Building Your Network

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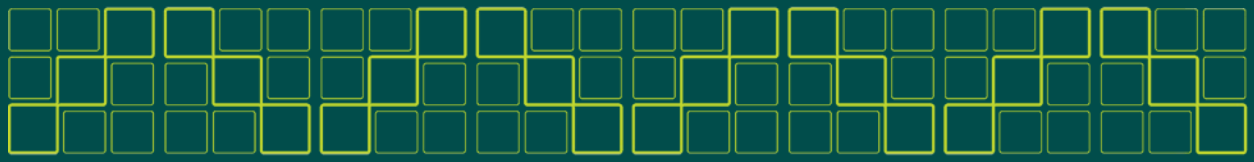


Objectives

- Demonstrate the value in networking
- Define what networking is and what it is not
- Develop tools to foster, maintain and grow a professional network
- Practice networking…right now

Why Network?

- Establish collaborations
- Find career and personal mentors
- Receive an invitation to apply for job
- Discover opportunities for leadership roles, committee positions, professional societies, etc.
- Investigate the viability of the organization and department in advance of an appointment
- Build relationships in order to identify scientific and career mentors

What is Networking?

- Establishing and maintaining relationships between multiple individuals to the mutual benefit of all parties involved

- Meeting new people, growing current relationships and figuring out how each person can benefit from knowing the other

Types of Networking

- There are two forms of networking:
  - Passive (Virtual, impersonal)
  - Active (Personal, intentional)

- Not every relationship is going to be the same
  - Big deals: require an investment of time and energy
  - Small deals: may be more of the internet based connections, people in passing

Create Your Networking Plan

- Identify the people I need to meet
  - People with critical knowledge, information and contacts
- Locate the key contacts
  - How to find them
  - Where to find them
- Design talking points to obtain the critical information that you need
  - Insights into specific universities, labs, companies, positions, openings
- Create your elevator speech
  - Your 30-60 second sales pitch

Have a conversation

- Elevator Speech
  - Who you are, where you work, what you do, what you are looking for
- Open ended questions
- Have talking points ready
  - Recent events, weather, current science headlines, etc.
- Have a purpose: informational interviews, get information about a school, etc.

The Elevator Pitch

- A 30second to 1 minute “introduction” to who you are
- Three main parts: Who you are? What value you offer the person? What do you want?
- Many different “types”
  - Generic/(Project related, Personal, Professional)
  - Directed/(Project related, Personal, Professional)
- Context determines content

Things to consider

- No one speech fits all circumstances
  - You will need to think beyond your current projects/tasks!
- Know your skills!
  - Critical thinking, creativity, project management, leadership, etc.
- Have a purpose
  - You need an ending that leads to what you want.

Example – Generic Introduction

- Hi. I'm Phil Ryan. I'm Deputy Director for Graduate Programs and Student Services in the NIH Office of Intramural Training & Education. In that capacity, I help early career scientists work towards successful and fulfilling careers by running a variety of graduate education and training programs.

Example – Generic/Project

- Hi, I'm Phil Ryan. I work in with the Graduate Partnerships Program at the National Institutes of Health. I help assure that the 450 graduate students at the NIH are tracking towards graduation, planning for the future and receiving the resources they need to be successful. In particular, I run a program called the Translational Science Training Program that provides graduate students and postdocs a two day intensive education on the drug development process and many career opportunities in the field of translational science. What do you do?

Practice – Generic/Project

- Take two minutes to think through what you will say
- Pair up and practice – One minute each person.

Example – Directed/Project

"Hi Dr. X. My name is Phil Ryan and I am a Scientific Program Manager in the NIH Office of Intramural Training & Education. We are developing a new training program to introduce early career basic researchers to the field of translational science. We feel this training can better prepare our graduate students and postdoc to pursue a career in industry. As the VP of Translational Research at your company, I would really appreciate the perspective of someone working in the field on our curriculum. Would you or a colleague have time to either meet and discuss the program or provide some feedback over e-mail?

