



Today's college to career pathway

**Some thoughts about job hunts, networking
and getting paid properly**

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LinkedIn Senior Editor | Author "You Can Do Anything"

Phi Beta Kappa | KIPS summit

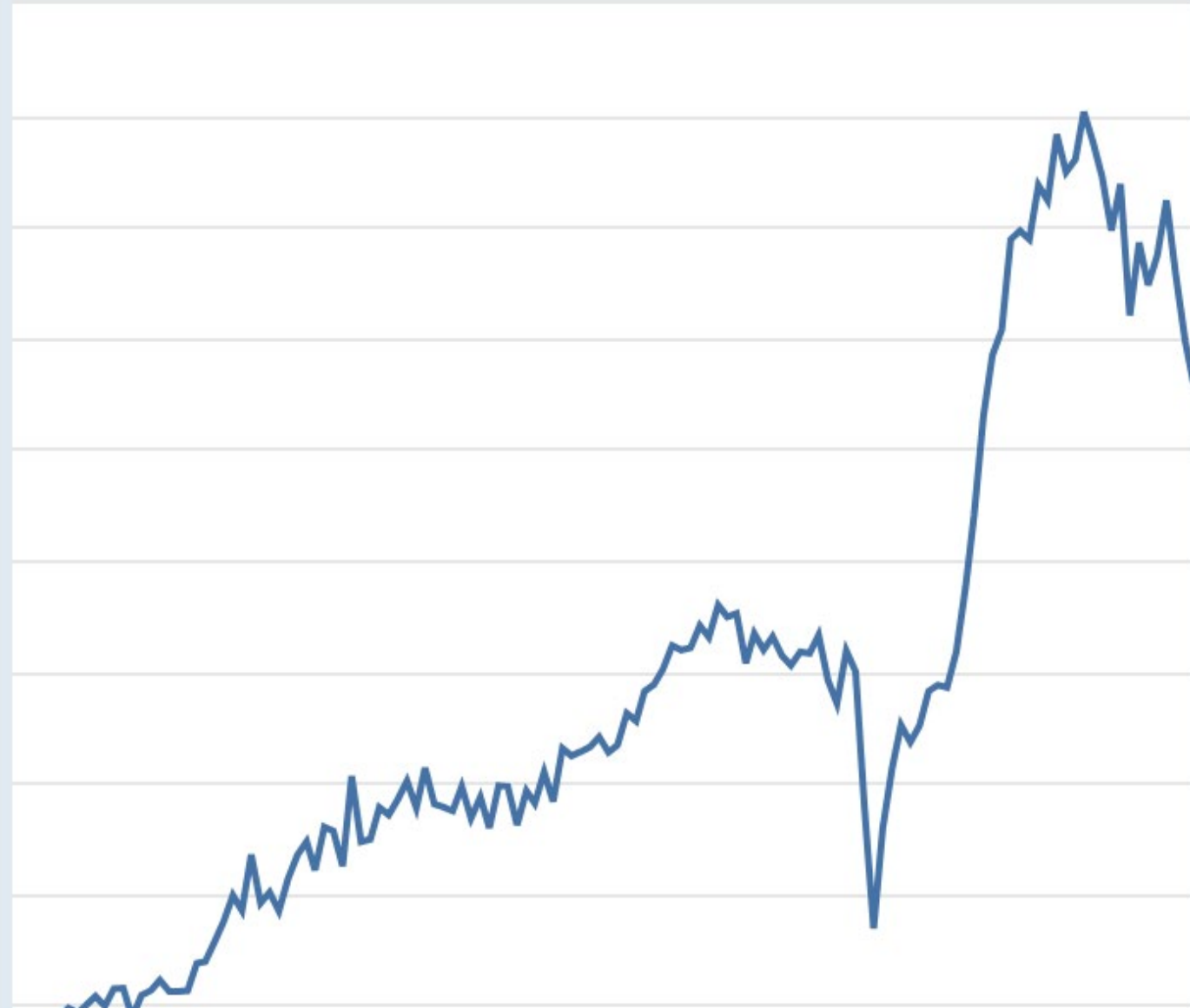
June 24, 2023

