MYNDORE Networking Guide

How to build relationships that create career opportunities

Networking is not about asking for roles.
It's about **earning trust, exchanging perspective, and staying visible at the right level**.

Done well, networking shortens job searches, improves role quality, and gives candidates leverage they don't get from applications alone.

1. Reframe What Networking Actually Is

Most professionals misunderstand networking.

What networking is NOT

- Cold pitching yourself

- Asking for jobs

- Sending generic LinkedIn messages

- Collecting contacts

What networking IS

- Building **mutual awareness**

- Sharing insight and perspective

- Learning how organisations think

- Staying top-of-mind *before* opportunities arise

MYNDORE Principle:
If it feels transactional, it won't work.

2. Define Your Networking Objective

Before reaching out, candidates should be clear on *why* they are networking.

Common Objectives

- Market insight (what's happening, what's changing)

- Role clarity (how companies define the role)

- Company intelligence (culture, leadership, risks)

- Visibility with decision-makers

- Long-term relationship building

Networking with no objective becomes unfocused and draining.

3. Who to Network With (Priority Order)

Not all connections are equal.

Tier 1: High-Impact Contacts

- Hiring managers

- Functional leaders

- Founders / GMs

- Senior operators in target roles

- Trusted recruiters

Tier 2: Strategic Influencers

- Adjacent function leaders

- Ex-colleagues in relevant companies

- Advisors and consultants

- Investors and board members (for senior roles)

Tier 3: General Network

- Peers

- Alumni

- Industry community members

Focus:
Depth over breadth — especially for senior roles.

4. How to Identify the Right People

Practical Ways to Find Contacts

- LinkedIn company pages → "People"

- "People also viewed" profiles

- Alumni networks

- Conference speaker lists

- Past employers' ecosystems

- Recruiter shortlists and published roles

Candidates should build a **target contact list** — not message at random.

5. How to Reach Out (Without It Feeling Awkward)

Core Rules

- Be specific about *why* you're reaching out

- Keep messages short and human

- Make it easy to say yes

- Remove pressure

Good outreach feels like **a conversation starter**, not a request.

(Use the MYNDORE outreach message bank here.)

6. How to Run a Networking Conversation Well

A strong networking conversation is **not an interview**.

Structure (30 minutes)

1. **Context (2–3 mins)**
   Why you reached out and appreciation for their time

2. **Them first (10–15 mins)**
   Their role, perspective, market view

3. **You briefly (5 mins)**
   High-level positioning, not your CV

4. **Open discussion (5–10 mins)**
   Trends, challenges, advice

5. **Close cleanly (2 mins)**
   Thank them, no hard asks

Smart Questions to Ask

- What's changing in your organisation / market?

- What capabilities are most in demand right now?

- What do strong performers in this role do differently?

- Where do you see teams struggling most?

- If you were hiring for this role, what would matter most?

Avoid:
"Are you hiring?" or "Can you refer me?"

7. How to Talk About Your Search (Without Sounding Desperate)

Positioning Example

"I'm exploring a small number of senior roles where I can have real ownership over [outcome]. I'm being quite selective, which is why I wanted to get your perspective."

This signals:

- Confidence

- Intentionality

- Seniority

8. The Follow-Up (Where Most Value Is Created)

After the Conversation

- Send a short thank-you message

- Reference a specific insight they shared

- Keep it human, not formal

Example

Thanks again for taking the time — I really appreciated your perspective on [X]. It gave me a lot to think about as I shape my search.

Staying in Touch (Long-Term)

- Share an article relevant to their interests

- Congratulate them on a milestone

- Light touch check-ins every few months

MYNDORE Rule:
Consistency beats frequency.

9. Turning Networking into Opportunity (Naturally)

Opportunities emerge when:

- People understand what you do

- They trust your judgement

- Timing aligns

You don't need to ask.

Soft Transition Examples

- "If you ever come across a role where this kind of experience is useful, I'd be happy to chat."

- "If helpful, I'm always open to exchanging perspectives."

Let *them* make the connection.

10. Tracking & Measuring Networking Effectiveness

Candidates should track:

- Who they spoke to

- What they learned

- Follow-ups sent

- Relationships strengthened

- Introductions made

(Your MYNDORE Job Search Tracker already supports this.)

11. Common Networking Mistakes

☒ Talking too much about yourself
☒ Asking for referrals too early
☒ Over-messaging
☒ Treating networking as short-term
☒ Only networking when unemployed

12. Networking by Seniority Level

Mid-Level Professionals

- Focus on learning and exposure

- Ask for advice and perspective

- Build breadth across the market

Senior Professionals

- Focus on credibility and trust

- Share insight, not ambition

- Build fewer, deeper relationships

Final MYNDORE Perspective

The strongest careers are built **between roles**, not during applications.

Networking:

- Creates optionality

- Improves role quality

- Reduces time pressure

- Builds long-term career capital

When done properly, it never feels forced —
it feels like professional curiosity, well directed.