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Handshakes, Eye Contact, Small Talk: Networking to Explore Careers

Naledi Saul. Director, Office of Career & Professional Development. UC San Francisco

Our Agenda

- 1. Networking in a Nutshell:** You'll be able to describe what networking is, and the role it plays in exploring careers.
- 2. Language & Logistics:** You'll know how to initiate a conversation or relationship with someone in your professional community.
- 3. What You do Next: Tend To Your Garden:** You've met them! You'll understand how do you maintain a professional relationship over time.



N.O.W.: Take a moment to consider your goals from this session today

Name

Organization
(affiliation)

What do you want to talk about?

CAREER EXPLORATION:

Want to talk to people who've moved to biotech. I know a guy but don't know how to approach him

I'm going to a National Association of Science Writers conference- NASW, and want to make the most of my time there

I want to figure out what type of jobs involve science policy, advocacy or outreach

Hello. I'm
Diana Prince,



I'm a postdoc in
Esteban Burchard's lab
(at UCSF)

The Concept: Networking in a nutshell

You

Your Professional Community

Your Professional Goals

- Conversations you have
- Relationships you build with these people....

...while you're pursuing your professional goals



CAREER EXPLORATION:

Want to figure out if a career involving communicating science or science policy is for me



It's easier to start a professional conversation with people you might meet, when you have an articulated and specific career exploration goal in mind

You

Your Professional Community

Your Professional Goals

If Diana is aware of her goals, when an opportunity like this comes along, she'll be ready to ask about:

- A typical week in the life of a scientist and media pundit
- Their opinions on the biggest issues in the science policy field today
- Advice for PhDs interested in moving into science policy/communications

If she isn't, **she'll probably just ask for a selfie/autograph.**



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You

Your Professional Community

Your Professional Goals



Vivian Siegel
Consultant - Educator - Coach
Greater Boston Area | Research

500+ connections

Current: GBSI - The Global Biological Standards Institute, Vanderbilt University, Massachusetts Institute of Technology (MIT)

Previous: Broad Institute, American Society of Nephrology, The Broad Institute of MIT and Harvard

Education: University of California, San Francisco



Melissa Lau
Science Writer & Neuroscience PhD Candidate
San Diego, California | Writing and Editing

301 connections

Current: Benchling, NeuWrite San Diego, UCSD Neuro Outreach: Teacher Training Program

Previous: BioGPS, Massachusetts Institute of Technology (MIT), Environmental Education Center at Lord Stirling Park

Education: University of California, San Diego

Websites: <http://www.melissalau.com/>



- When you've identified career exploration goals, networking isn't about meeting a specific person
- it's about being open and ready to engage whomever you might meet in the pursuit of your goals.

CAREER EXPLORATION:

Want to figure out if a career involving communicating science or science policy is for me

Your Turn: Think, pair & share!

You

Your Professional Community

Your Professional Goals

What are your 1-2
current career
exploration goals over
the next 6-12 months?

*These will be the basis
of your conversations
and why you establish
relationships with
individuals in your
professional community*



Your Turn:

Think, pair & share about specific, individual career goals

My current career exploration goals are...

- ✓ to find out career options for folks interested in working with large data sets
- ✓ to talk people who've been through the process of leaving academe
- ✓ to know about the role and challenges of being a venture capitalist
- ✓ to learn the job titles for people who do health outcomes research
- ✓ to determine if I'd be happier at a research or research/teaching institution

~~✗ I want to explore careers outside of academe~~

- ✓ to discover the names of organizations where people work in health/science consulting
- ✓ to know which professional associations and organizations I should belong to understand current issues in science communication
- ✓ to know about careers involving administration and project management where I can skill use my content knowledge in epidemiology
- ✓ to learn how professionals get jobs in health/science policy

Now you've got goals; let's talk about meeting people

You

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Your Professional Goals



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What are you supposed to be talking about when networking?
Data gathering 10 pieces of information

You're a Principal Investigator!

1. What do you like about your work?
2. What do people like least about this position?
3. What do you do all day? What is a typical day, and week like?
4. What skills or experience does one need to succeed in this type of position?
5. What are positions that open up 5-10 years down the road?
6. What are other titles for this position?
7. How do they find strong candidates for vacancies?
8. What is the interview process like?
9. What is compensation (monetary and otherwise) like?
10. What are trends in the field 5-10 years in the future?



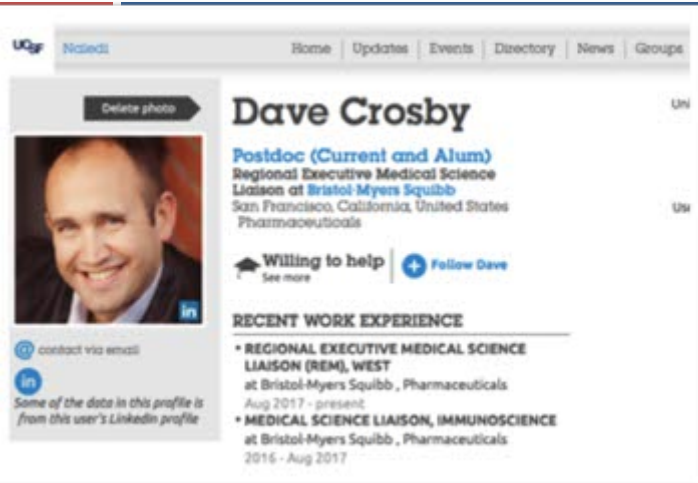
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What are you supposed to be talking about when networking?

