Today’s college to career pathway
Some thoughts about job hunts, networking and getting paid properly

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The good news: the U.S. has 9.5 million open jobs right now.
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.
Dig a little deeper, and you’ve got 11 Clark grads working at the State Department.
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?*
Our data scientists decided to run a test.
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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