



checkpoint

After completing this chapter, answer these questions. They will help you review what you just learned.

1. What is a warm contact?

2. How did Mike start building a network?

3. Why do employers like to hire people who are recommended by someone they know?



challenge: Understand Why Networking Works

Understanding an employer's point of view is a valuable skill for your job search. Use this activity to explore why using a network is so important to both you and employers.

Imagine for a moment that you are Frank, the manager at Whitman's Grocery. You (Frank) want to avoid placing an ad and taking a lot of time for interviews. You also want to hire someone you can trust.

Let's say that two people came to interview for a job. One of those people is someone you don't know. The other person is Mike, a friend of Chris's. Chris sent Mike to you and told you that he thought that Mike would be a good worker. (You've known Chris for years.) Both Mike and the other applicant seem qualified for the job.

If you were Frank, which person would you feel better about hiring? Explain why on the lines here.