Practice – Directed/Project

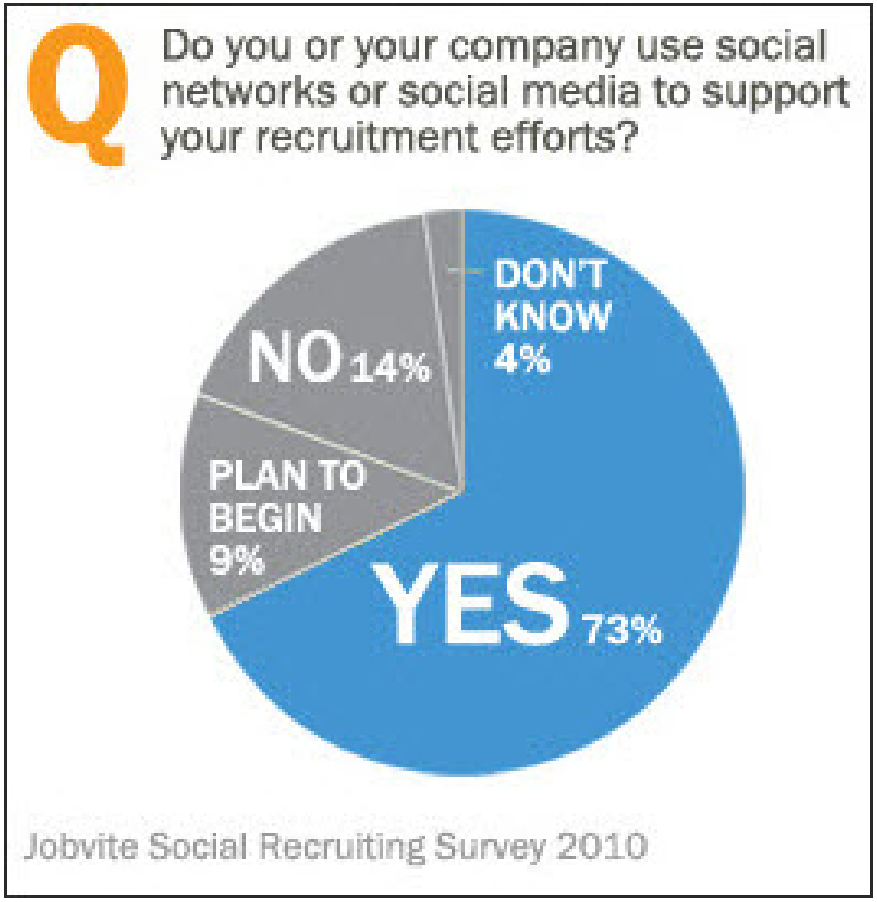
- Take two minutes to think through what you will say
- Pair up and practice – One minute each person.

Keeping up the conversation

- *For those big deal relationships—ones that really matter*
- Organize contacts
- Email a personal note (ASAP!)
  - Include what you discussed
- Foster the relationship
  - Follow school/program on LinkedIn/Twitter
  - Article of interest
  - A general hello is fine

Social Media Tools

- Facebook
- Twitter
- Blogs
- www.researchgate.net
- www.epernicus.com
- LinkedIn



What should a linkedin profile look like?

- Summary
- Experience
  - Sometimes combined with summary
  - List in STAR format—I do X to understand Y
- Publications
- Languages
- Education
- Additional Info
- Watch out! Current –sometimes it lists things there that are not as important

LinkedIn Profiles

- Picture- have a professional one
- Have all the stuff in the top box up to date, and be careful of what is listed first.
- Avoid jargon or acronyms
- Summary should reflect who you are and what you want. Sell yourself!
- All university and professional affiliations

LinkedIn Profiles

Philip Ryan

Deputy Director, Graduate Programs and Student Services at NIH GPP, Office of Intramural Training & Education

NIH Graduate Partnerships Program, Office of Intramural Training & Education • The George Washington University

Washington D.C. Metro Area • 500+

Why I love my job:1) I work with both established investigators and some of the brightest students in the world2) I help students reach their career and scientific goals. 3) I work with trainees at all levels from high school … See more

