SCOUTS TALENT

NETWORKING STRATEGY

For Finance & Accounting Consultants

1 REFRAME NETWORKING

Networking is not transactional—it is relationship-building.

- Focus on **long-term connection**, not immediate outcomes
- Shift from "What can I get?" to "How can I add value?"
- Strong networks create access to the **hidden job market**, referrals, and real-time market insight

2 CORE PRINCIPLE: MAKE DEPOSITS BEFORE WITHDRAWALS

Think of networking like a bank account.

DEPOSITS (VALUE ADDS)

- Share relevant articles, tools, or industry insights
- Introduce people within your network
- Offer encouragement or perspective
- Ask thoughtful questions about their work

WITHDRAWALS (REQUESTS)

- Referrals
- Job leads
- Resume feedback

> **GUIDELINE**
> Delay the ask. The more deposits you make, the stronger your eventual ask becomes.

3 WEEKLY NETWORKING RHYTHM (1 HOUR/DAY)

Consistency matters more than intensity.

MONDAY–FRIDAY (1 HOUR/DAY)

1. Target Roles (3 per week)

- Identify roles you're excited about
- Research hiring managers
- Reach out with a tailored message

2. Company Engagement (3 touchpoints)

- Follow target companies
- Comment on updates (hiring, news, initiatives)

3. LinkedIn Visibility (3 comments/day)

- Add thoughtful, 8+ word comments
- Aim to demonstrate perspective and curiosity

4. Networking Conversations (3/week)

- Connect with peers, alumni, or industry professionals
- Focus on learning, not asking

5. Follow-Ups (3/week)

- Reconnect with prior contacts
- Reference past conversations or share something relevant

Weekends: Rest and recharge

4 CONVERSATION FRAMEWORK

Strong networking conversations are guided, not random.

START

- "I'd love to hear more about your career path—what led you into [role/company]?"

EXPLORE

- What challenges are you seeing in your team or industry?
- What skills are most in demand right now?

LISTEN FOR

- Hiring needs
- Team gaps
- Industry shifts

CLOSE (LIGHT ASK)

- "Is there anyone else you'd recommend I connect with?"
- "What would you suggest as a next step for someone with my background?"

5 WAYS TO ADD VALUE (EVEN IN TRANSITION)

You always have something to offer.

- Share relevant finance/accounting resources (articles, tools, trends)
- Make introductions across your network
- Offer perspective from past roles or industries

- Ask how you can support their current priorities

People are more likely to help when a relationship exists.

6 BUILD YOUR "SECOND BRAIN"

Stay organized and intentional.

TOOLS

- LinkedIn (engagement + visibility)
- CRM or spreadsheet (track contacts, notes, follow-ups)
- Calendar reminders (stay consistent)

TRACK

- Last touchpoint
- Key conversation notes
- Next follow-up date

7 MINDSET FOR MOMENTUM

- Focus on **progress, not perfection**
- Celebrate small wins (responses, conversations, visibility)
- Stay consistent even after setbacks

Networking success compounds over time.

BOTTOM LINE

A simple, repeatable networking system—done consistently—drives:

- More conversations
- Stronger relationships
- Increased visibility
- Access to unposted opportunities

Consistency + Value + Follow-Up = Results