Data gathering 10 pieces of information



LinkedIn profile for Dave Crosby, Postdoc (Current and Alum) Regional Executive Medical Science Liaison at Bristol-Myers Squibb. The profile includes a photo, a 'Delete photo' button, and a 'Willing to help' button. The 'RECENT WORK EXPERIENCE' section lists two roles: REGIONAL EXECUTIVE MEDICAL SCIENCE LIAISON (REM), WEST at Bristol-Myers Squibb, Pharmaceuticals (Aug 2017 - present) and MEDICAL SCIENCE LIAISON, IMMUNOSCIENCE at Bristol-Myers Squibb, Pharmaceuticals (2016 - Aug 2017).



You're a Your Job Here!

1. What do you like about your work?
2. What do people like least about this position?
3. What do you do all day? What is a typical day, and week like?
4. What skills or experience does one need to succeed in this type of position?
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Language & Logistics: Initiating a conversation with someone in your professional community

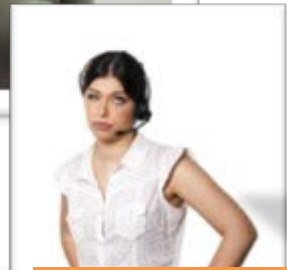
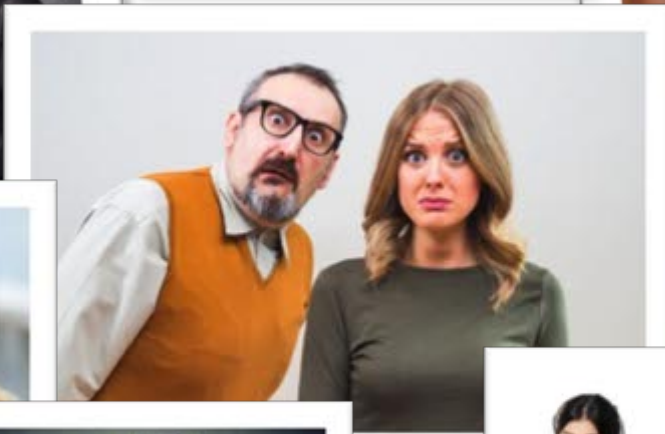
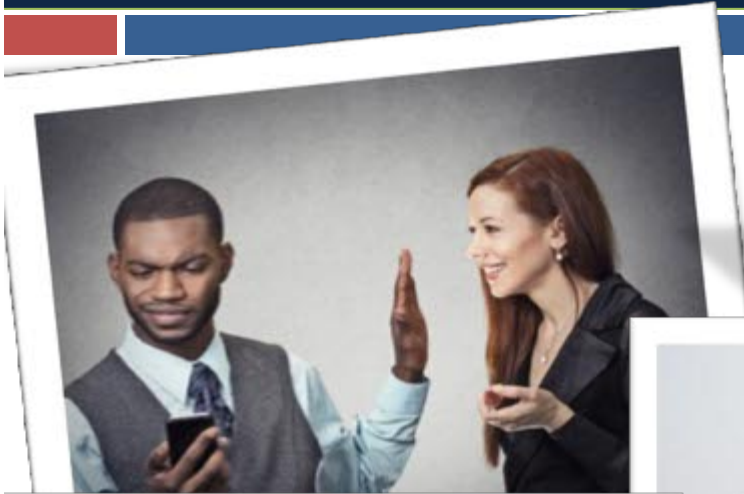
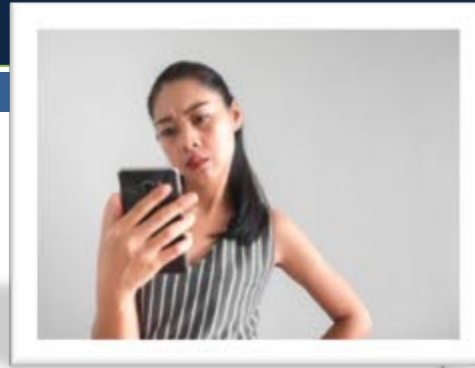
If you're going to gather data on career options in your professional community there are **three things** you need to know how to do:

1. Start the conversation
2. Maintain the conversation
3. Exit the conversation, gracefully



“Why will people help you?”

Won't people feel you're using them?