*The good news:
the U.S. has 9.5
million open
jobs right now*

FRED 

— Total Unfilled Job Vacancies for the United States

13M
12M
11M
10M
9M
8M
7M
6M
5M
4M

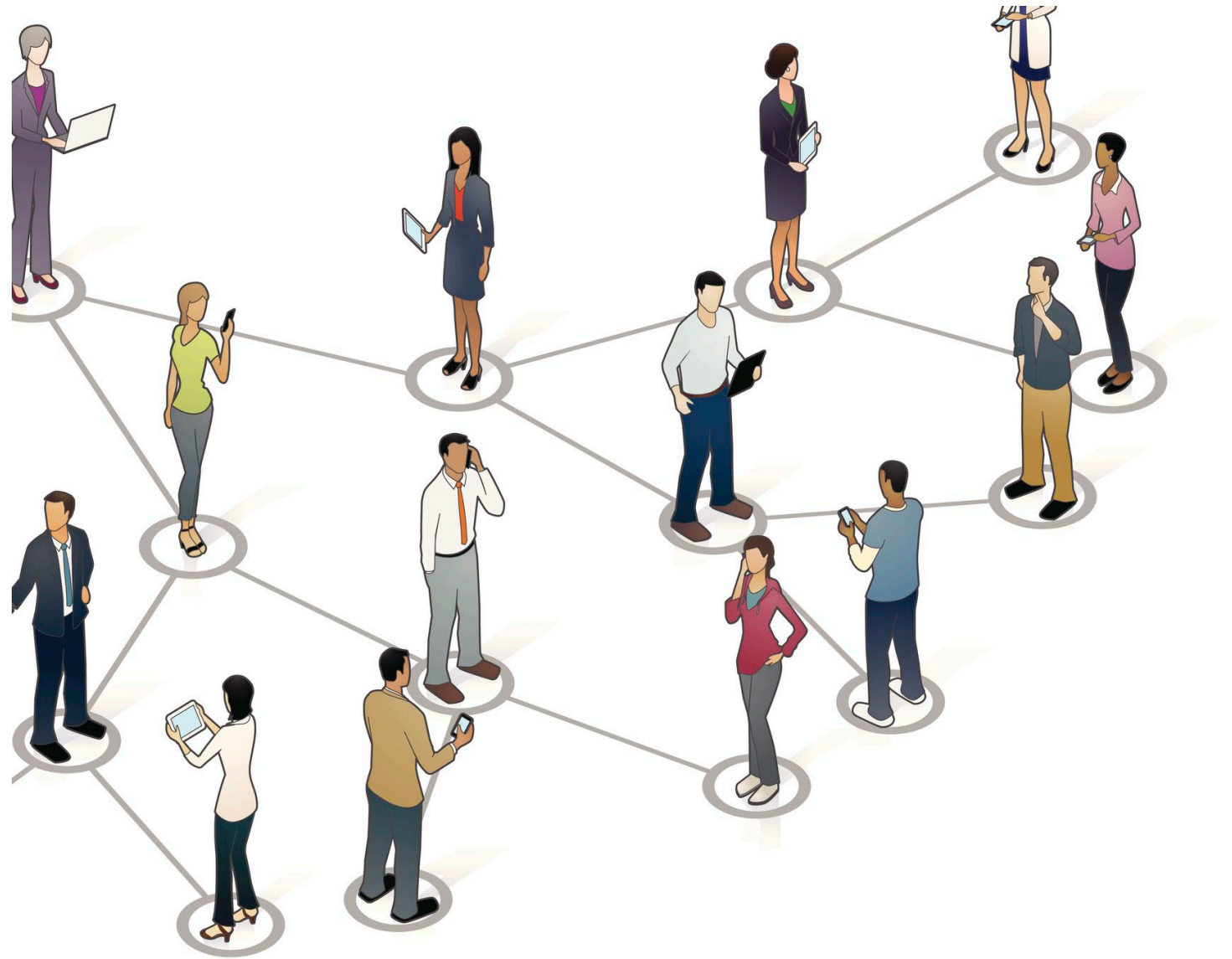


Sad twist: elite employers draw hundreds of applications for each opening. Perhaps only 1% gets in



