

# The Networking Myth and a Vote for Direct Contact

## *Study Shows Job Searchers Get Meetings More Efficiently Through Direct Contact\**

### Career Management Matters

Networking is often cited as the number 1 way to generate new job opportunities. Ask people how to get an interview, and they'll say that networking is the way to go. But is it? Our survey of professionals, managers, and executives clearly shows that job hunters get more meetings for the time spent through "direct contact" than through any other single technique.

The Wenroth Group advocates using all four ways of generating meetings: networking, direct contact, headhunters, and ads (online or classified). While we want you to use all 4 techniques, we advise our clients to spend the *most* time using the technique that generates the *best* response.

Our experience shows that networking simply takes too long. Remember that job search requires having enough things in the works - 6 to 10 at any given time. And that means having between 50 -150 opportunities in your pipeline. It would take forever to network to enough people.

We suggest reaching out and *creating your own contacts*. Done correctly, direct contact is a more efficient way to generate meetings – more efficient than networking, headhunters, or ads.

"Networking" means using someone else's name to get a meeting. Direct contact means aggressively pursuing people whom you may have known in the past or people you have never met. These might include association members, or people identified on the Internet, through newspaper or magazine articles, or from library research. (For entry-level people, direct contact even includes going from one Human Resources office to another in an office center.) Here are the results of the survey:

**1. Direct contact is the most time efficient way to get meetings.** Surveyed job hunters spent 45% of their time networking, yet networking accounted for only 35% of their meetings. On the other hand, surveyed job hunters spent 24% of their time on direct contact, which resulted in 27% of their meetings. As we said, networking is very time consuming. You have to find people who are willing to let you use their names. With direct contact, there is no middle man.

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## **2. Executives got almost 1/3 of their meetings through direct contact.**

There's a myth out there that executives rely on networking to get in to see people more senior than they are. Our surveyed senior executives did in fact get 62% of their meetings through networking, but almost 30% by contacting executives whom they had not been referred to. Executives should not overlook direct contact.

## **3. People making a career continuation relied on direct contact even more than networking.**

People looking to stay in the same industry or field got about 1/3 of their meetings through direct contact and a little less than that by using someone else's name to get a meeting. The job searchers contacted strangers, and got meetings because of their accomplishments - and their discipline in working follow-up phone calls.

## **4. Even career changers (42% of those surveyed) got 20% of their meetings through direct contact.**

Career changers often feel they should network to meet people in new fields or industries. However, direct contact can also result in meetings.

## **5. In this market, search firms accounted for only 8% of meetings; Newspaper ads accounted for 7%; On-line job boards accounted for 13%.**

People usually concentrate heavily in the techniques that seem most accessible, but have the lowest yield. Don't limit yourself to the same jobs that every other job seeker has access to. You want to find the jobs that are not yet in the public domain. They definitely exist, but they are *underground*. Contact organizations that *you* are interested in whether they have a current advertised position or not, and help *create* a position for yourself." For more information, read our booklet: *Finding Jobs that Don't Exist* (in companies you've never heard of), available for free on our website at [www.wenrothgroup.com](http://www.wenrothgroup.com).

Remember to use *all possible avenues* to generate meetings with your target audience. Concentrate on the techniques that give you the biggest bang for your buck. Techniques for powerful direct contact mail campaigns are available in The Five O'Clock Club book: *Generating Interviews*, also sold at a discounted rate on our website.

\* \*this article was adapted from research conducted by Anita Peng for The Five O'Clock Club with contributions by Jared Kreiner

For more information about Wenroth Group Executive & Career Transition Coaching, visit us at [www.wenrothgroup.com](http://www.wenrothgroup.com) or contact us at [info@wenrothgroup.com](mailto:info@wenrothgroup.com)

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