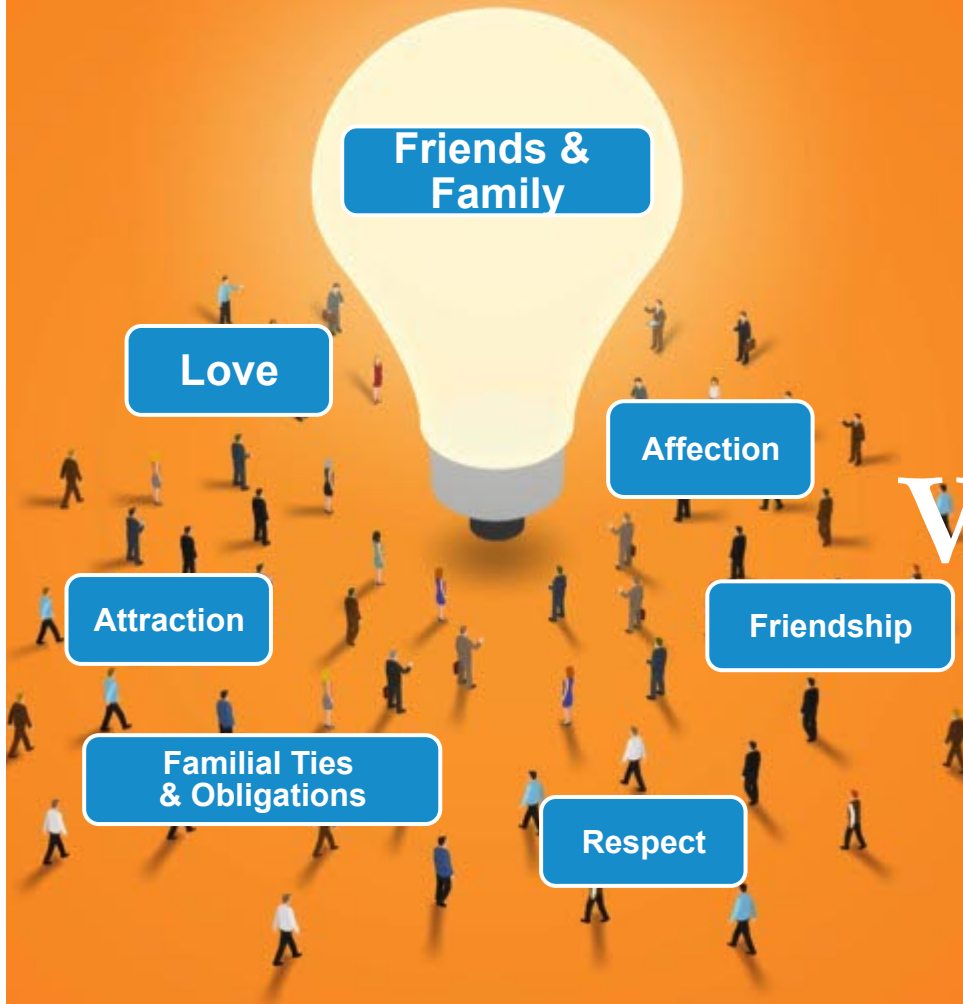
“Why will people help you?”

In Your Personal World



“Why will people help you?”

In Your Personal World



VS

In Your Academic/ Professional World



“Why will people help you?”

Initially, you'll never know why a person chose to help you.

But one of your goals throughout the relationship, if you want to strengthen it, should be to be curious enough to find out what motivated them to help you achieve your goals.

1. Because you're interesting
2. To share their knowledge
3. Because they have hard won lessons
4. To repay a favor
5. To help a friend
6. They have the time/interest to do so
7. Because they wish someone had helped them
8. Because they consider it part of their job
9. You have an affinity to each other; they see themselves in you
10. Because they like something about you
11. Because you remind them of someone
12. Because you asked respectfully
13. Because you could possibly also forward their goals

In Your Academic/ Professional World



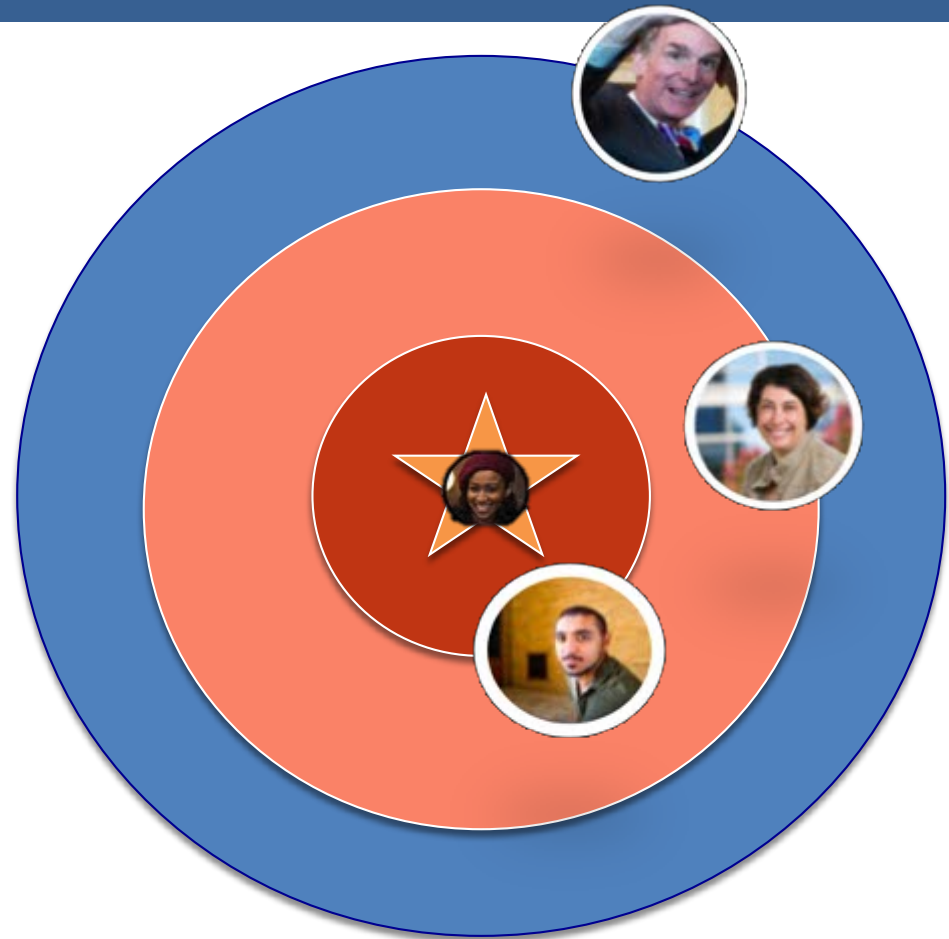
Starting conversations in your professional community