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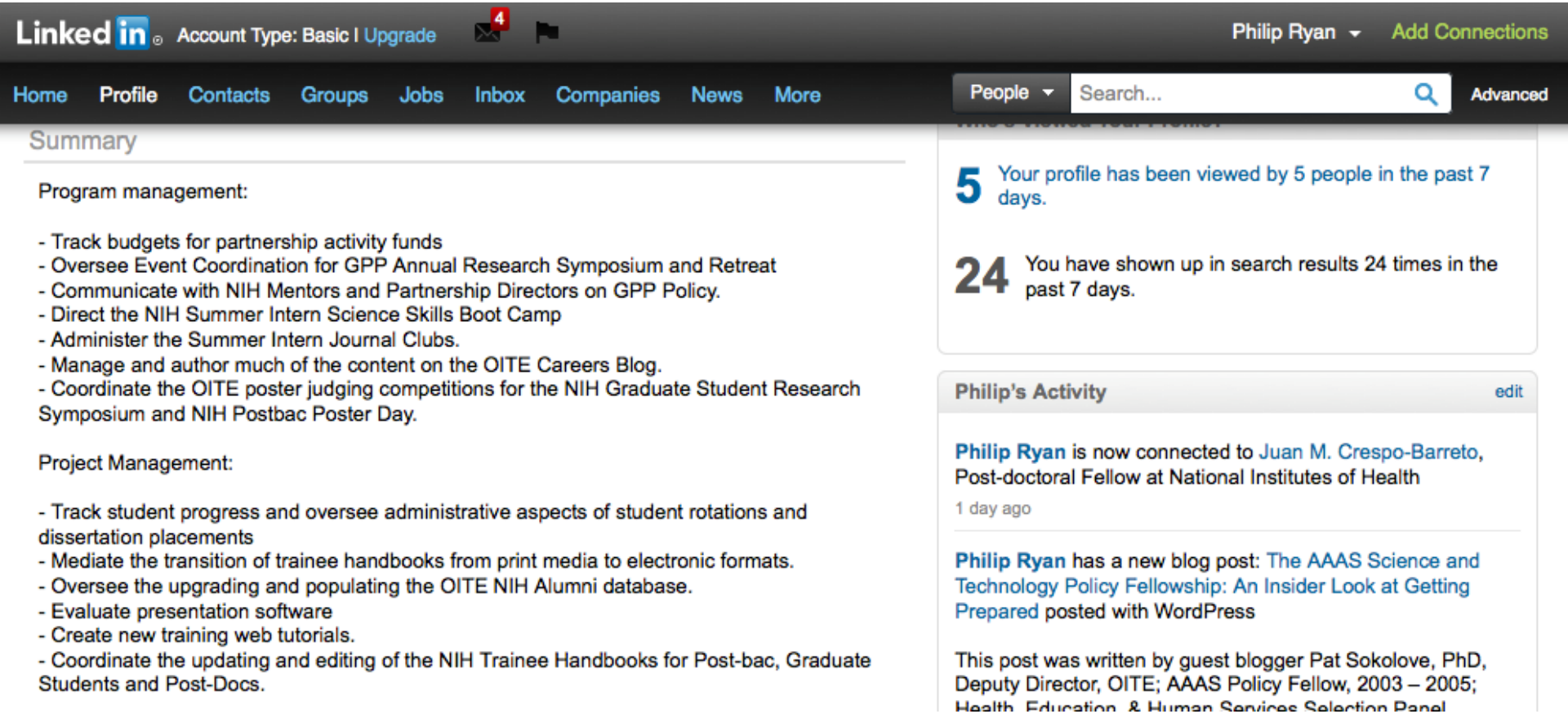
LinkedIn Profiles



LinkedIn Profiles

Summary

Why I love my job:
1) I work with both established investigators and some of the brightest students in the world
2) I help students reach their career and scientific goals.
3) I work with trainees at all levels from high school through postdocs.
4) I see great science, meet great scientist and help them go on to great careers.
5) I work with some of the most amazing people who are dedicated to training the next generation of great scientist (read: Awesome co-workers!)

Yes...I have a pretty awesome job!

