

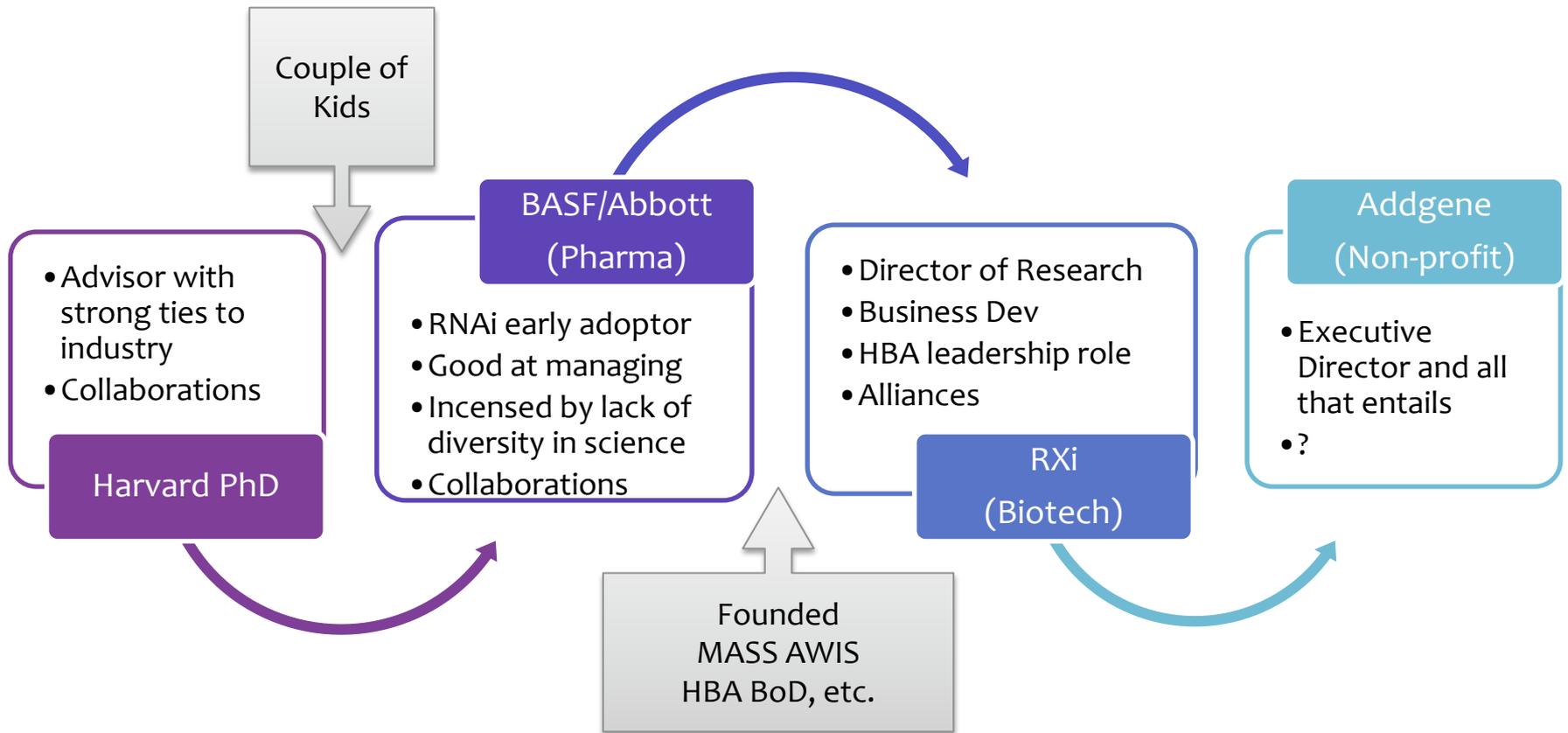
# “Not” Networking 101—Building Relationships for Success