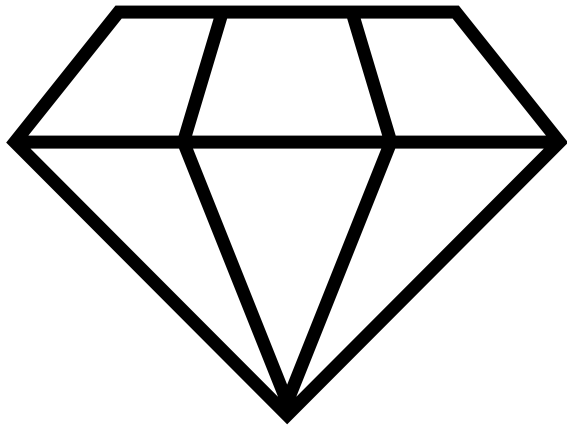


So, how can you avoid being seen as just a “typical candidate”?

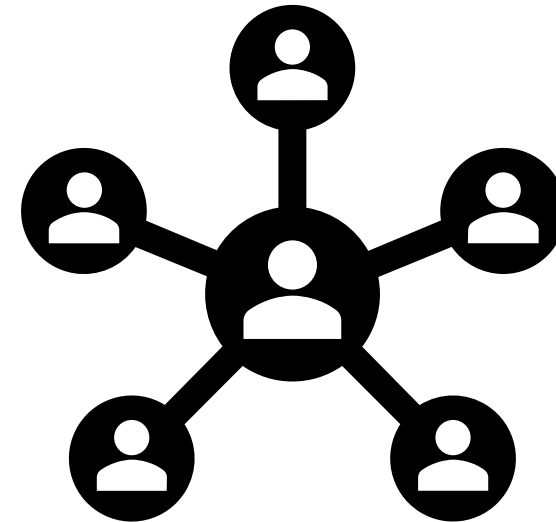


Two ways to improve your odds

Skills



Networking



What's stressful about networking?

- * I don't know anyone important

- * Networking feels really awkward



Can we reframe? Most networking is simple; it's striking up conversations in everyday life



Meet **Delphia Esters**, secretary to the president of Prairie View A&M



Meet **Bill Crandall**, neighbor and surprisingly helpful guy



Meet **Hamilton**, West Texas raconteur and hiking-trail expert

You're within safe reach of more people than you realize



Alumni from your college



People from your hometown



Anyone connected to your clubs and professional groups



People with ties to other memorable places in your life



People who see what you publish/create



Anyone intrigued by your social media presence

LinkedIn lets you identify strong matches with alums from your own college

The screenshot shows the LinkedIn profile for Clark University. The profile header includes the university's name, tagline "Challenge convention. Change our world.", location "Worcester, Massachusetts", and 42,997 followers. Below this, it states "3 people from your school work here · 1,752 employees". The navigation bar includes "Home", "About", "Posts", "Jobs", "Alumni" (highlighted), "Insights", and "Videos". The "Alumni" section shows "26,149 alumni" and a search bar. Below the search bar are filters for "Start year" (1980) and "End year" (2022). The main content area displays two bar charts: "What they do" and "What they studied".

Field	Count
Business Development	3,685
Education	2,881
Operations	2,478
Psychology	2,808
Business Administration and Manage...	2,542
Economics	2,035

Dig a little deeper,
and you've got 11
Clark grads
working at the
State Department

People you may know



Robert Krikorian · 2nd

Director of Analytic Support at ...
'87 Political Science and Govern...



1 shared connection

[Connect](#)



Anne Slack · 3rd

Senior Watch Officer, Operation...
'02 Government and Internation...

[Message](#)



Dan Gedacht · 3rd

Foreign Service Officer/ Diploma...
'93 History

[Message](#)



Jason C. · 3rd

Deputy Chief Budget Director - ...
'07 International Development

[Message](#)



Kimi D. Laws · 3rd

Interior Designer at U.S. Depart...
'05 Theater, Photography, Com...

[Message](#)



Jake Stern · 3rd

Columbia | SIPA, MPA '21
'13 Government & Internati...