- **Respect:** The farther people are from you, the more important it is to **be clear, concise and focused on them**

- People you know
- People who are the same stage in their career

- People who know your friends or colleagues
- People 1-2 stages ahead in their careers

- People you don't know at all
- People who are senior in their field



Language & Logistics: Initiating a conversation with someone in your professional community

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2. Maintain the conversation
3. Exit the conversation, gracefully



Let's Practice!

“Why will people help you?”

Start a Conversation ...with a speaker/panelist



Name

Organization
(affiliation)

What do you want to talk about?

Hello. I'm
Jessica Drew

I'm a
computational
biologist
completing my
postdoc at
UCSF

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Thank you for participating on the
career exploration panel. It was
great to hear about your
experience.

You said, 'get relevant experience'.
Can you say a little more about
what experiences as a postdoc you
think positioned for your job with the
Computational Biology Center at
IBM?



Start a Conversation ...at a professional mixer



Name



Organization
(affiliation)



What do you want to talk about?

Hello, I'm Barbara
Gordon



I'm in the joint MD/
PhD program at
UCSF/Cal



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I see you work at the Institute for
Defense Analysis.

I'm unfamiliar with Science Policy
Analyst positions like yours. What
does your role entail?

What's a typical day like for you?



Start a Conversation ...with someone sitting next to you (orient yourself)



Name



Organization
(affiliation)



What do you want to talk about?

Hello, I'm Bruce
Banner



I'm in the
epidemiology
program
working under
Maria
Glymour at at
UCSF



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I look at factors influencing PTSD in
children and adults who have
survived a natural disaster.

How does the speaker's work relate
to your own? Have you heard her
present before?



Start a Conversation ...with someone for an informational interview



Name



Organization
(affiliation)



What do you want to talk about?

Subject line: Dr. James Rhodes suggested I contact you.

Dear Dr. Crosby,

Dr. Rhodes sends his greetings, and suggested that I contact you. My name is Diana Prince and I'm a 3rd year PhD student in biochemistry at UCSF.

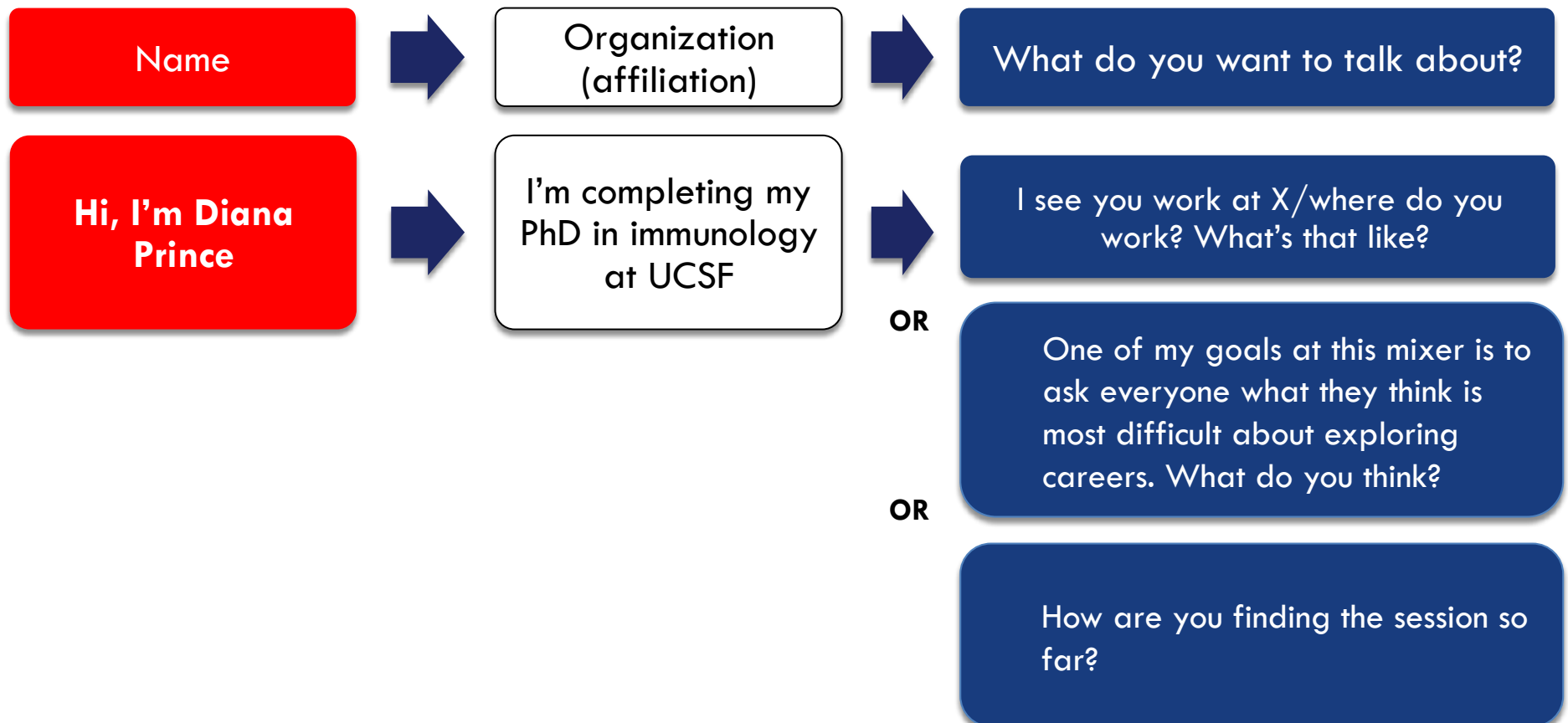
Over the past two months, I've been speaking with scientists about their experience working in the biotech field. Dr. Rhodes mentioned that as a student, you took steps during your training that successfully positioned yourself for this career path. Would you be willing to chat with me for about 30 minutes about how your time at UCSD prepared you for a career as a medical science liaison?