A better way to share plasmids



# How I Got Here

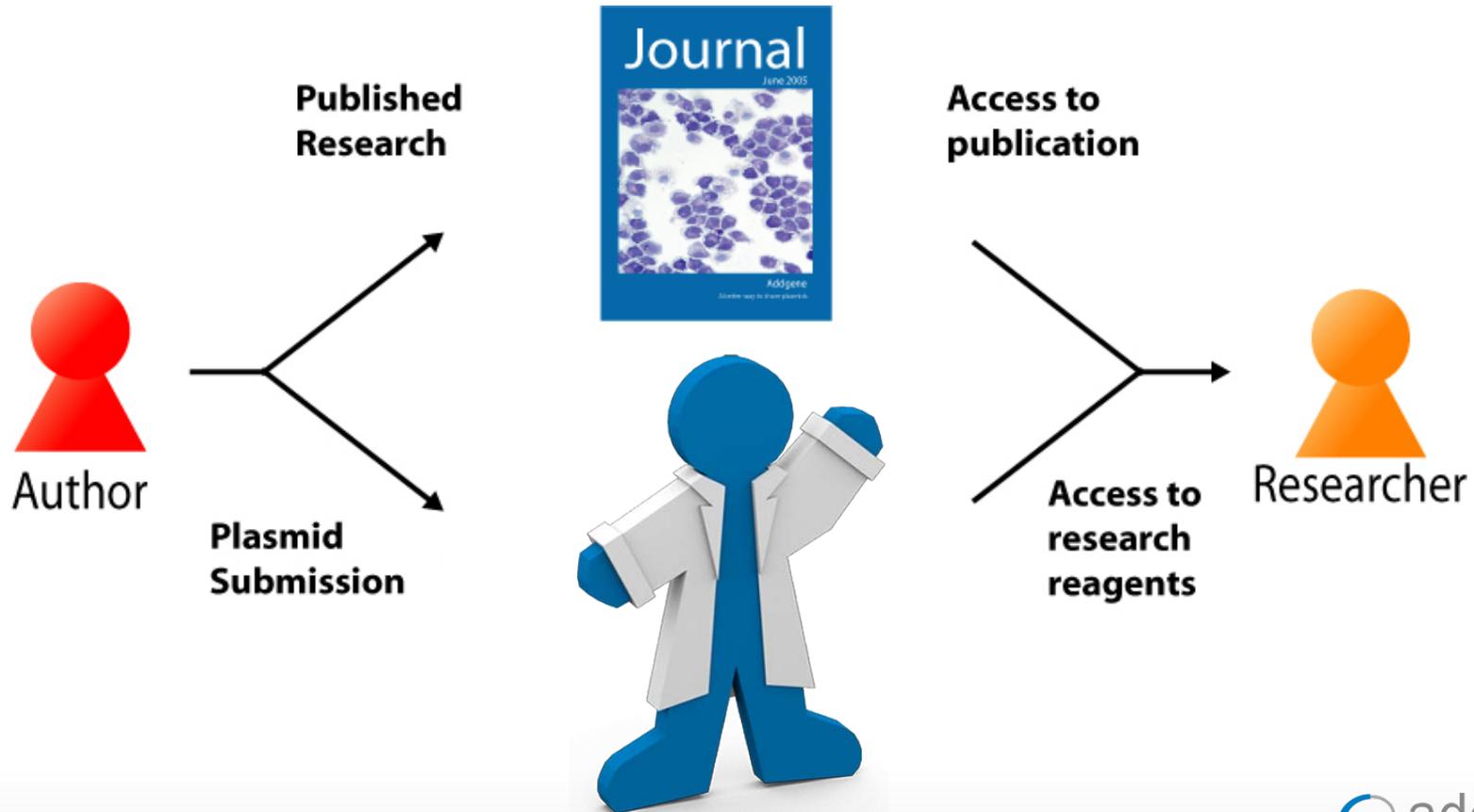




# Addgene Helps Scientists Share Plasmids

*Non-profit, mission driven company dedicated to facilitating collaboration and sharing in the scientific community*

*We fund this mission by making it easy to share plasmids!*





# Addgene Statistics

- **>22,000** plasmids stored
- From **>1,450** contributing labs, 290 institutions worldwide
- **>1,600** plasmids shipped each week
- **47%** shipped to scientists outside the United States
- Samples shipped within **2 business days** of MTA approval



*“I do science differently because I can use the Addgene library to find reagents”*