[Message](#)



Ruby Woodside · 3rd

Foreign Service Officer at U.S. D...
'16 Sustainability

[Connect](#)



Christy Gillmore · 3rd

Foreign Service Officer at US
Department of State

[Message](#)



Stanley Greidin... · 3rd

Foreign Service Officer
'19 Sustainability Studies

[Message](#)

What types of people are you trying to meet?

First: connectors and big-picture specialists. You'll enjoy them and they'll like you. They'll get you started.

Second: People at the specific organizations where you'd like to work. They can help open doors

Third: Recommendations from the people already in your network. "Who else should I be talking to?"

Why would
these busy
people
spend time
with me?

They see you as a younger version of themselves

They appreciate the way you engage with their work. (Discernment vs. adoration.)

You've got skills to offer them

You come recommended

You're entertaining

Where might
you want the
conversation to
go?

- Simplest case: I'd like to learn about career opportunities in your field. Can we talk for 15-20 minutes on the phone?
- A variant: I'd like to hear your H-I-G-H story (how I got here)
- When they're ready: What are the ways I could join your organization?
- Boldest ask: Could I shadow you for an afternoon on the job?
- Another bold ask: Could you critique my work?
- Most ingenious ask: Could you come talk to our campus or alumni group?

Even imperfect networking takes you farther than cold-applying to job ads

1 in 152 Odds of Winning a Job

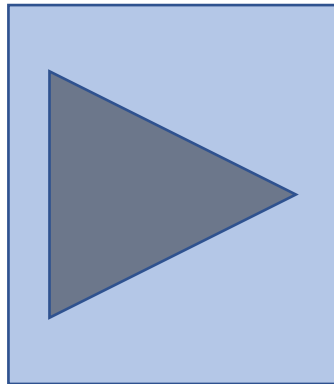


1 in 16 Odds of Winning a Job

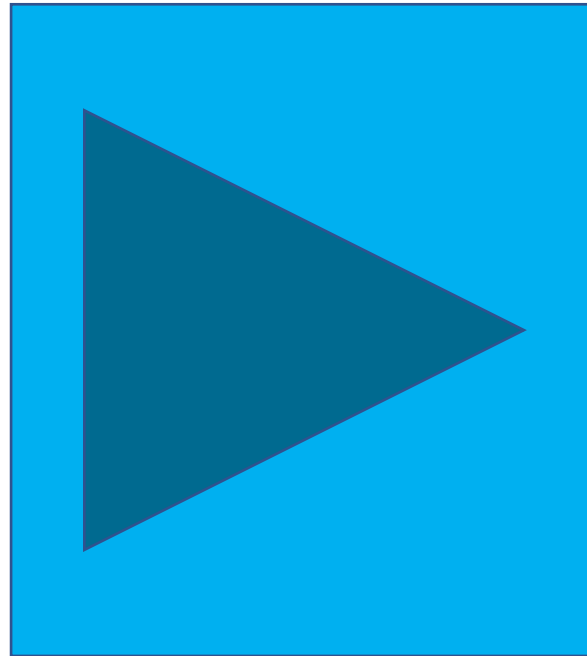


Source: Lever Inc. survey of 4 million job actions

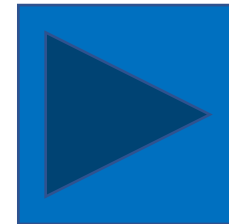
A New Era Compels New Job-Hunting Strategies



Researching
30%



Meeting People
60%



Shipping Resumes
10%

Something to
ponder:

