target positions
- ▶ **H**elp – here’s how you can help me

**Practice doing this in 2 minutes!**  
**Then wait for responses**

# Your Speech(es):

▶ **P** – Personal introduction

- \_\_\_\_\_
- \_\_\_\_\_

▶ **A**d – What makes you valuable/unique

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

▶ **T**argets – Companies

Contacts

Positions

○ _____	_____	_____
○ _____	_____	_____
○ _____	_____	_____

▶ **H**elp :

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Prepare your Speeches

## ▶ Elevator speeches:

- 2:00 In-Person Networking Introduction
- :30 Telephone Networking Introduction
- 2:00 Interview “Tell Me About Yourself”

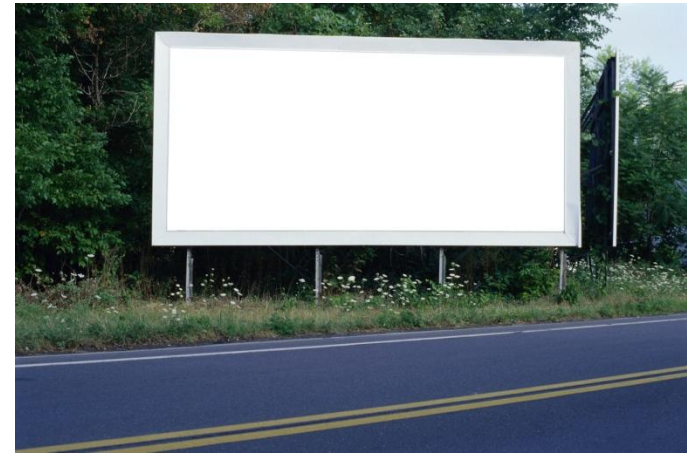
## ▶ Write them out

## ▶ Rehearse them

## ▶ Memorize them

## ▶ Refine them

- **Remember – The elevator speech is NOT a time to hear your life story**




# In Network Meetings . . .

## Your Elevator Speech ....

- ▶ Please be courteous to others and limit your comments to 2 minutes
- ▶ Make sure that you tell us how we can help you!

**What kinds of networking leads do you need?**



Questions?



# Action Plan – for next week

Homework  
Assignment  
a) Great-full  
b) Prayerful  
c) Hopeful

- ❖ **Typed, ready for release – Networking Bio**
  - All elements
- ❖ **2-Minute elevator speech(es) – typed**
  - Networking meeting
  - Phone introduction
  - Interview
- ❖ **Memorized/Rehearsed**



# CLOSING

- **Discuss with your Facilitator any issues you think you might encounter completing this homework**
- **What can you do to overcome any obstacles?**

**Come Prepared to have your Net Bio and Speeches reviewed at the beginning of next week's session**

**Your Job Search Portfolio should now include Accomplishments, PAR's, Power Stories, Resume(s) & Cover Letter(s), Networking Bio and Speeches**

**You're over half way complete with your Portfolio!**