

Networking Strategies

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CDO Communication Series

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!



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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/thierydubroca; 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.



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Why do you need a network?

- It's not just what you know, or who you know, but WHO knows WHAT you know!
- LinkedIn survey¹ – 85% of jobs occur through networking
- Estimated that 70% - 80% of jobs are unpublicized²



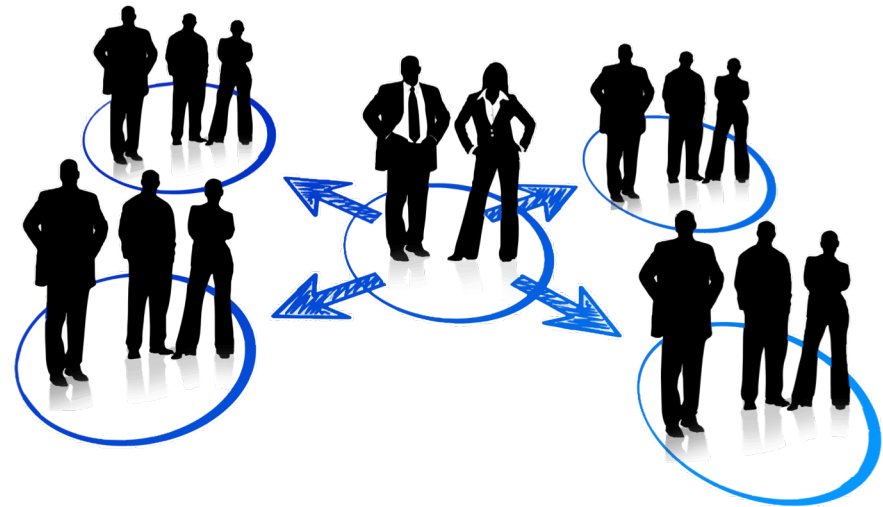
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What is a professional network?

- Collection of people who . . .
 - Know your professional abilities and interests
 - Know your career goals
 - Know your VALUE to them!
 - Can help you grow
 - Not just find a job . . .
 - Are willing to help you



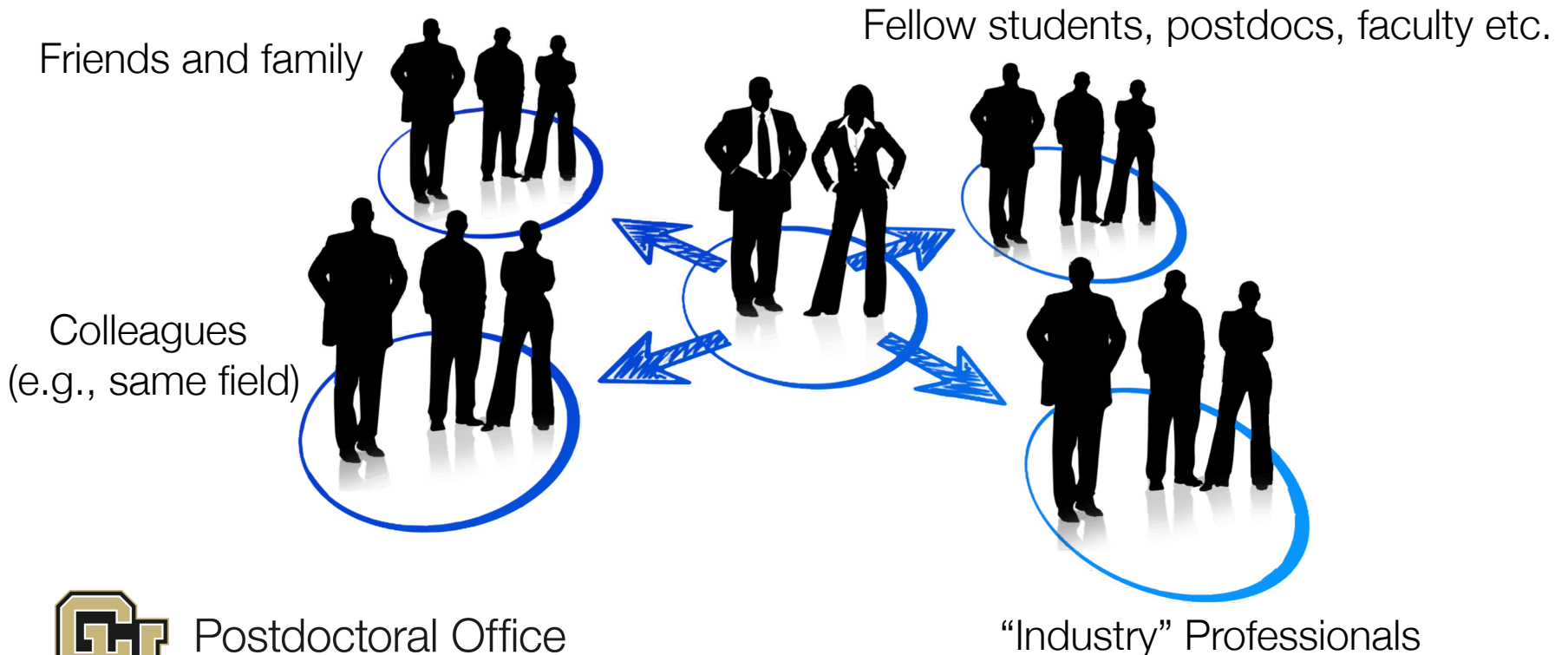
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Who makes up a network?

- Your professional network is more than you may think . . .



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How do you build a network?

- Starts with “who do you need to know?”
 - Need career ideas (e.g., three paths to happiness)!
- Seek out those people at . . .
 - Conferences, events, social situations, etc.
- Organize events and invite those people
 - Seminars, symposia, write an article, etc. (PDA, PhD Post, AIA, . . .)
- Ends with “why should they want to know YOU?”
 - Starts with attitude – first impressions matter!
 - Articulate your value (science story/personal talents)
 - Ask questions – connect your colleagues (value)!
 - Be professional (ALWAYS!!)



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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



Networking at an event

- Remember - everyone is there to network!
- Research the event ahead of time and be prepared.
- Set clear goals (e.g., why are you going? Employment, meet people, nurture relationships, etc.).
- Ask questions and listen! – opened ended are best.
- Have something to say (e.g., science story)
- 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, ask for informational interviews, etc.



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Let's Network!!

Networking Stations:

1. **Connect:** Develop your non-science analogy and take turns practicing. End by planning collaborative work together and/or connecting each other to someone in your network.
2. **Conversation Starters:** Get something to eat. Then, while eating and holding your plate of food, practice initiating and exiting one-on-one conversations.
3. **Group Conversations:** The objective of this station is to practice joining and leaving ongoing group conversations. Take turns joining and exiting an active conversation.



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

References

1. <https://www.linkedin.com/pulse/new-survey-reveals-85-all-jobs-filled-via-networking-lou-adler>
2. <http://www.npr.org/2011/02/08/133474431/a-successful-job-search-its-all-about-networking>
3. Levine, A.G. (2015). Networking for Nerds: Find, Access and Land Hidden Game-Changing Career Opportunities Everywhere. Published by John Wiley & Sons, Hoboken, NJ.

