

Tips for Networking Strategically



Networking is the most important part of a job search for a legal in-house position; statistically it is the most likely way you will find your next position.

Employ these strategies to start connecting with those who will likely help you find your next opportunity.

- **Determine your ultimate career goal and strategize on how to achieve it.**
 - › What is your ultimate career goal?
 - › What is the logical next step in your career progression toward your ultimate goal?
 - › What industry sectors would be most interested in your experience?
 - › What is the geographic scope of your search?
 - › What sectors are most prevalent in that geographic area?
 - › How does your experience align with the legal needs of companies in that sector?
- **Reach out to people you know.**
 - › Lawyers who you know and/or have worked with in the past, including from your old law firm(s)
 - › Businesspeople with whom you have worked (i.e., a vice president you worked with and had a good relationship with who moved to another company)
 - › Send an email or LinkedIn message to start a conversation to let them know you are open to new opportunities.
 - › Ask your connections for recommendations on who else you should contact, preferably indicating that your contact suggested that you connect.
- **Reach out to people you do not know.**
 - › Use LinkedIn to identify potential contacts at organizations that you are most interested. Find commonalities to leverage to make a connection.
 - › Indicate you are impressed with their career path that aligns with your goal.
 - › Most people are open to a short call.
 - › Try to do a video call to make a better connection.
- **Set a weekly goal to reach out to five new contacts.**
 - › You are busy. If you do not set a reasonable weekly goal, networking will fall to the bottom of your tasks to do list and never get done.

