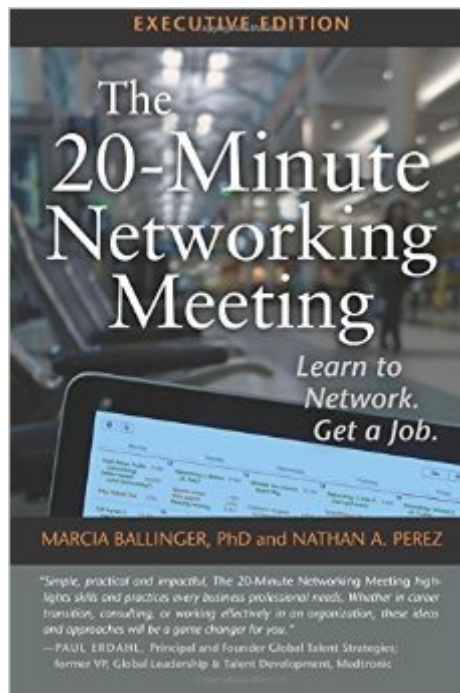


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# The 20-Minute Networking Meeting - Executive Edition: Learn To Network. Get A Job.



## Synopsis

Updated 2016 The original book in the award-winning 20-Minute Networking Meeting series, the Executive Edition is a carefully constructed job-search model designed to break into the Invisible/Hidden Job Market where over 70% of all jobs are obtained. \*U.S. Bureau of Labor Statistics. Lauded by Fortune 500 and international business leaders around the world, the Executive Edition takes the best elements of networkers from a wide array of businesses and industries, is combined with 40 years of the authors' professional networking experience from a hiring perspective, and culminates in a concise, efficient, and highly productive networking model. Chock full of real-world scenarios, short stories, meeting examples, and dozens of tips and observations from hiring authorities and recruiting experts, The 20-Minute Networking Meeting - Executive Edition shares the wisdom of senior executives who have been in transition (looking for work), and the perspectives of those who are most asked to network. Constructed to clarify and simplify networking for job-search, the Executive Edition also contains fully written networking stories that demonstrate the entire 20MNM model in action, ending with a complete set of "readiness worksheets" that guide the reader through actual networking preparation. An end-to-end lesson on job search networking, The 20-Minute Networking Meeting - Executive Edition is founded on the premises of gratitude, positivity, and reciprocity, and has found great success in the hands of executives, career coaches, outplacement firms, college graduates, and sales professionals around the globe. Also from Career Innovations Press: The 20-Minute Networking Meeting - Graduate Edition and The 20-Minute Networking Meeting - Professional Edition

## Book Information

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## Customer Reviews

This is a must read book for understanding how to effectively and efficiently network in today's busy environment. The framework that Marcia and Nathan describe is simple to understand and makes it possible to establish a strategic connection that is mutually beneficial to both parties within 20 minutes. Although mainly focused on executives who are in transition, the framework described is equally applicable at any career stage. Although I have done a fair amount of networking in the past, I was able to gain many additional insights that will help me be more effective in the future. The framework and suggestions included in this book will help transform a one-time meeting that both parties will forget in six months into the potential of creating a lifelong relationship where the sky is the limit on the potential long-term connections that could be sparked.

A client of mine recently recommended this book to me. It was a felicitous recommendation. This small handbook, written by Dr. Marcia Ballinger and Nathan A. Perez should be considered an essential tool for anyone wanting to expand their network. "The 20-Minute Networking Meeting" is geared primarily to those who need to network in order to find their next job, but the principles outlined here can be broadly applied to any networking situation. The major takeaway from the lessons shared by the authors is that all too often, we waste the time of those who have been gracious enough to grant us a networking meeting. The book offers very specific steps to structure a meeting that will be productive and will take only 20 minutes out of the busy life of the person you have asked to meet with. It is no accident that this 20-minute time frame is very close to the optimal length of a TED talk that has evolved over the past decade. With proper planning, discipline, and execution, we can accomplish a great deal in less than half an hour. The co-authors have worked both sides of the job placement business. Dr. Ballinger founded her own executive search practice, and Mr. Perez is a consultant who works with candidates looking to make a move into a new job. Their combined vision and wisdom provides a nice balance in terms of seeing the world of networking through the eyes of the candidate and through the eyes of the persons the candidate is hoping to network with. I have already recommended those book to a number of friends and professional colleagues. It is a welcome addition to the job seeker's tool box. I am pleased to recommend it to you.

The 20 Minute Networking Meeting is by far the best networking guide I've found. The power of this book lies in helping the reader understand the dynamics of the meeting from the other person's perspective. By using real examples, the reader can easily identify with the power of positive

networking skills. With this understanding, the authors go on to provide a structure for a productive, concise, and brief meeting with key leaders. The beauty of this book is that it not only provides clear structure to enable even the most introverted person a measure of confidence going into a networking meeting, but also helps the extrovert focus on a respectful and positive use of the leader's time. Marcia and Nathan did an outstanding job creating a user friendly tool for successful networking. I recommend that everyone should read this common sense approach to networking, before going to their next networking meeting.

Everyone talks about networking and its importance but rarely do you get great advice on how to effectively accomplish it. The 20-Minute Networking Meeting lays out step by step advice but perhaps most importantly shares actual dialogue of how a meeting or situation may sound. It also gives concrete examples of things you can "give back" to the person giving of their time and how to follow-up. The Appendix includes great tools to use for practice prior to going to your meeting. An excellent resource.

You may think it is common sense, but as an executive, I witness this frequently. I even have to admit that I fall into this trap myself sometimes. I would recommend this book to anyone, job seeker or not.

This book is simple, straight forward and jam packed full of credible advice by someone who knows what she is talking about. I have recommended this book to nearly all of my career transition clients. Be advised that Marcia is proposing and promoting a specific formula. I'm fine with that. One need not buy into every detail of her specific proprietary formula, That's ok but the book is till a must read. Tom Welsh, North Carolina

It's all too easy to go into a networking situation thinking you can just wing it, just be yourself. If you are not purposefully and prepared, you will get out of it what you put into it. This is a simple and easy read that will have you smacking your head and saying, "now why haven't I been doing this?". Obvious advice some might say, yet most of us don't practice it.

This book opened my eyes to how to effectively network. It's not about just meeting people and not about just looking for a job. There are great examples and a very good template so you can plan and effectively have a networking meeting that will be brief and waste no time.

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