Strategy Building Guide

Before completing this guide, we recommend identifying your targeted career.
If you need help with this, **please complete the Nodalli Career Mapping Guide**

Here's a streamlined approach to networking, a simplified version of the strategy we employ at Nodalli. Remember, having any plan is preferable to navigating without one.

Step 1: Identify a timeline for your goal

- Have you identified what you want to achieve through networking?
- When do you want to achieve your goal? This will be your **target date.**

Note: If your goal is securing a job, note that job postings typically release 2 - 4 months in advance.

Example

- My goal is to secure a job in financial advisory by September 2024.
- **Because job postings release 2 - 4 months in advance, my network must be built by May 2024.**

Step 2: Identify your Outreach Per Week (OPW)

Your Outreach Per Week (OPW) is the amount of cold outreach you need to do to achieve your networking goal. To do this we answer two questions:

1) How many people do I need to know at my target date to accomplish my goal?

- This number is your **target contact volume**, and will vary greatly depending on your goal.

- If you're job seeking, ask yourself, “how many professionals would allow me to feel confident that at least a few would recommend me to a recruiter?”

- If you find yourself uncertain about setting a precise target, it is advisable to aim for a higher figure. This approach ensures you're better positioned than your competitors in terms of networking, as having more connections than needed is preferable to not having enough.

Example

- I believe I need to know 40 people in my financial advisory to secure a role.
- I’m unsure, so I’ll aim for 60.

2) How many people do I need to reach out to every week starting today to hit that goal?

- This is your OPW.
- Step 1: Identify how many weeks you have until your target date.
- Step 2: Assume an expected response rate for your cold outreach
    - At first, you will have to guess this number. As you conduct your outreach, you'll get a better understanding of what response rates to expect.
    - We advise setting a lower response rate if you're unsure.
- Step 3: **Calculate Total Outreach** = Divide your **target contact volume** by **response rate**
- Step 4: Divide **Total Outreach** by **the # of weeks** to find OPW**.**

$$OPW = \frac{Target\ Contact\ Volume}{Response\ Rate\ X\ Number\ of\ Weeks}$$

Where…

- **OPW** is the outreach you must conduct per week to obtain your Contact Volume
- **Target Contact Volume** is the number of contacts you aim to achieve.
- **Response Rate** is the expected rate of responses from your outreach efforts (expressed as a decimal).
- **Number of Weeks** is the time frame you have until your target date.

Example

- Target contact volume: 60
- It is currently January 2024, therefore, I have 20 weeks until May 2024.
- I expect my response rate to be 15%. I'm unsure, so let's say 10%
- Total Outreach = 60 / 10% = 600
- OPW = 600 / 20 weeks = 30

- I need to reach out to 30 people per week

$$30 = \frac{60}{0.10\ X\ 20}$$

Your turn!

Step 1:

Step 2:

Step 3:

Step 4:

Step 3: Conduct Outreach

Reminder: This is a simplified approach of what we do at Nodalli. There is much more to consider, such as...

- **Seniority of professionals:** How many of each seniority level should I be networking with? Who first? Entry level or managers? What seniority is best to reach out to based on my current position? Won't my response rate change based on the seniority of my outreach targets?
- **Companies:** How many companies am I targeting? How many people do I need to know at each company upon applying?
- **Diversity of industries:** What if I have two or more industries I'm interested in? How much of each industry should I be networking with?
- And more...

If you'd like an in depth analysis of your position alongside a professional report and recommendations from an expert, please visit us at Nodalli.com and we'd be happy to help.

Now that you've identified your outreach per week, get to networking! You can refer to our Nodalli Coffee Chat Guide for steps on how to secure your first coffee chat!