Keywords, Sections and Outlines

This is a heat map on what recruiters look at in the first 6 seconds of a document

Keep this in mind when writing your LinkedIn summary, CV/resume, or any document

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LinkedIn Profiles

Experience

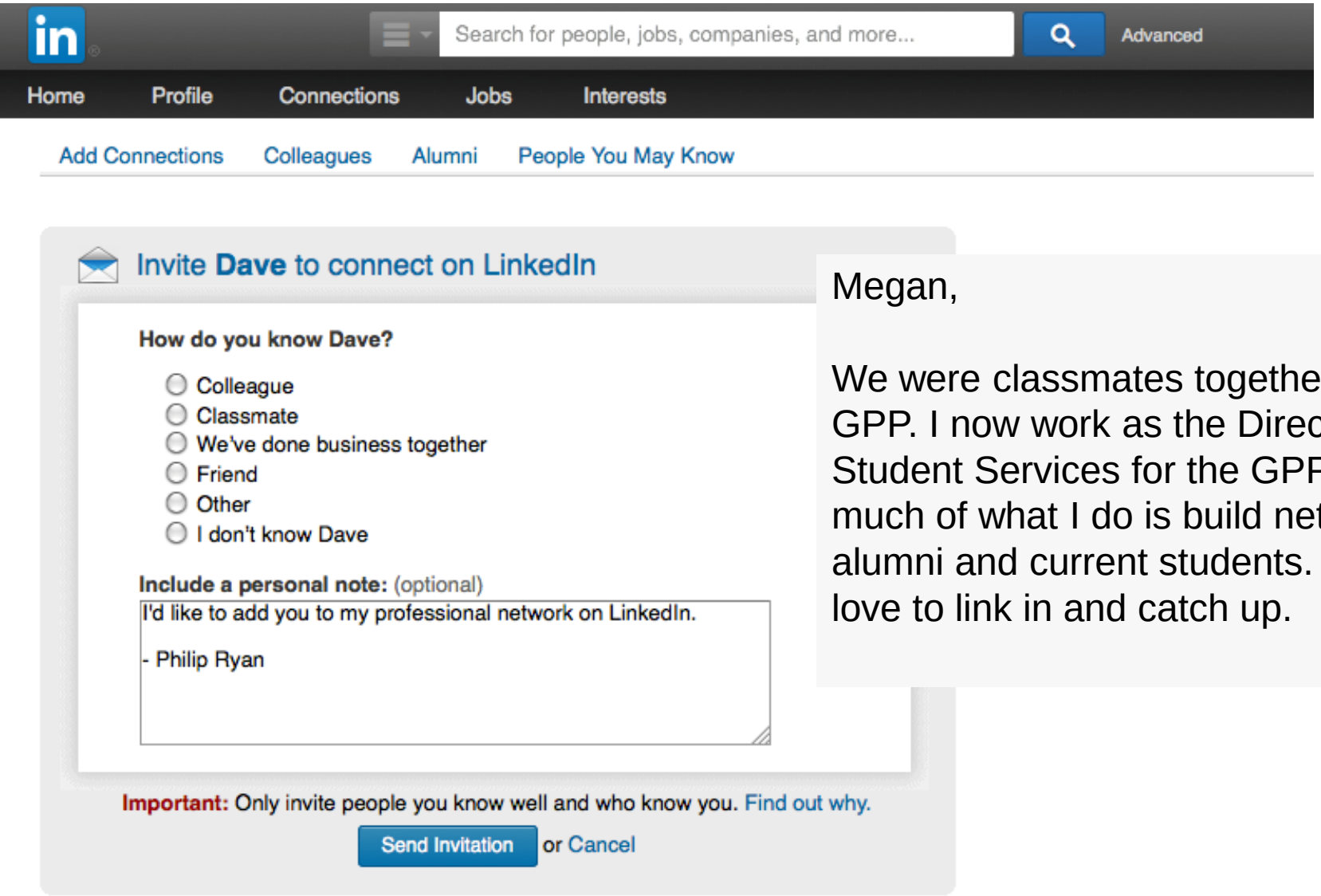
Deputy Director, Graduate Programs and Student Services

NIH Graduate Partnerships Program, Office of Intramural Training & Education

Sep 2016 – Present • 7 mos

Serve as Director or Co-Director of:
- The NIH Graduate Summer Opportunity to Advance Research Program
- The NIH Translational Science Training Program
- The NIH Intramural AIDS Research Fellowship

