

5 Ways to Communicate More Effectively When Job Searching & Networking

While technology is great and facilitates many amazing discussions, connections and content sharing, it also leaves many people lost when it comes to the basics of general communication. Perhaps it is because we live in an age where everything is so rapid and where we can communicate anonymously should we wish. However, if you want to build and maintain a positive personal brand, be sure to stick to the basics – a polite introduction of your name and purpose of the communication when reaching out to others is imperative.



I cannot tell you how many people when applying for jobs leave a message on the voicemail without leaving a contact number, full name and putting some context around the call. This does not leave a professional impression and would not result in the application progressing to the next stage. The same applies if it was a networking reach out – it would not lead to a meeting.

If you are preparing for a job search related ‘meeting’ of any description (be it face to face, email or over the phone) go through the following checklist before reaching out;

1. **Clarity around the purpose of the communication** (your objectives & potentially theirs). Keep it concise. What are you looking to achieve from the meeting or reach out? Is it to speak with them to then potentially gain a meeting? Is it to gather specific information?

2. **Understand who the audience is** and the best way to communicate with them (phone, email, twitter, face to face, text etc.)
3. **A clear timeframe for yourself and for the audience.** if you want to meet, ideally looking to arrange a coffee within the next two weeks etc.
4. **Being clear about the outcome** you are working towards (they don't necessarily need to know this however you do – tying back to the purpose). Why are you reaching out – to ultimately secure a job with company x, to learn specific information about why? Etc.
5. **Leave a 'calling card'** that is aligned with your personal brand. This includes contact information in addition to the impression you leave behind from any form of contact you have with others. What do you want this to be?

Whenever you apply for a job or conduct networking activities, please be sure to revisit these five steps. Remember to introduce yourself and consider your audience rather than just launching into what you want or need. While it all sounds simple and logical, in the haste and potential pressure attached with job seeking, we can sometimes lose sight of the obvious.

As they say "You only get one chance to make a first impression". What do you want that lasting impression to be?