

NETWORKING AND THE EMPLOYMENT PYRAMID

Networking is KEY to securing employment. The old cliché, “It’s who you know” holds true during the job search process. The power of networking should not be underestimated. When employers have an open position, they first think of who they know, personally, that can fill the position. If the employer doesn’t know anyone, he/she will begin asking trusted friends, coworkers, and family members if they know anyone who can fill the position. If that avenue doesn’t bring a prospective employee, the employer will check to see if they have any résumés on file. If they are still unable to select a candidate, the employer will turn to staffing agencies for help. The last resort for most employers is posting an advertisement for the position on job boards, in the newspaper, etc.

A lot of students spend a lot of their time solely focused on job advertisements and not enough time networking with others. Sure, there might be an advertisement posted, but in most cases, the employer, already has an idea of whom they wish to hire. We encourage students to set a goal of meeting at least one new person per week during the job search. Don’t be afraid to and deliver your resume to places of employment in which you are interested.

The picture below illustrates the way most employers hire:

