



CALIFORNIA PEOPLE SEARCH

NETWORKING FOR NEW GRADS BY REBECCA KIELER

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Congratulations!!! You did it! It felt like it would never happen and now you are out there in the Big Wide World! Now what?

Well, there are lots of places to start but I am going to suggest networking! It is not a foreign language or term for big business. In my opinion, it is the most important job search tool you can learn. In fact, it may be the most important life skill you can learn. Do I have your attention? If not, did you know that the Wall Street Journal says that 85% of all positions are filled through networking and referrals? *Now* do I have your attention? Guess what percent of positions are filled online? 5%, tops. Where are you spending your time? Less than 5% should be on online job searching. So, what is networking? It is simply building relationships. What is a relationship? "A significant connection or similarity between two or more things, or the state of being related

to something else." I would suggest that a good tool for building relationships is the good old rule of 'Give and Take' and a little secret is to try to give first.

Here are some simple steps to guide you through the process:

Do you know what you want to do and can you explain it clearly and succinctly? (60 seconds or less)

Is your one page resume polished and proofread by at least 3 people who have looked at resumes before?

Do you have a list of your own criteria? (besides the job title and salary, what about commute, company culture, benefits and company reputation) Make sure you prioritize your top three.

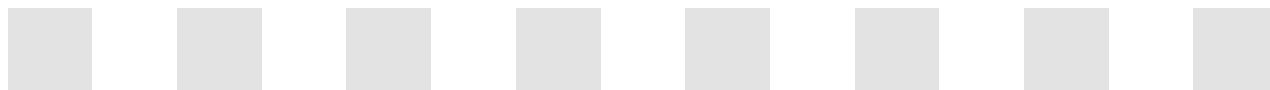
If you don't have business cards get them for little or nothing at: www.vistaprint.com. Create a personal

without your home address.

Make a list of all the people you can think of that you know (yes, all of them!) Start with anyone you have worked for or with, then professors, classmates, friends and family. Now it gets interesting. Include in you list, doctors, lawyers, your CPA, dentist, favorite clerk at the store, and people at the gym or club- Anyone at any organization have been involved with. Keep going and add to this list as you meet new people or think of others. Guess what? People like to help others! Yes, they do!

Now, the most likely people to be able to help are at the beginning of this list so that will be your "A" list. However, do not keep what you are doing a secret from the "B" list. Tell people you are looking for a job.

(Continued on Page 3)



The most difficult thing is the decision to act, the rest is merely tenacity. The fears are paper tigers. You can do anything you decide to do.

-Amelia Earhart



Life is either a daring adventure or nothing.

- Helen Keller

Never mistake knowledge for wisdom. One helps you make a living, the other helps you make a life.

- Sandra Carey

WHAT'S YOUR OBJECTIVE?

Objective statements. Technically speaking, they are usually placed right below your contact information on a resume. They let employers know exactly what type of title you are targeting, such as Administrative Assistant. Speaking not-so-technically, however, the real purpose of your objective should be to demonstrate to a prospective employer, your focus on a targeted career and/or industry. If you are too specific, however, you may not be considered for positions that don't meet your objective's criteria. If the objective is too vague, such as the all-too familiar, "to secure a position that utilizes my skills and

experience," you end up looking a little aimless and like any ol' job at any ol' company will do.

To avoid this dilemma, some people avoid the objective statement all together but before you hit the delete button, consider that your objective statement has the ability to capture and summarize, your skills, qualifications and goals at a glance. The key to writing an objective statement that works, is to consider: your main area of professional expertise, the type of position you are seeking, the type of organization you are interested in working for and your career goals of

approximately the next two or three years.

An objective that successfully captures those areas of consideration might read:

"A position as a C-level Executive Assistant in a growth-oriented venture capital or private equity firm." Focused and concise, it shows direction.

Ideally, you want to tailor your objective to each position you are applying for, using the keywords and position title as presented in the company's job description to show that it's their job you are most interested in and for which you are the best fit.

WHAT EXACTLY IS A RECRUITER?

The title "Recruiter" is often poorly-understood. Used at times interchangeably with the ruthless-sounding "headhunter", many are left wondering exactly what it is that a Recruiter does. Corporate or "in-house" Recruiters are typically employees of a company, hired by the organization to assist them with staffing. Often, companies will subcontract a third-party Recruiter or firm for the same purpose. The main difference between the two is compensation. The Recruiter hired directly by the company is paid by the company as an employee while the third-party Recruiter usually works on

a contingency basis meaning, they only receive payment from the company when they place a candidate in the position offered.

California People Search, for example, is a direct-hire (meaning primarily permanent jobs), contingency-based search firm. When working with a contingency staffing firm, it's important to remember, the firm is working hard to meet the needs of the client as well as the candidate. When a good recruiter contacts you regarding a position, they will often ask you questions about what you are looking for in a position, your salary requirements, and other

particulars. Likewise, the recruiter willingly provides you with details of a position she has you in mind for. A good recruiter doesn't want to simply stockpile resumes but actively sources for open positions and, should she decide you are a good fit for the position, does everything she can to secure an interview for you and provides you with whatever feedback is made available regarding the outcome of the interview. A good recruiter builds her business on referrals and should treat you with respect and be communicative during all phases of the process whether she is able to place you or not.