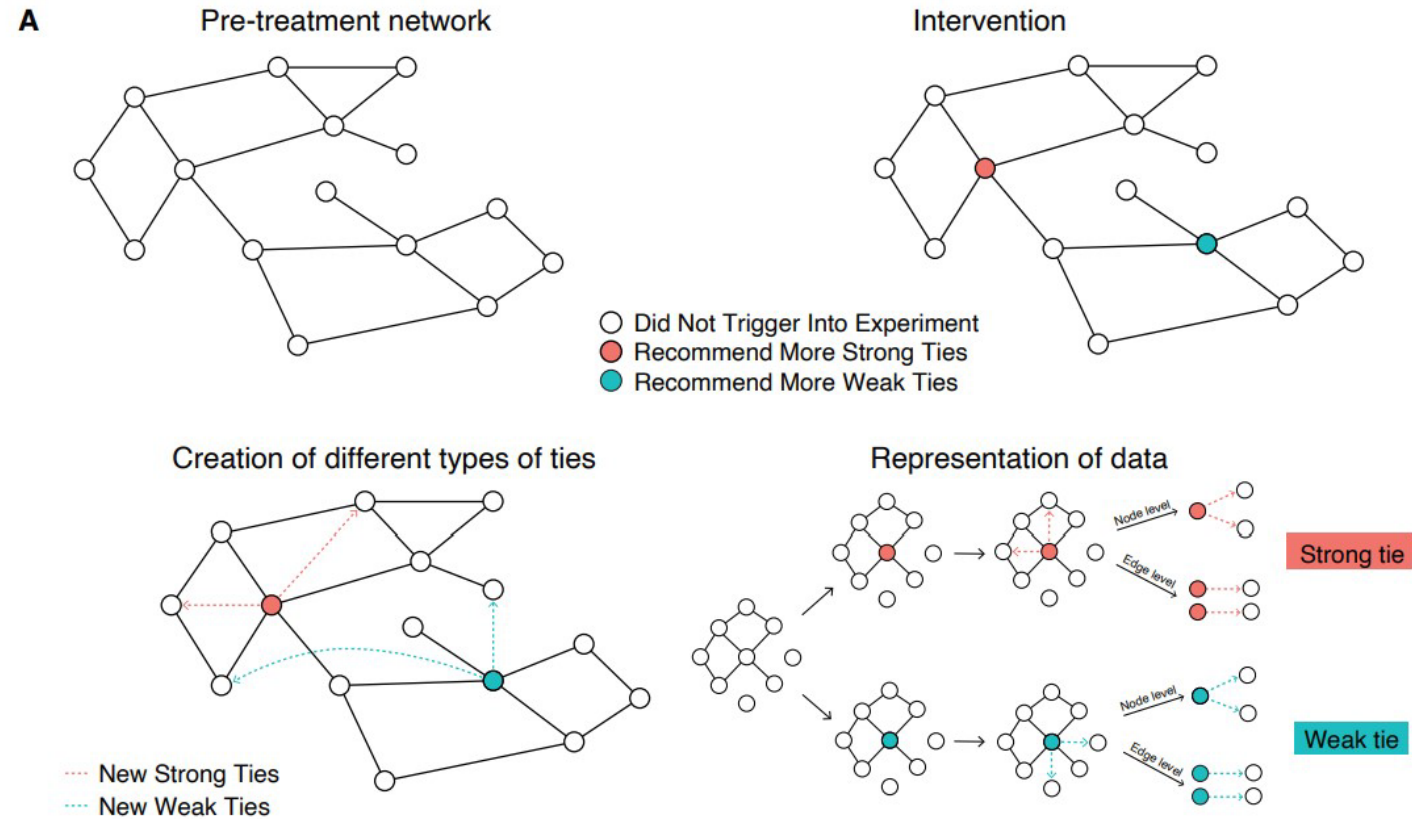
*Do your closest
contacts help the
most in job hunts?*