Student Services Duties for the NIH Graduate Partnerships Program:
- Provide the graduate students at the NIH the resources, information and advice they need to have a successful and enjoyable graduate experience.
- Work with the Graduate Student Council to to forge a great student community
- Facilitate communications with the students about events and activities
- Direct a graduate student taught 200 level course
- Address student concerns and request.
- Organize and implement major events such as an annual research symposium and retreat for the grad students.
- Provide individualized administrative and scientific guidance to current and prospective GPP students.
- Communicate with NIH Mentors and Partnership Directors on GPP Policy.
- Track student progress and oversee administrative aspects of student rotations and dissertation placements



Megan,

We were classmates together in the GPP. I now work as the Director of Student Services for the GPP and much of what I do is build networks of alumni and current students. I would love to link in and catch up.

Ways to expand your network

- Attend the meetings, conferences, symposia
  - Ask Questions – Be specific and intentional
- Read Scientific Papers/Journal Articles
  - Ask Questions – E-mail the authors
- Join/Lead a Journal Club/Interest Group
  - Ask Questions

More ways to expand your network

- Start here
  - Keep up with the presenters, organizers and participants
    - You peers know people you do not know
- Do Informational Interviews
  - Ask people you know to introduce you to people
- Attend Career Development Workshops
  - Ask Questions

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Developing a Networking Map

Ways to Maintain Your Networks

- Think about what is important to the other person professionally
  - Program Director– Their Program/School/Students
    - Follow LinkedIn/Twitter– Congratulate on funding, awards, honors
    - Share articles related to their work
  - Professors – Their research/career
    - Follow up on big experiments
    - Congratulate on new positions/responsibilities/publications
    - Share articles related to their research

Ways to Maintain Your Networks

- Think about what is important to the other person personally
  - Professor/program director –
    - Know their stage of life (Kids, grandkids)
    - A note to say congrats on a kid graduating go a long way
    - Birthdays
    - Hobbies
  - Postdocs/Grad Students –
    - Marriage/Birth of a Child
    - Where is home to them? Do they want to go back?
    - Share information relevant to their desires

Finding Outside Mentors

- Ask yourself four questions:
  - What am I looking for guidance about? Does s/he have the expertise (or access to expertise) I need?
  - Do we connect? Is it comfortable?
  - Do I get the right balance of positive input and hard questions?
  - Will s/he make time for me?
- Shared life experiences and identities are sometimes helpful, but are not a pre-requisite
- Developing your network is the first step to finding mentors

Mentoring Relationships

- By their very nature, mentoring relationships are a “two-way street”
  - You need to be clear about what your mentoring needs and wants are
  - You need to be appreciative of the wisdom given and time spent
- There is no one size fits all
  - Professional or personal
  - Peer or hierarchical
  - Structured or natural
- ALL should be intentional

Getting Someone to be a Mentor

- Ask them!
  - Explain why them and what you want to learn from them
  - Ask if they would be willing to be your mentor
- Ask for one or two meetings first and see if it develops
  - Explain your goals and what wisdom and experience they have that you value
  - If it is a good fit, ask to continue the relationship
- Sometimes it just happens!
  - I have mentors who have no idea they are my mentor…

Key Take-Aways

- Networking does not have to be scary
- Networking is a two way street. Those who give more generally get more
- Practice makes perfect: Elevator pitch, informational interviews, having coffee…

The Golden Rule of Conversation

You don't need to be interesting; you need to be interested!

Brad Fackler's Rule of Networking

The more you talk about them; the greater the chance they will remember you!

References

Never Eat Alone, Keith Ferrazzi
Make your Contacts Count, Baber and Waymond
Power Networking, Fisher and Vilas
Networking for People Who Hate Networking: A Field Guide for Introverts, the Overwhelmed, and the Underconnected ,Devora Zack
The Riley Guide

More resources

- www.training.nih.gov
- Connect with me on Linked-In and join the NIH Intramural Science Linked-In group
- Watch previous OITE career workshops, including many on CVs, resumes and cover letters
- Read the OITE Careers Blog
- Join the OITE NIH Trainee Alumni database
- Email me at ryanp@mail.nih.gov