

## How Do Working Adults and Job Seekers Feel About Networking?

Despite professional benefits, more than half of working adults and job seekers avoid networking

**53%** of working adults and job seekers do very little or no networking



**89%** of working adults and job seekers believe networking is beneficial



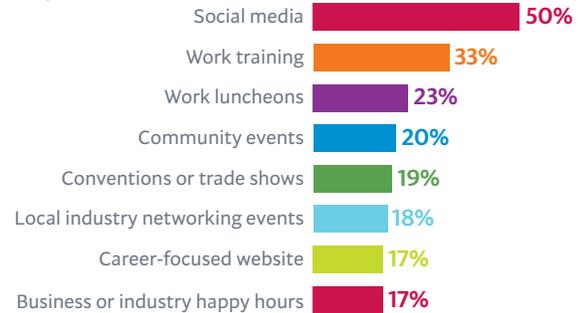
**27%** of those who think they don't do enough networking lost out on a job opportunity as a result



Despite reluctance, those who do any networking admit they've benefited



Social media is the most common way people network



Working adults and job seekers are hesitant to network for many reasons



Most people agree networking is an effective way to find their next career, gain a new client, or collaborate on a work project; yet many may fear the process, simply don't know how to approach it or where to begin. Networking is a powerful tool that can make a difference in a person's career. Investing time and effort into learning how to develop these professional relationships and seize opportunities to engage with other professionals might be a little scary, but it is crucial for career advancement.

Rhonda Capron, academic dean for University of Phoenix School of Business

### Tips for Working Adults and Job Seekers to Engage in Successful Networking



**Be generous.**

When forming a new relationship, think about what you can offer that person as well as how they might help you.



**Be authentic.**

Get to know people on a personal level and be genuinely interested in who they are. From this perspective, networking can be a much less daunting, more rewarding process.



**Honor your commitments.**

If you tell someone you'll do something (i.e., send an article or an email), keep your commitment. Honoring your word speaks volumes about your integrity.



**Don't forget about external networking.**

Professional organizations are a great resource for ongoing networking opportunities with people who have similar professional interests.