

*The 5-Step Roadmap to*

# **MORE JOB INTERVIEWS**



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# THE 5-STEP ROADMAP TO MORE JOB INTERVIEWS

## INTRODUCTION

In this Roadmap, you will find advice on video from some of the most highly regarded experts who speak at business schools around the world. By following the five steps, you will be well on your way to landing the interview for the job of your dreams!



The first thing you should know is that you must avoid the temptation to spend time responding to advertised jobs. Not only is your resume unlikely to stand out from the pack of others applying, but you are missing out on the 95% of MBA jobs that are never advertised.

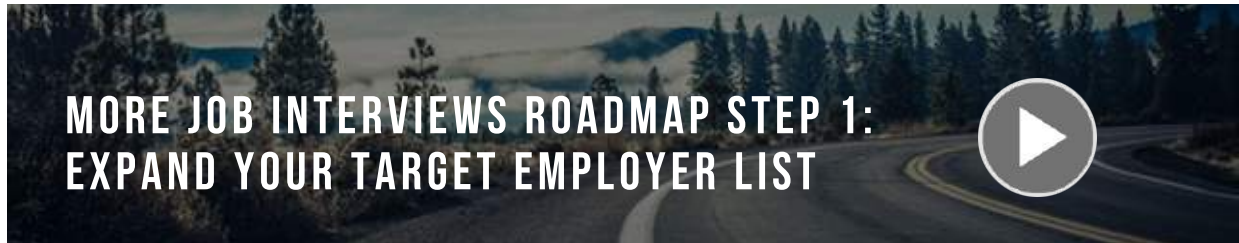
So how are these jobs filled? Simple: through employee referrals and hiring manager networks.

Business professionals who are trying to fill a management job use their network of people they know, like and trust - both inside and outside their company - to find a qualified candidate.

*This 5-Step Roadmap to More Job Interviews will be your guide to open doors to opportunity!*

# THE 5-STEP ROADMAP TO MORE JOB INTERVIEWS STEP 1

## 1. Expand Your Target Employer List



DURATION: 10:38

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*"There's plenty of intellectual capital out there about how to choose a career and get your resume ready. On the other hand, there's lots of information about how to interview well and negotiate offers. But there's nothing really in between that breaks down to a job seeker how to efficiently get that first interview." - Steve Dalton*

MBA graduates often spend hours upon hours sorting through job listings, compiling information about businesses, and desperately trying to develop new contacts, all in the effort of landing a big interview for their dream job.

All of this might seem like necessary steps of your job search but honestly, it's simply an inefficient use of your time.

Most MBA grads compile far too much information while looking for their dream job, much of which you simply don't need.

What you do need is to develop an effective and efficient job search methodology, allowing you to quickly develop a target list of employers, prioritized by your desire to be hired, the availability of positions, and any contacts or alumni that work there.

Steve Dalton, the author of *The 2-Hour Job Search* and the Senior Associate Director of the Career Management Center and Duke University's Fuqua School of Business, has developed a four-step method to keep job searchers focused on the prize, rather than dig through mountains of irrelevant data.

He calls this the L.A.M.P. method: List, Alumni, Motivation, and Postings. When properly applied, the L.A.M.P. method should help you to create a specifically prioritized target list of potential employers in just 70 minutes.

# THE 5-STEP ROADMAP TO MORE JOB INTERVIEWS STEP 2

## 2. Identify Good Contacts and Invite to Connect Online



DURATION: 10:38

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*"There are absolutely ways of using LinkedIn search to effectively find the right people, without immediately having to deal with LinkedIn's restrictions."*

- Viveka von Rosen

LinkedIn is going to become your best friend, whether you like it or not. It's by far the most effective method of identifying and connecting to great professional connections online. The problem is that without effective search strategies, you're going to be awash in an overwhelming sea of potential contacts.

Viveka von Rosen has a few ideas! Viveka von Rosen is internationally known as the "LinkedIn Networking Expert". Not only has she appeared on Forbes' 20 Most Influential Women in Social Media and 50 Most Influential People in Social Media for multiple years, she is also the host of the biggest LinkedIn chat on Twitter: #LinkedInChat. Viveka is the author of *LinkedIn Marketing: An Hour a Day*, and has revolutionized the way that we use this digital networking tool.

