

Excerpt from Who's Hiding in Your Address Book? by Mary Kurek (copyrighted text)

When an area business owner made plans to cease operations, I was hired to work with the employees to help them transition into new jobs as quickly and smoothly as possible after the closing date. Fifteen employees asked for my assistance in preparing their resumes and securing leads for employment opportunities. Other than the challenge of helping that many people with a job search simultaneously, there was also the issue of trying to find employers who would be willing to promise positions more than a month in advance. In addition, some employees wanted to change careers.

I turned to my *ideal network* to begin making connections and used Connect-a-Name charts for each employee-“client.” The process began almost three months prior to the cease-operations date. Two months later, every client had two or more Level-One connections for possible job opportunities. Some of those Level-One connections presented Level-Two contacts. Connections were presented to each client on a Connect-a-Name chart so that he or she could follow up personally.

With about five weeks remaining until the business closed, I received a phone call from the person who hired me on this project. He thanked me for my assistance and told me it was his understanding that everyone who was interested in employment had secured a job.

Most of the Level-One connections I made came from my *ideal network* categories of Decision Makers, Endorsers, Connectors, and Info-Exchangers. In total, more than seventy Level-One connections were made. In the process, I helped two people who weren't even on my client list secure employment, and I added several new members to my *ideal network*.