



# Networking Etiquette

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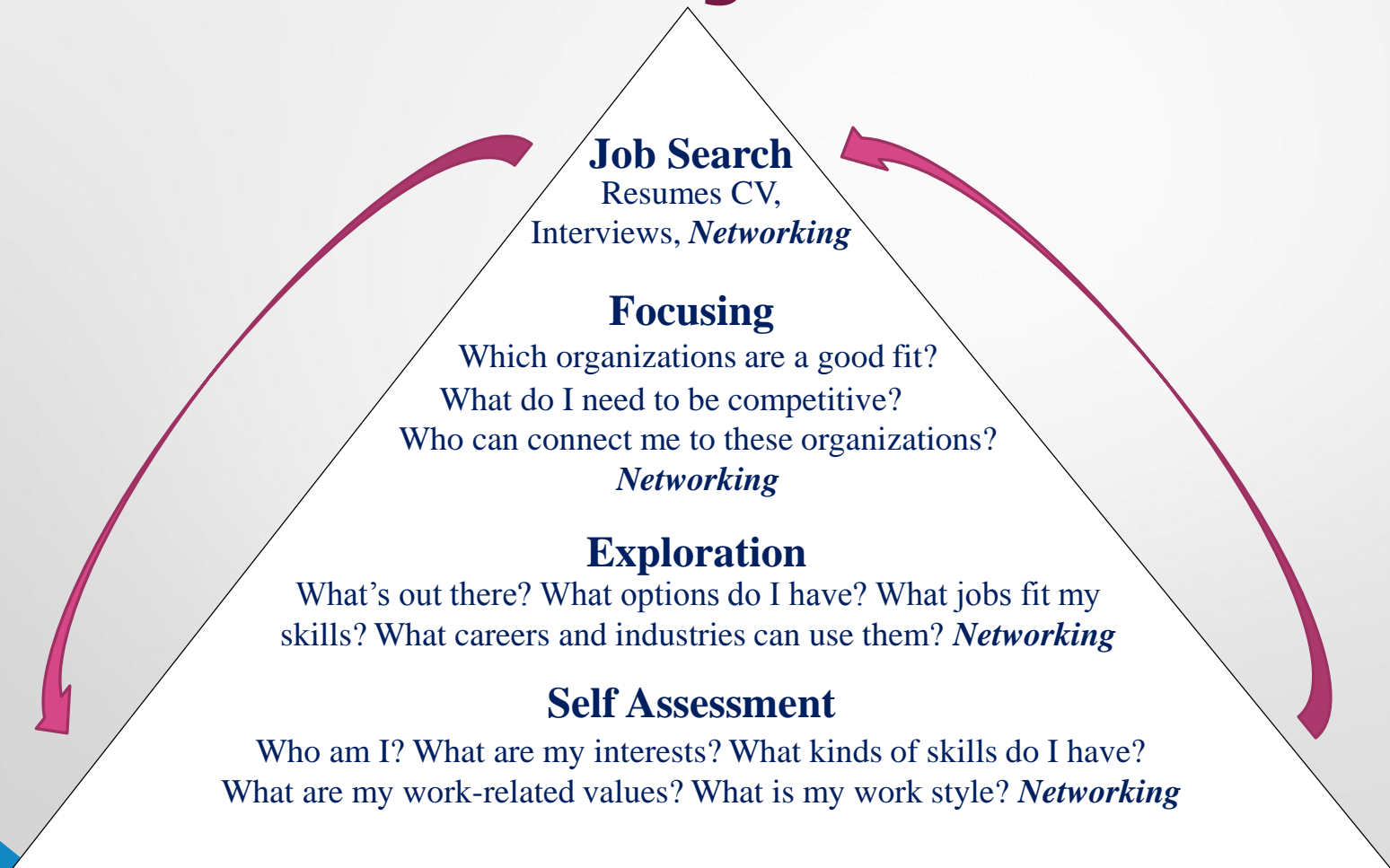
# Upcoming MIT Events