I'm sharing my LinkedIn page, to give you a bit of information about my myself. www.linkedin.com/dianaprince

Regards,

Diana Prince

Your Turn: Start a conversation



Language & Logistics: Having a great conversation

If you're going to network at a mixer,
there are **three things** you need to know how to do:

1. Start the conversation
2. Maintain the conversation
3. Exit the conversation, gracefully



Let's Practice!

Don't Be a Conversational Vampire!

The top 2 reasons people stop wanting to talk to you

1. **You slide:** you slip from a 'conversation' to a 'career counseling appointment'



By focusing on others, you can get the career information you need

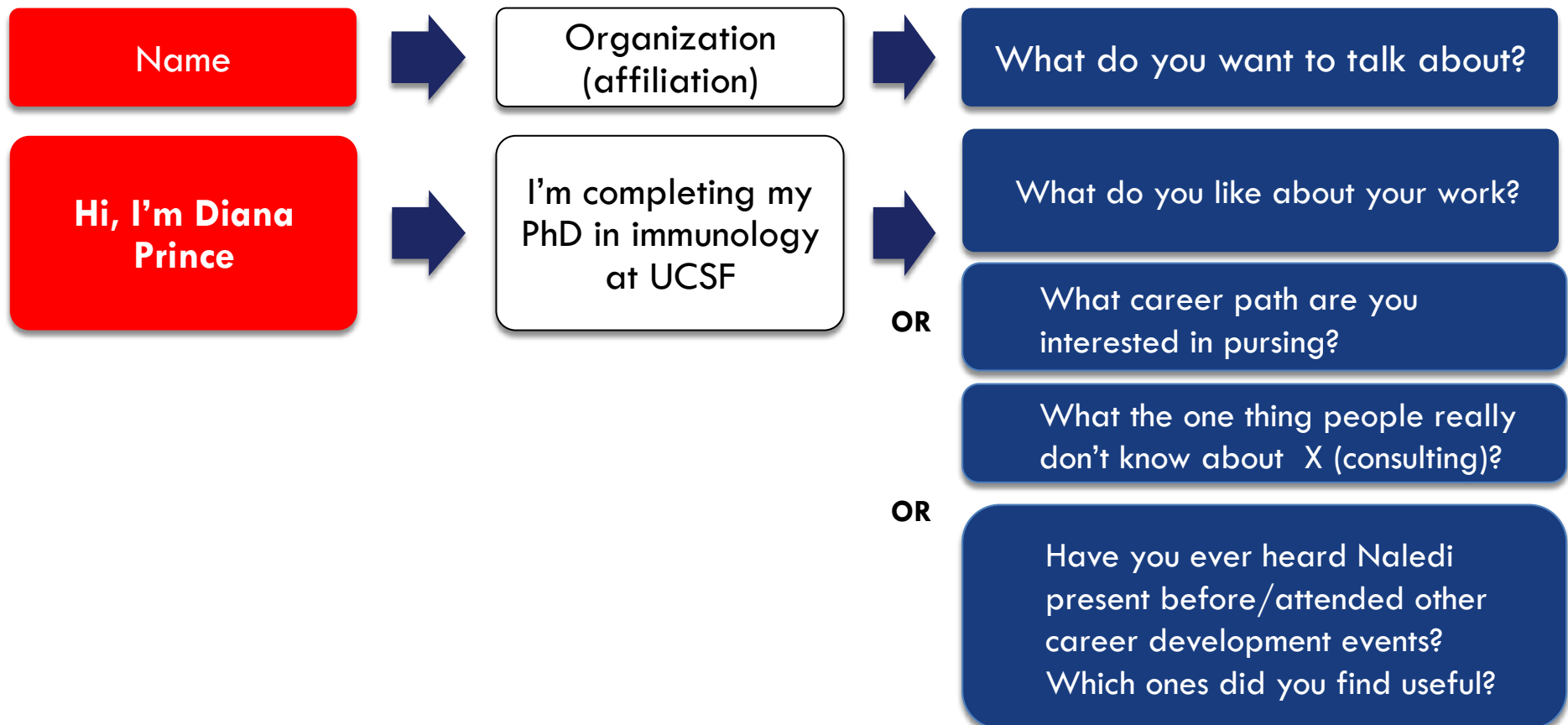
A Conversation

1. What is a typical week like as a global health consultant at McKinsey?
2. What skills and experiences prepared you for your current role?
3. What type of professional opportunities interest you 5-10 years down the road?
4. How did you enter the policy field from an academic postdoc? Is that a common path?
5. In your experience, how have people found opportunities with your organization?
6. What is the average salary range for Medical Science Liaison positions?

A Counseling Appointment

1. How do you suggest I find contacts in your organization?
2. How can I best make it clear that I have the skills and interest to pursue a career in industry?
3. I know a career path that is financially stable is important to me. What other jobs would be a good fit for me?
4. What's a compelling way for me to talk about why I'm leaving academe?
5. How do you suggest I find contacts in your organization?
6. How much should I ask for in salary?

Your Turn: Start a conversation...and focus on other person!



Language & Logistics

If you're going to network at a mixer, there are **three things** you need to know how to do:

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Let's Practice!

Don't Be a Conversational Vampire!

The top 2 reasons people stop wanting to talk to you



1. **You slide:** you slip from a 'conversation' to a 'career counseling appointment'
2. **You overwhelm:** you try to get all your questions answered at once.
 - *Your first conversation is like a first date. Chat for 10-15 minutes and end.*
 - *If you don't suck them dry the first time, you'll have a reason to contact them later....which is the beginning of building a long term professional relationship.)*

Ending a Conversation, Gracefully: It's all about using language that signals you're ending

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When winding down the conversation, Diana waits for a pause and says:

Well, thank you for our conversation.
It was a pleasure speaking with you.
(PAUSE)
I hope the meeting is productive for you.