*Or is it our “weak
ties” that save the
day?*



Sociologist Mark Granovetter

Our data scientists decided to run a test

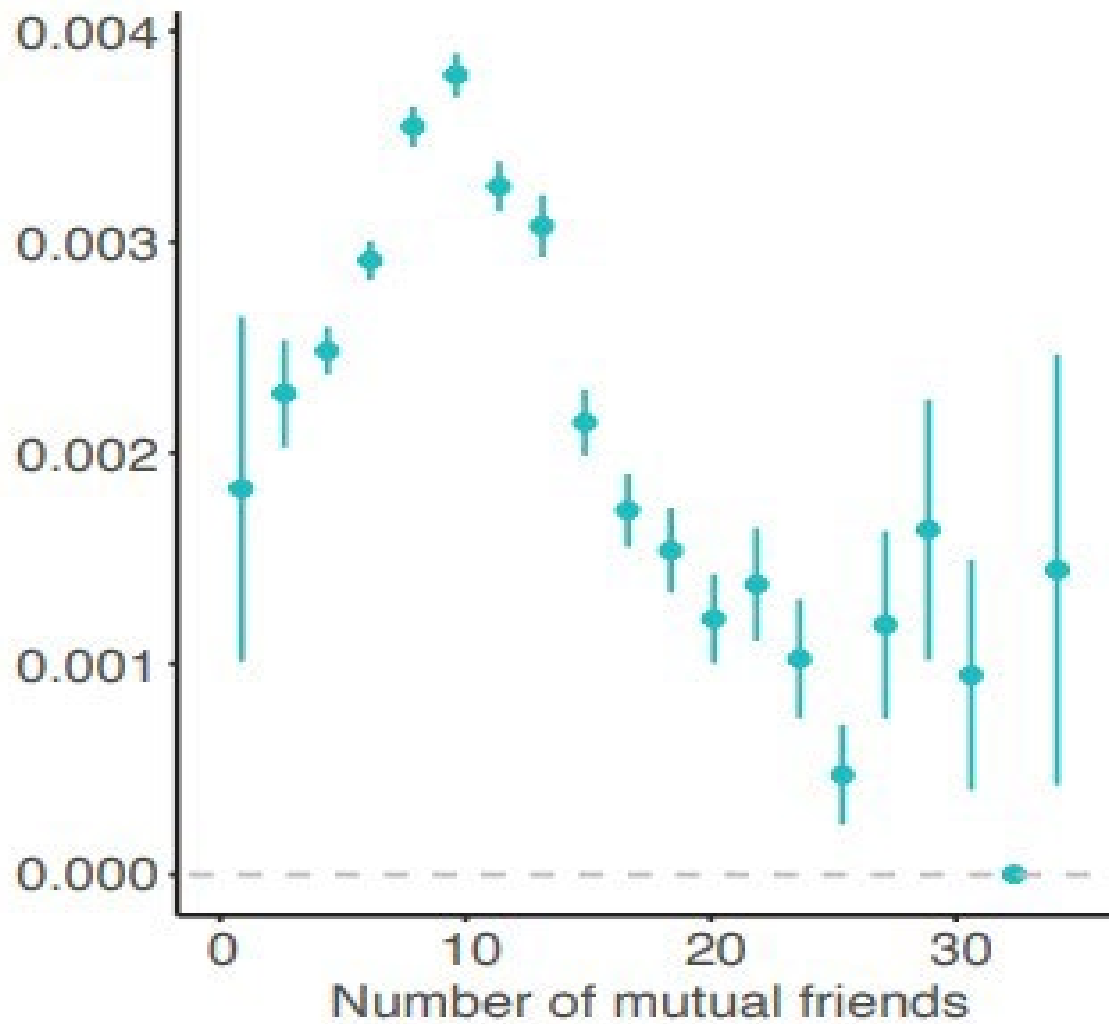


B

	2015 Experiment			2019 Experiment			
Continent	North America	Africa	Asia	Australia & Oceania	Europe	North America	South America
Number of Units	4,076,541	575,698	2,502,473	499,004	5,614,047	5,383,039	1,309,379

Here's what we found ...

... You could call it "The Power of 10"





Key insight:
Both strong and
weak ties help
job hunts

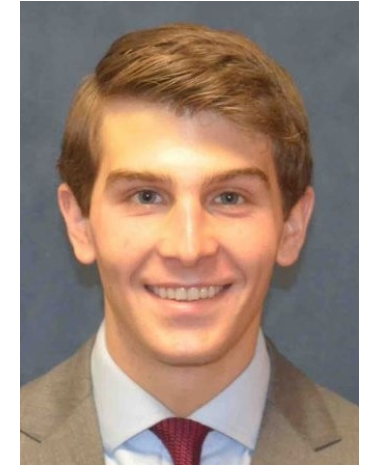
Looking for examples of how this all clicks? There's a book that delivers just that



Sociology
Mai-Ling Garcia
Digital Strategy,
City of San Francisco



History
Aimée Eubanks Davis
Founder/CEO
Braven (nonprofit)



Political Science
Kevin Greer
Syria Desk
State Department

Remember: Success is not as far away as it
might seem





Follow up? Any time!

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www.georgeandersbooks.com