<https://gecd.mit.edu/events>

- **Upcoming Career Fairs**
  - Science Career Fair – Harvard Univ. – Mar 14, 2018 - For more details and to register, visit [sciencemag.org/careers/jobfair](http://sciencemag.org/careers/jobfair)
  - Asian Career Fair – Mar 31, 2018 <http://asiancareerfair.mit.edu/>
  - Spring Career Fair – Apr 4, 2018 <https://springcareerfair.mit.edu/#/>
- Wed Feb 28 **Does Your Resume Communicate The Right Message?**
  - 2-3:30pm E19-202
- Tue Mar 6 **Branding-Effective Communication Skills** 1:30-3pm E19-202
- Thu Mar 8 **Effective Presentation Skills** 2-3:30pm E19-202
- Thu Mar 8 **Data Science Meet-up** 5:30-6:30pm Loc TBD
- Tue Mar 14 **Negotiating a Job Offer** 2-3:30pm E19-202
- Thu Mar 15 – **Networking** 2-3:30pm E19-202
- Wed Mar 28 – **How to Work a Career Fair** 2-3:30pm 32-155

**Register at [careerbridge.mit.edu](http://careerbridge.mit.edu)**  
**View under “Events”, “Workshops”**

# Career Planning A Lifelong Process



# What is Networking?

- Networking is the process of **discovering and utilizing connections between people, both Face to Face, and Virtual**
- Genuine networks stem from academic, friendships or business relationships
- Everyone knows other people, and thus has a network
- Explore/break into companies, industries, occupations, fields of interest
- Establish new relationships, help others
- Learn about new job opportunities (academia & industry)
- Find mentors and people who can provide career support
- Share ideas, learn new methods, collaborate
  
- But "Networking" implies **movement *beyond* one's immediate network** and involves tapping into other people's networks, perhaps far removed from one's own

# What is an Informational Interview?

**Informational interviewing** is the process of gathering career information from people who are already working in occupations, organizations, or geographic locations you are interested in. Both the content of the information and the process of gathering it will help you to refine your career goals and possibly discover new ones.

# Networking Strategy

## Exploration – What industries/professions interest me?

- Initially, use networking to explore various fields of interest, in a broad manner, to get ideas about what might interest you
- Learn about lifestyle, work conditions, job requirements, etc.

## Focusing – How to “Break Into” the field

- Once you have made some initial decisions about which industry, field, or organization interests you, **use networking to expand your knowledge of opportunities and build contacts**

# Strategies for Networking at Conferences

- Identify presenters from target universities or companies/labs
- Create opportunities for conversation before and after presentations
- Become a good listener and ask good questions
- Take notes after conversations so follow-up can be tailored to each person you met

# Networking Factors to Consider

## What's next in my career?

- Do I need a job NOW, or do I have time to look?
- Do I want an academic track or should I consider industry? Both?
- What steps are necessary to move forward?

## What variables impact my situation?

- If a non-US citizen, will my visa status impact my search?
- What family and financial factors are present?
- Can I afford to be patient to find a position that fits me well?



# Networking Factors to Consider

## What type of job fits my career goals and desired skills?

- Do I want to work with people, ideas/theories, both?
- What skills do I prefer to use?
- Do my skills and areas of interest match? If not, how can I gain the skills needed? Maybe I need to present skills in a different way.
- Are my expectations about companies/labs and positions appropriate?
- What compensation will meet my expectations?

# You Have Many Skills That Are Transferrable

In Academia	Potentially Outside Academia
Teaching	Training
Mentorship	Supervision, Management
Collaboration	Teamwork, collaboration
Research	Analytical ability, research,
Passing quals, dissertation/thesis defense, experiment went bad	Adaptability, creative problem-solving, conflict negotiation, drive, learn from failure
Publishing	Written communication skills, Strategic thinking
Conference presentations	Oral communication skills

# Skills Gained in Your PhD and/or Postdoc

Survey: 8,000 PhDs who graduated between 2004 and 2014  
Doctorate in physical, life, computational, engineering, or social science. Must have worked, studied, or trained in the U.S.

- Discipline-specific knowledge
- Ability to gather and interpret information
- Ability to analyze data
- Ability to manage a project
- Oral communication skills
- Written communication skills
- Ability to work on a team
- Ability to make decisions and solve problems
- Ability to manage others
- Creativity/innovative thinking
- Time management
- Ability to set a vision and goals
- Career planning and awareness skills
- Ability to learn quickly
- Ability to work with people outside the organization

# Why Network?

## The “Hidden” Job Market

- 70% - 90% of jobs are found **informally**, mainly through friends, relatives, direct contacts, and indirect contacts (Career Service Firms)
  - Survey conducted by NACE 2016
- The U.S. Department of Labor reports that >70% of all workers use informal job search methods

My last 3 jobs were landed through Networking

# Do's & Don'ts of Networking (The Informational Interview)

## Do's

- Research the company/lab and industry
- Research jobs in the company/lab that match your skills
- Prepare to answer questions about your career interest and achievements
- Bring several questions to the interview
- Research the compensation structure of your role in the marketplace
- Dress appropriately – same as job interview
- Arrive 10 minutes early
- Send a thank you note within 12-24 hours

