Networking Strategies

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These workshops will cover . . .

- CVs and Resumes
- Cover letters
- Elevator Pitches and Career Stories
- Interviewing – informational and formal
- **Networking**

Keep an eye out for future offerings and perfect your style!
Workshop Objectives

- Present networking fundamentals
- Practice various aspects of networking
- Feedback on your communication skills
- Build confidence in your abilities

With permission, this workshop is adapted from a workshop created by Dr. Thierry Dubroca for the 2016 National Postdoctoral Association annual meeting. You can connect with Dr. Dubroca at dubroca@magnet.fsu.edu or on social media: www.linkedin.com/in/thierrydubroca; www.researchgate.net/profile/Thierry_Dubroca.

Other information in this presentation comes from “Networking for Nerds”, which is available for loan from the Postdoctoral and Career Development Office library. Contact bruce.mandt@ucdenver.edu for more information.
Why do you need a network?

- It’s not just what you know, or who you know, but WHO knows WHAT you know!

- LinkedIn survey\(^1\) – 85% of jobs occur through networking

- Estimated that 70% - 80% of jobs are unpublishized\(^2\)
What is a professional network?

Collection of people who . . .
- Know your professional abilities and interests
- Know your career goals
- Know your VALUE to them!
- Can help you advance
  - Not just find a job . . .
- Are willing to help you
Your professional network is more than you may think . . .

- Friends and family
- Colleagues (e.g., same field)
- Fellow students, postdocs, faculty etc.
- “Industry” Professionals
How do you build a network?

- Starts with “who do you need to know?”
  - Need a career plan!
- Seek out those people at . . .
  - Conferences, events, social situations, etc.
- Organize events and invite those people
  - Seminars, symposia, research days, etc. (PDA, GSC, AIA, CIS . . .)
- Establish your reputation
  - Starts with attitude – first impressions matter!
  - Articulate your value (elevator pitch/career story)
  - Ask questions – connect your colleagues (value)!
  - Be professional (ALWAYS!!)
How do you maintain a network?

- Your network is based on **relationships** that require . . .
  - **Upkeep** (out of sight, out of mind)
    - Check-in occasionally, be visible (online posts, etc.)
    - Send thank you notes
    - Be professional and nice (attitude counts)
  - **Reminders of YOUR value**
    - Connect others, answer questions, post articles, etc.
    - Be visible and consistent
Social media networking

- After meeting people, utilize professional social media
  - LinkedIn, ResearchGate (not Facebook, Instagram, Snapchat, Twitter, etc. – guilt by association . . . )
- Be professional in content, communication, and attitude. This is your reputation – build it right!
- Employers use Google – control what they find.
  - Google yourself and try to remove, and/or be ready to address, anything negative.
- Promote your colleagues work – easy way to demonstrate your value to them!
- Link various sites together - consistency
Social media networking - example

- Post articles, news or ideas
- Join groups of interest
- Post comments/answers
- Ask questions/start conversations
- Start a group

- Participate, organize or host Webinars
- Join newsletters, e-journals
- Share articles or news with others
- Blog, Twitter, YouTube, Facebook
- Google scholar, Institution website
- Create your own website
- Network outside of your field
Networking at an event

- Remember - everyone is there to network!
- Research the event ahead of time and be prepared.
- Set clear goals (e.g., # of business cards).
- Practice your elevator pitch and career story – have something to say!
- Optimize your time – move around.
- Be confident and authentic – first impressions, right!?!?
- Keep conversation positive.
- Be professional (dress, conversation, business cards).
- Follow up! Connect on social media, send emails, thank you cards, etc.
Networking Stations:

1. **Connect**: Talk 1-1, you need to connect the other person with someone in your network.

2. **Pitch**: Talk 1-1, deliver your elevator pitch, then plan collaborative work together. 3rd person observe and give feedback.

3. **Refreshment table**: Get something to eat. Then, casual talk with others, exchange business cards or contact info.

4. **Lounge area**: Break the ice discussion. Write your best ice breakers on the white board.

5. **Career**: State current career situation or question. Others provide feedback or connect to someone who can help.

**Last activity as a group**: Introduce someone you met to someone they should meet!
References