The pause is to give the other person a moment to register the end of the conversation and shift gears.

Your Turn: Here are 6 graceful exits. Start, maintain and end a conversation, gracefullyin 5 minutes!

A general ending:

1. It was great talking with you. I hope you have a very productive time at the conference/I hope you find this meeting useful.
2. I'm sorry to interrupt (because this is quite interesting), but I need to connect with Bruce Banner before he leaves. It was great to speak with you. I hope we will run into each other again.

Ending if the person offered you advice:

3. (*Express appreciation*) Well, it was great to meet you. Thanks so much for your advice. I really appreciate it.
4. (*Be specific*) It was good speaking with you – it was fascinating hearing about what a typical week is like for a venture capitalist. Thank you.
5. (*Got an informational interview!*) Thank you. I look forward to speaking with you tomorrow at 4pm.
6. (*Want to keep in touch*) Thanks for the advice/insight. You've given me a lot to think about. I'd like to let you know how it all turns out, if you don't mind. Is there a good way to keep in touch?

Logistics & Language: Four fast questions about preparation & etiquette

1. How do I prepare for, and what do I do first, at a networking event?
2. How do I navigate an event with food?
3. How do I break into group conversations?



1. How do I prepare for, and what do first, at a networking event?

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- 1. Take your networking notebook/pen:**
So you can write down people's contact info, how you met them, what you talked about & impressions
- 2. Case the joint:**
Before you start talking, look around. Who is here? What is the set up? What's the vibe? Who's 'open/closed'? Who's 'in the center, on the edges'?
- 3. Take a wing person:**
Approach people together, tag team conversations with senior individuals, speak well of each other
- 4. Use your nametag:**
Help people remember you!

2. How do I navigate an event with food?



1. While in line, make preliminary eye contact, smile, and talk to people in front and behind you.
2. Always have one hand free (beverage OR plate)
3. Small plate: 4 items – don't crowd the plate!
4. Go back for seconds / thirds
5. If you're taking home a plate – cover with a napkin.
6. Hungry? Eat first and then start networking

3. How do I break into conversations?



- 1. Be considerate:** Assess if the conversation is 'open' or 'closed'
- 2. Be graceful:** Enter in the line of sight of the person speaking or slide in right next your friend
- 3. Don't fight/ follow up:** If one person is dominating the conversation, consider following up with the key person later
- 4. Be a host:** Recognize others and invite them into the conversation with introductions/ getting them up to speed; don't dominate the conversation