## Don'ts

- DON'T ASK FOR A JOB – your sole purpose is to obtain information
- See Do's above

# How MIT PhDs Found Their Jobs

## MIT Graduating Survey 2016

Networking	31.3%	(n)
Directly applied to employer	29.0%	
Through Department (faculty, academic administrator)	18.1%	(n)
External advertised job listing (on-line, print)	14.1%	
On-campus recruiting (CareerBridge)	11.2%	
Career Fair	9.5 %	(n)
Professional Conference	7.5 %	
Internship led to job offer	5.0%	

Networking was 40% in 2015

**(n) = Networking Activity (60%)**

# Types of Help Your Network Can Provide

- **Information** - industry and technology trends, conferences or trade show dates
- **Contacts** - name of a specific person at a company/lab
- **Connections** - your network gives you permission to use his/her name when making a new contact
- **Referrals** - your networking associate makes the initial contact by calling the referral to introduce you

[adapted from *Successful Business Networking* by Frank De Raffe Jr. and Edward D. Hendricks]

# Networking at MIT

- MIT Alumni Database (ICAN)
  - <https://alum.mit.edu/>
  - Many alumni have signed up to be advisors
- Departments, Campus Events, Clubs and Affiliated Groups, Employer Events, Magazine and Publications
  - <https://cheme.mit.edu/>
  - <https://pda.mit.edu/>
  - <http://www.nationalpostdoc.org/>
  - <https://gecd.mit.edu/employers/career-fairs>
  - <http://events.mit.edu/>
  - <http://web.mit.edu/life/>
  - <http://mitsloan.mit.edu/alumnimagazine/>
  - <https://gecd.mit.edu/>



# Networking Beyond MIT

- Professional Associations and Conferences
- Career Fairs Beyond MIT
- Your Alumni Association
- Community Groups (Public Service Center)
- Events in Cambridge and surrounding Boston area
- Trade Publications / Industry News
- Online (list-serves, newsgroups/special interest groups)  
Job Clubs or Networking Groups
- Prior co-workers/bosses
- Your LinkedIn connections
- Family Parties (Weddings, Reunions, Holiday Celebrations)

# Before Making Contact

- Know what you want to get out of it. What are your goals?
  - An in-office meeting with the person
  - A phone meeting if that is the only reasonable option
  - A referral to additional contacts
- Develop an outline of what you want to say
  - Create a short script, including your goals
- Prepare an "objection" response
  - What to say if contact responds negatively
- Practice your introduction and closing

# Tips for Effective Networking

## Etiquette

- Remember - your contacts are busy
- You must be focused
- Always ask, "Is this a good time to reach you, or would you like me to call back later"
- Avoid talking for too long
- Have specific questions

## Strategy

- Start with the closest acquaintances to gain practice and build your confidence
- It is okay to use email providing you keep your inquiries brief, but focused
- Attend professional association meetings to expand your contacts

*Your goal is to obtain information*

# Networking Blunders

## Try This:

- I'm very interested in your field
- I was impressed by your company's on campus presentation
- I've been successful in my work in X field and I want to apply my strong quantitative background to problems in Y field
- I'd welcome your advice about coursework or other experiences I might seek that would help me make the transition into Y field

## NOT This:

- I hear \_\_ field pays well
- I heard you're hiring a lot of people now
- I really can't stand lab work any more
- I thought it would be great to meet someone who made it out of the lab and finally got a well paying job
- I need a job, can you help me

# Pre Networking Prep

- Know yourself
  - Have your “*Tell Me About Yourself*” script ready
- Bring your resume/CV, and business card if you use one
- Know the person and/or company with whom you are meeting (check them out on LinkedIn)
  - Don’t ask questions that are answered on their web site
- Prepare a list of open-ended questions to ask
  - See handout of questions to ask in Networking Meetings

# Pre Networking Prep

Sample Question (almost always asked)

***"Tell me about yourself"***

Consider responding in the following manner:

- I am a .....
- With interest/expertise in .....
- I have had internships in; lab/project work on; worked for.....
- My strengths include *skill, skill, skill*

Your response should highlight your skills and competencies, specifically in your areas of interest

# Pre Networking Prep

## Example response for a Chemical Engineer

**I am** a PhD in Chemical Engineering with over 3 years experience in R&D labs targeted towards the biopharmaceutical industry. I possess a strong ability to collaborate and work in a team environment on multi-disciplinary projects, along with experience accomplishing established milestones. I have developed strong technical, analytical, and communication skills demonstrated through publications and my presentation track record.