After setting up an amazing online profile, your first step to look for new contacts is to hit the search button (the little magnifying glass). First search for new contacts with the People, Jobs or Companies filter. Later you can search on Schools or Groups.

# THE 5-STEP ROADMAP TO MORE JOB INTERVIEWS STEP 3

## 3. Request Informational Meeting with New Contacts



DURATION: 10:38

[CLICK HERE TO DOWNLOAD VIDEO SUMMARY](#)

*"So you've invited people to connect, they've started to accept, what do you do with these new connections?" - Viveka von Rosen*

Now that you've found some new connections on LinkedIn and they've accepted your requests, it's time to contact them! What do you say? on how soon you contact with them after they've accepted your invitation. You can begin by writing:

"Thanks so much for accepting my invitation to connect. I really appreciate it. As a reminder, I'm the recent Graduate who recently reached out to you on (date). I have a few questions about (Company or Industry). Could I send my questions to you in an email or here on LinkedIn? Or if you have 10 minutes, can I get on a call with you?"

If you are fortunate to get an informational interview with your new connection, it's very important that you send a follow-up message the next day thanking them for their time and effort. It could read something like:

"Thank you so much for your time yesterday. These are the actions I have taken \_\_\_\_\_. Your guidance means so much!"

Always be sure that your messages end with your name, phone number, email address, and a link to your website or calendar app.

The point of all this is to score an informational or networking interview. How can you be sure that this interview will go well and you will make a new, important contact that could contribute to your future success? Read on!



# THE 5-STEP ROADMAP TO MORE JOB INTERVIEWS STEP 4

## 4. Conduct Professional Networking Meetings



DURATION: 10:38

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*"People and relationship building are the very foundation of networking. And try to remember reciprocity is the key to building trust with others. Always try to give, and always try to give back. It's what's going to make others remember you fondly and think of you professionally." - Nathan Perez*

### Networking Meetings: A Five-Step Structure

A great networking meeting has five different stages from the first greeting until the final handshake.

#### Phase 1: The Great First Impression

Set the agenda so your contact will know exactly what to expect. Prepare to take charge of the meeting!

#### Phase 2: The Great Overview

Give your contact a 60-second snapshot of your education and career so far.

#### Phase 3: The Great Discussion

This is going to be the biggest part of your networking meeting. Break the discussion down into five key questions.

#### Phase 4: The Great Ending

Review any planned actions that you and your contact agreed on earlier in the meeting. If they offered to set you up with a contact, be sure to mention that at the end to solidify that plan.

#### Phase 5: The Great Follow-Up

Follow-up with the person you had the meeting with, and follow-up with the person who referred you to them. By contacting both people, you will be strengthening up your networking circle, always a good thing.

# THE 5-STEP ROADMAP TO MORE JOB INTERVIEWS STEP 5

## 5. Keep In Touch With Contacts



DURATION: 10:38

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*"The Dux-Soup app will help you manage your new network, the new connections that you have, and really just the people that you find on LinkedIn."*

*- Viveka von Rosen*

Dux-Soup is a free Chrome extension that integrates with LinkedIn, allowing you to tag profiles and take notes directly within their profile without having to pay for LinkedIn's paid services. There are both desktop and mobile versions, both of which are free to use (although they do have premium versions available).

Once installed in Chrome, Dux-Soup will populate in LinkedIn. All you have to do is navigate to one of your connections. On the right-hand side of the screen, a new pop-up box will appear where you can tag people and take notes. These notes and tags are just for you, no one can see that you've tagged them. It's simply a way of sorting and managing your existing network.

Once you've finished tagging, you will see a "tags saved" pop-up. Now, if you want to quickly find a connection, you can enter into the Chrome Extension and scroll down to "Search by Tag". Put in your search criteria, and connections tagged with that keyword will instantly appear. When you click on their name, you will be taken to their full profile on LinkedIn. It's that easy!

Using Dux-Soup, you will be able to keep all of your new connections straight and organized, making keeping in touch with them all a snap!

# THE 5-STEP ROADMAP TO MORE JOB INTERVIEWS CONCLUSION

## CONCLUSION



Now that you have a method for generating more job interviews and you have moved from Knowing to Doing, just “rinse and repeat.”

Even after you land your next job, this networking activity will be good for keeping your strategic connections strong and up-to-date.

This way you will also hear about new opportunities.

It is the sure Roadmap to accelerate your career.