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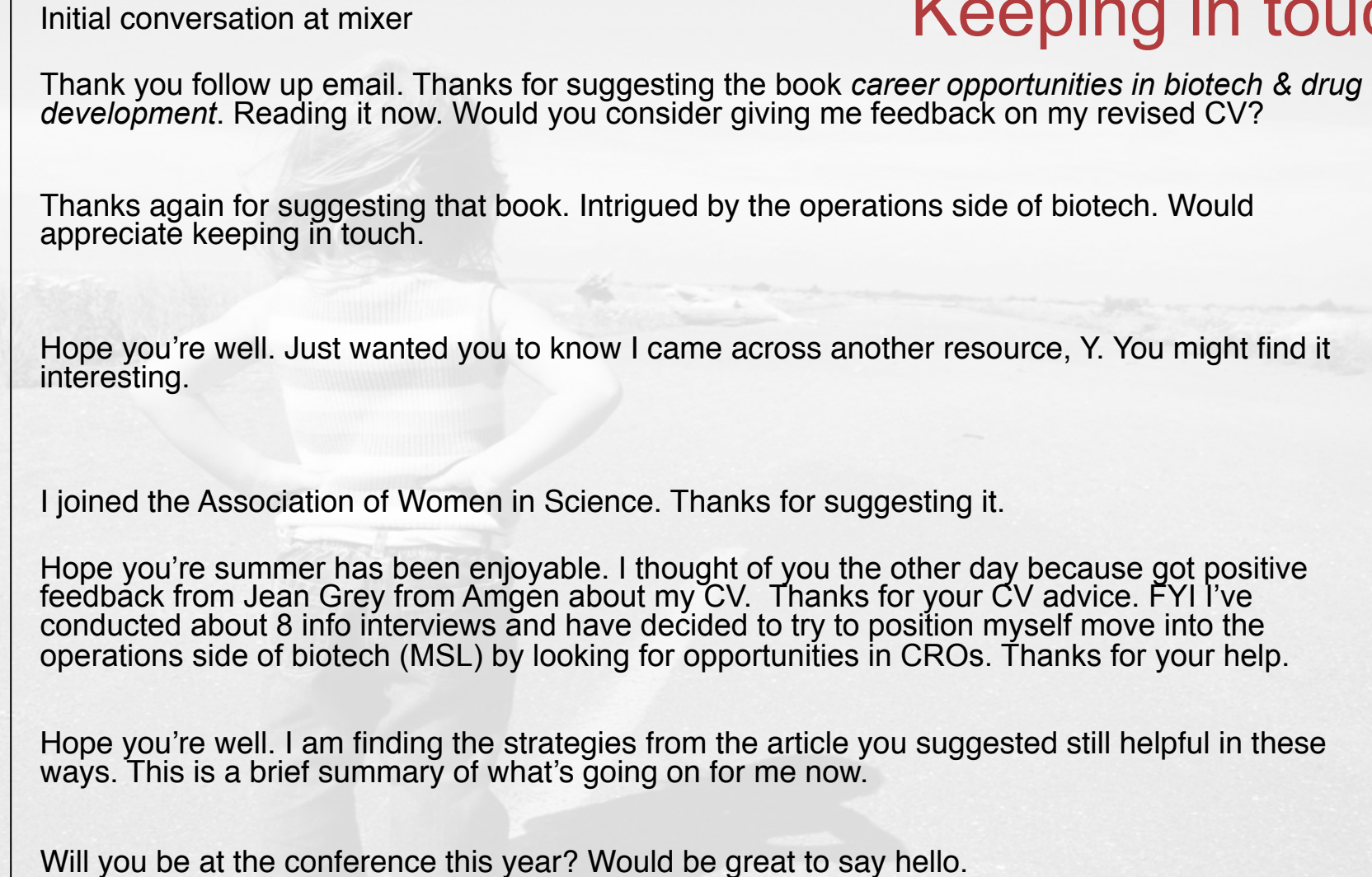
Tending to Your Professional Network: How often do I keep in touch?

**Let people follow your
adventure**

1. Every time something the person said helps you
2. Any time you see something of interest or would help the person
3. 6 months to one year & milestones



Keeping in touch

- 
- Jan.** Initial conversation at mixer
- Feb.** Thank you follow up email. Thanks for suggesting the book *career opportunities in biotech & drug development*. Reading it now. Would you consider giving me feedback on my revised CV?
- Mar.** Thanks again for suggesting that book. Intrigued by the operations side of biotech. Would appreciate keeping in touch.
- Apr.**
- May** Hope you're well. Just wanted you to know I came across another resource, Y. You might find it interesting.
- Jun.**
- Jul.** I joined the Association of Women in Science. Thanks for suggesting it.
- Aug.** Hope you're summer has been enjoyable. I thought of you the other day because got positive feedback from Jean Grey from Amgen about my CV. Thanks for your CV advice. FYI I've conducted about 8 info interviews and have decided to try to position myself move into the operations side of biotech (MSL) by looking for opportunities in CROs. Thanks for your help.
- Sep.**
- Oct.** Hope you're well. I am finding the strategies from the article you suggested still helpful in these ways. This is a brief summary of what's going on for me now.
- Nov.**
- Dec.** Will you be at the conference this year? Would be great to say hello.