**My areas of interest** are in biomaterial work including material fabrication, biochemical analysis, material characterization, and cell culture.

**I recently collaborated** in a multidisciplinary team between MIT, Draper Laboratories, and Northwestern University to develop a microfluidic platform to culture female reproductive organ tissues to recapitulate real-time hormonal fluctuations in vitro

**I have additional strengths** using JMP Statistical Software, Adobe Photoshop ImageJ, KaleidaGraph, MATLAB, M/S Office, Minitab

# Pre Networking Prep

## Example response for a Chemical Engineer

**I am** a PhD in Chemical Engineering with extensive experience in rheology, tribology and insight of the interface sensitive behavior of materials, polymer synthesis, polymer processing and semiconductors.

**My areas of interest** are investigating and developing novel technological solutions to generate competitive advantages for the best use of hydrocarbons, by means of their conversion to fuels of high technical and ecological quality, and to petrochemical products of high added value.

**I recently led** a lab project team that modified existing complex fluids by using additive chemistry, including the design of new experiments, performance of polymer reactions, simulations, chemical, rheological and mechanical characterization of new materials.

**I have additional strengths** using programming languages, such as Pascal, Dbase, Fortran 90, Matlab, Basic, and Visual Basic.



# Networking Using Social Media

- Be Careful...keep it business only
- Many people use LinkedIn, Facebook, Twitter, etc.
  - LinkedIn is used mostly for professional contacts
- Many companies use social to media to learn more about you...and make judgments
- Some companies use social media to updates candidates during the recruiting cycle
- What is acceptable to you and your friends may not be acceptable to employers/hiring managers

# Virtual Recruiting Strategy

Somewhat Becoming the Next Generation Resume

## Social Media is a fundamental shift in the way we communicate

Percent of employers who reported using social networking sites to research/find/hire job candidates in Jobvite 2016 survey

- 96% of employers use social media to recruit
- 94% use social media to contact candidates
- 92% vet/review candidates pre interview
- 91% post jobs
- 78% have made a hire through social media
- 64% use 2 or more social networks for recruiting

(n=800 employers)

# Tips While Conducting an Informational Interview

## Non-Verbal Communication:

- Body Language often can speak louder than words
- Do not fidget or play with your hair (if you have some)
- Shake your contact's hand firmly...hello and goodbye
- Do not rock from side to side
- Make comfortable eye contact
- Stay attentive
- Smile
- Do not chew gum
- Be enthusiastic and positive...high energy is contagious

# Networking for the Shy Person

If your nervousness is compounded by wondering why any busy professional would take time to talk with you, keep in mind that:

- They were once where you are and have empathy
- People enjoy helping others: Information and advice are free to give, jobs aren't
- People enjoy talking about themselves, their ideas, and opinions
- Very few people are so busy that they don't have time for you
- Practice introducing yourself to people, explore ways to discuss mutually interesting topics with them

# Networking for the Shy Person...cont

- View your job search as a personal research project on a compelling subject - your own future!
  - You'll find it easier to collect critical information and ideas
- Create a structured plan and stick to it
- Make contact when your energy is highest
- Take time to replenish yourself
- Practice what to say beforehand, perhaps even writing down the important points you want to mention
- Practice the process with a low priority organization or in an area where you feel you have nothing to lose

# After the Informational Interview

- Send a **thank you** email or note within 24 hours. Customize it by referring to some of the most helpful advice you received.
- Thank the person who referred you (if that were the case)
- Evaluate what you learned
  - What positive impressions do you now have about this area of work? (Considering your interests, values, skills, and goals).
  - What negative impressions do you have?
  - Did this interview help you clarify your own career or job objective?
  - What new questions came up for you?
  - What are your next steps?

# Maintain Your Network

## Keep in Touch

- Keep your contacts informed
- Stay in contact - meet for lunch, coffee, etc.
- Send emails occasionally, birthday or seasons greetings
- Inform them of your results, especially when you used them for one of their contacts

Take the time to say **Thank You**

“There is absolutely, positively no better strategy to figure out what career or careers you might want to pursue, and then break into that field, than talking to people who have done it themselves”

Lindsey Pollak (Career Expert and Global Spokesperson for LinkedIn)



# The Power of Networking

It's not what you know, but rather who you know...