RECENT GRADS: OUT OF THE CLASSROOM INTO THE OFFICE

So you've got your degree in hand but every job seems to require previous experience. It can be daunting. How do you gain experience if you can't get you foot in the door? Start by demonstrating to employers via your resume/cover letter, you've got what it takes to do the job even if you don't have prior work experience.

Here are a few tips for transferring college experience into skills hiring managers are looking for.

Show off your writing skills So many jobs require great communication skills. It may seem like a given but not everyone's got them. Show off yours by writing a flawless resume and cover letter. Of course, play it safe and always have a second set of eyes review it for any overlooked spelling, formatting and grammatical errors

Let them know you are a multi-tasking star Ah yes, the days of multiple papers and reports due for several classes and all during the same week. Hiring

managers love to see examples of how you are able to prioritize and organize to meet deadlines and goals.

Grades: Brag if you've got 'em If you had a stellar GPA, belonged to an honor society, graduated a year early, etc., don't be shy about letting hiring managers know. It demonstrates, in a quantifiable way, your ability to meet and exceed expectations.

Unpaid can be invaluable There might not be money

involved but volunteer work definitely counts. It shows employers you are involved in and care about, your community. It also demonstrates your ability to handle responsibilities beyond your coursework. Writing reports, coordinating projects, contributing to teams and training other volunteers are all the sorts of skills that translate perfectly into the world of paid employment. The same goes for any roles you might have held within college clubs, a sorority or fraternity.

NETWORKING FOR NEW GRADS (CONTINUED FROM COVER)

Next, you need a script done in bullets so you don't sound canned that will sound something like this: "Hi Chris, It's been a long time. How are you doing?" (There may be a lot of conversation in here before you get back to your focus.) "I finally did it! I graduated and am out in the big world to start my new career. What I want to do is (30-60 seconds to explain.) I was hoping you might have some ideas for people I could talk to or companies that might be a good fit as I try to find the right ones for me."

Key: Do NOT ask these folks for a job. They would all like to give you one but it puts them on the spot. Let them help in a way that they can. If they have a job you will find out. Think of this

like a target. You start at the outer ring and work your way in.

Take good notes and keep the conversation short. Find out how they really are and maybe there is something you can do for them. When you are finished ask just that: "I really appreciate this Chris, and would really like to return the favor. Please let me know when I can." If these are good friends, get together for coffee, get reacquainted if necessary (it will not be easier if you wait) but remember, you are building a relationship of give and take. See what you can do for each other.

If they have given you a lead thank them and promise to follow-up on your results. If they have not, ask if you can check back with them or give a card or email address

and ask them to let you know if they think of something. Then DO NOT FORGET to follow-up with your results and THANK them again.

This is like following a thread; it will go in strange directions and get tangled sometimes. Sometimes it will dead end and sometimes you will get a pleasant surprise when someone you were sure could not help you lets you know that their sister-in-law works just where you want to work!!! Now, enjoy the process and best of luck in your journey!

If you have a question for Rebecca for our next issue, or would like a free 30-minute career consultation, please contact: Rebecca@kielercareerconsulting.com

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California People Search specializes in the placement of superior Administrative, Marketing, Finance, Human Resources, and Customer Relations candidates. California People Search has long-standing client relationships in a variety of industries including, but not limited to:

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Sequoia Capital– Analyst/EA

Clearstone Venture Partners– Administrative Assistant

Foundation Capital- Receptionist/Administrative Assistant

Omidyar Networks– Public Relations Manager

Keenan Land Development– Accountant

DFS– Senior FP&A Manager

WHAT OUR CLIENTS HAVE TO SAY ABOUT WORKING WITH CALIFORNIA PEOPLE SEARCH



“Becki, I would like to thank you for all the qualified candidates you sent our way. There were a lot of good people to choose from. It was also a pleasure working with you and your highly qualified staff. We will definitely use you again for any staffing needs we may have in the future.”

Kelly Bajada, Client
Clearstone Venture Partners

“Gina, Just wanted to let you know I love my new job. Yay!”
Dianna Burbank, Candidate placed at **Foundation Capital**

“Gina, I always think of you first when recommending friends and family for placement agencies. I really appreciate all the work you have done for me as well as for my mother's business. “
Krista Gray, Candidate

“Puja, I can not thank you enough. I really appreciate your hands-on method of working with Ross and myself. I truly believe that this will be a match made in heaven. I am looking forward to starting work tomorrow. I hope that we will keep in touch. I will be sure to refer others to you for help in finding a great job.”
Jules Rangel, Candidate placed at **Ross Construction**