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This month in "#EveryMonth" is career exploration month for PhDs? Clinical research and Regulatory affairs careers!

Career.ucsf.edu
Career.ucsf.edu/listervs

al scholars the professional skills fully.

New and Noteworthy: Meet UCSF alumni with UCSFConnect!



Want to connect with UCSF Alumni? The Alumni Association and OCPD have launched **UCSFConnect**, a platform for students, postdocs and alumni to connect!


Why use UCSFConnect?
This tool allows alumni to identify what ways they would be willing to connect with students and postdocs. You can view if an alumni is open to answering questions, reviewing your CV, or

ATTEND OUR UPCOMING PROGRAMS!


 **Women's Career Advancement Symposium** Nov 13
Location: UCSF Parnassus: Health Sciences West

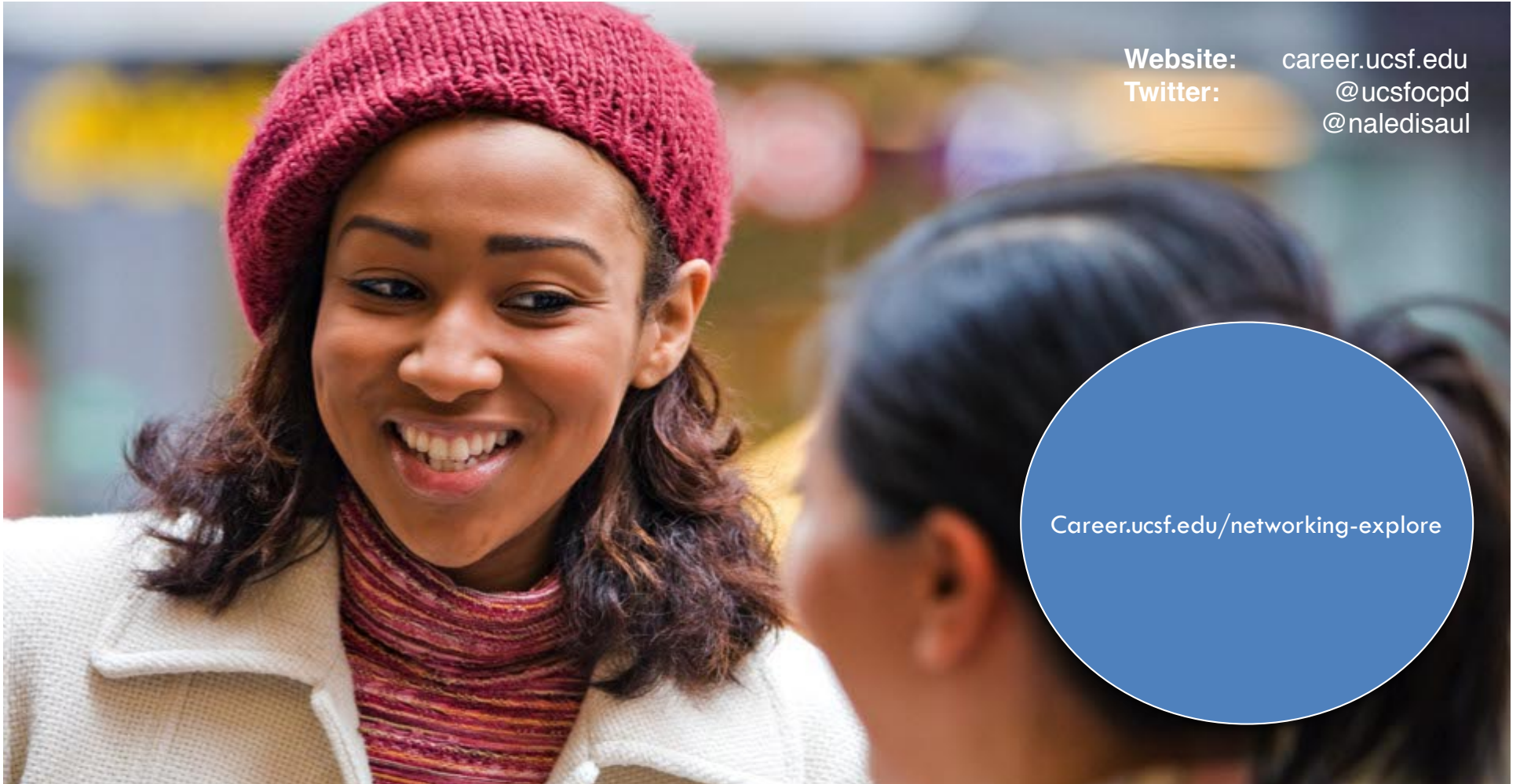
 **Ace your interview for employment in all non-academic careers (MB)** Nov 14
Location: Mission Hall

 **Developing a negotiation strategy for faculty positions** Nov 16
Location: Genentech Hall

 **The chalk talk for a faculty position** Nov 17
Location: Byers Hall

 **Clinical / Regulatory Careers: Taking Steps to Get Started** Nov 28
Location: Genentech Hall

 **Non-academic careers: CV/Resume workshop for PhDs with clinical/regulatory emphasis** Nov 28



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