SCOUTS TALENT

HOW TO HOLD A 20-MINUTE NETWORKING MEETING

Adapted from "The 20-Minute Networking Meeting" by Nathan Perez & Marcia Balinger

WHY 20 MINUTES?

- Respectful of the other person's time
- Keeps the meeting focused and professional
- Easy "yes" for a busy professional

STRUCTURE OF THE MEETING

1. The Great Knock (1–2 min)

- Thank them for meeting with you.
- Reintroduce yourself briefly (your background + what you're exploring).
- State your intention: *"I'd love to learn more about your career path and get your perspective on the market."*

2. Your Pitch (2–3 min)

- 30–60 second summary of who you are and what you're looking for.
- Highlight transferable skills and industries of interest.
- Keep it conversational, not like a job interview.

3. Ask 3–4 Focused Questions (12–13 min)

EXAMPLES

- How did you get into your current role/field?
- What skills do you see in high demand right now?
- What do you wish you knew earlier in your career?
- Are there professional groups, associations, or resources you recommend?

Tip: Don't ask for a job—ask for insight and perspective.

4. The Wrap-Up (3–4 min)

- Thank them again for their time and advice.
- Ask: *"Who else would you recommend I connect with?"* (this is the most important question).
- Offer to be a resource for them too.

- Confirm follow-up: *"I'll send you a quick thank-you note with my resume attached for reference."*

BEST PRACTICES

- Keep it to 20 minutes- set a timer if needed.
- Always send a thank-you email within 24 hours.
- Stay organized: track your meetings, referrals, and follow-ups.
- Build relationships, not transactions- your goal is insight and connection.