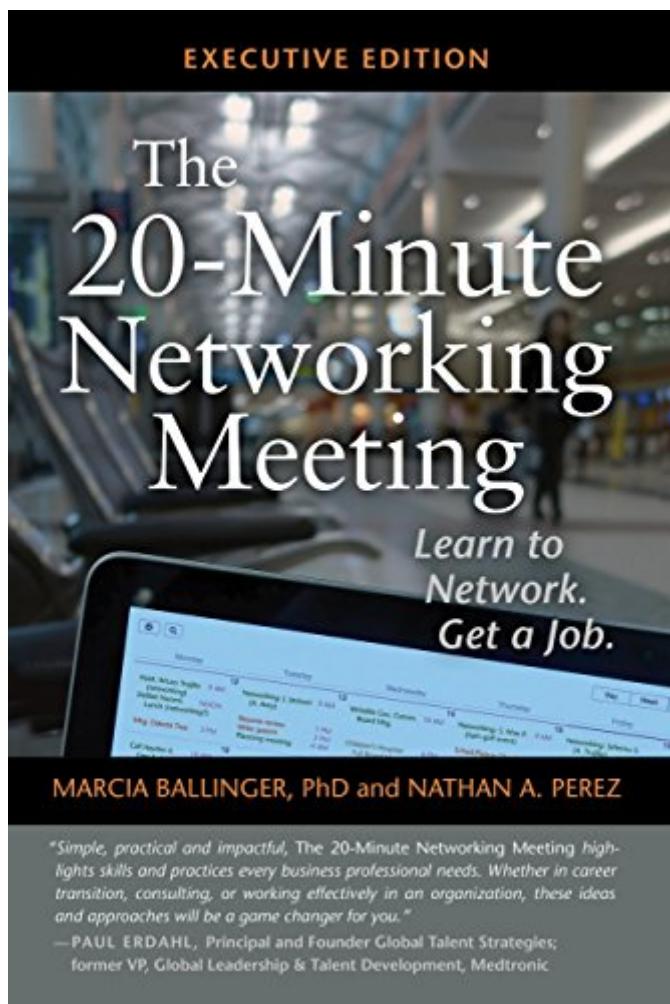


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# The 20-Minute Networking Meeting - Executive Edition: Learn To Network. Get A Job.



## **Synopsis**

Lauded by Fortune 500 and international business leaders around the world, The 20-Minute Networking Meeting - Executive Edition is a carefully constructed job-search model designed to break into the "Invisible Job Market," where over 70% of all jobs are obtained. \*U.S. Bureau of Labor Statistics. Using the best elements of networkers from a wide array of businesses and industries, and combined with 40 years of the authors' professional networking experience from a hiring perspective, The 20-Minute Networking Meeting takes the 5 most important parts of networking meeting 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.

## **Book Information**

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## **Customer Reviews**

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 this 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.

As an extrovert, networking came easily. So I was surprised to learn all the ways I could improve my skills just by following the advice in this powerful little book. Some examples: Focus my efforts on the third ring ÃƒÂ¢Ã  ¬Ã  œ the friends of friends ÃƒÂ¢Ã  ¬Ã  œ because thatÃƒÂ¢Ã  ¬Ã  œs where IÃƒÂ¢Ã  ¬Ã  œm most likely to land my next job. Start the networking meeting with an agenda ÃƒÂ¢Ã  ¬Ã  œ just like IÃƒÂ¢Ã  ¬Ã  œd do in a business meeting. Keep my professional overview to one minute,. ThatÃƒÂ¢Ã  ¬Ã  œs all the time I need to deliver a succinct message. Keep the meeting to 20 minutes (really) and close with an offer to

help. As the authors say, giving back makes me feel like a partner in the conversation, not a burden. And finally, do my homework, be grateful and follow up. This book inspires extroverts and introverts alike to get out from behind our laptops and meet people we don't know. As the authors remind us, that's the most important thing we can do while in transition. That, and read this book.

Quick read with some good tips. After the fact they seem obvious, but you realize you hadn't thought of them before. The emphasis on reciprocation in the networking process was the biggest take away. I wish I had picked that up sooner, but better late than never.

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.

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

This book deserves 5 stars. The 3 star and 4 star reviews don't have any criticism to warrant less than 5 stars! This book is extremely helpful. What makes it so valuable is the quick, snappy writing style helps you get through it easily and on with your networking which is summarized at the end. I highly recommend this book.

This book was unnecessarily wordy, with over-explanations of why the authors recommend what

they do, and repeated restatements of concepts. It could have been a 20 min read, rather than 2 hrs. It focuses purely on networking for the purpose of finding a job. A good re-statement of the basics (be thankful and respectful of others time, be relevant and prepared, and offer to help in return), it is a good book for beginners but not so much for experienced executives.

Things are broken down succinctly in an easy-to-read way. I've networked before for my role but never for myself. This took away a lot of the ambiguity and made an important part of the job search much more palatable.

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