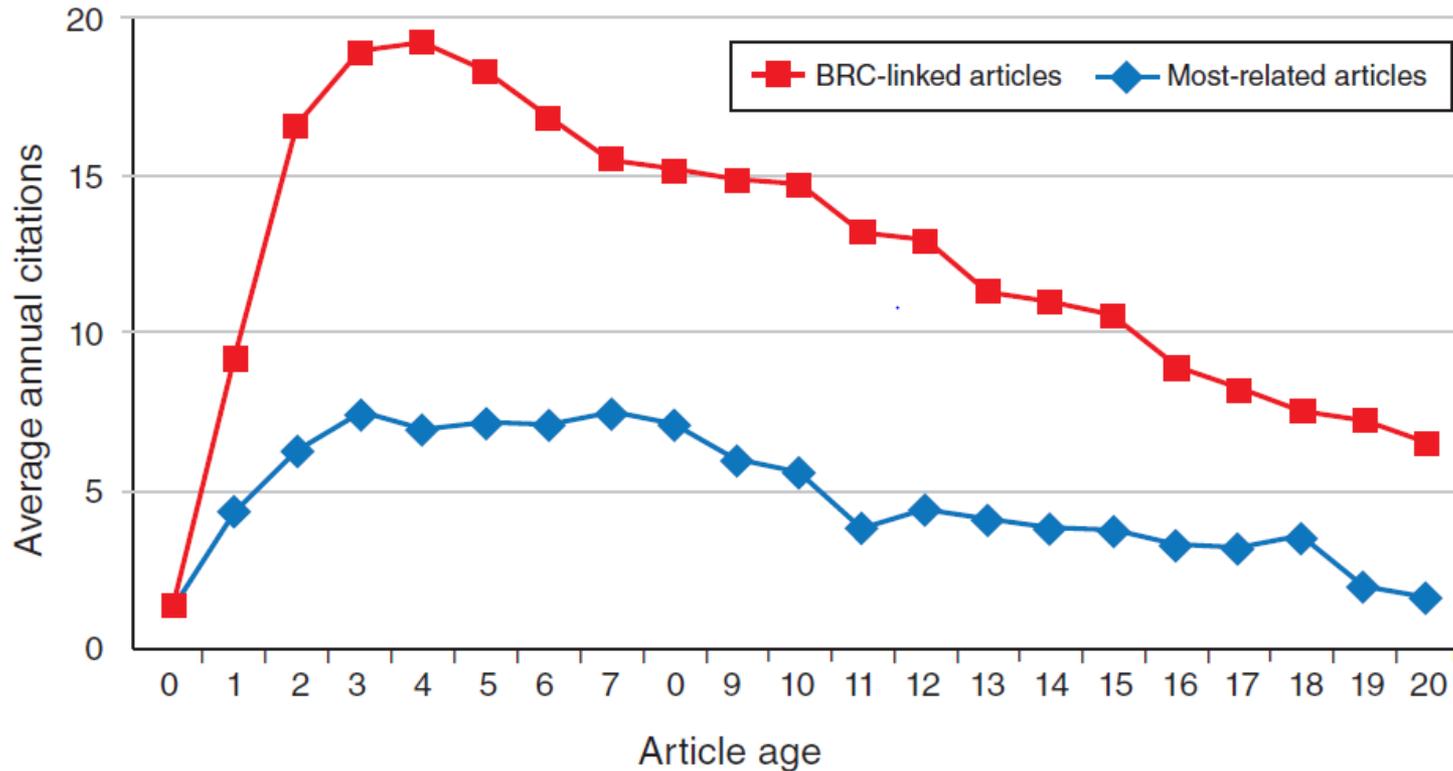
# Benefits of a Central Plasmid Repository

- Time saving: Avoid spending the day shipping out requests
- Convenient: Gain access to many laboratories' plasmids through one request.
- Archived: No loss due to turnover of lab members
- Gain exposure: Have new labs (outside your field) become exposed to your work
- Standardization: Archive historical clones and standards, rigorous QC
- Easy record keeping: Get a list of who has your plasmids any time (for grants or Tech Transfer offices)
- Collaborative: Participate in our Community!





# Depositing in a Biological Resource Center Increases Citation Rates



***“Climbing Atop the Shoulders of Giants: The Impact of Institutions on Cumulative Research.”***

Jeffrey Furman and Scott Stern. *American Economic Review* 101.5 (2011): 1933–1963.

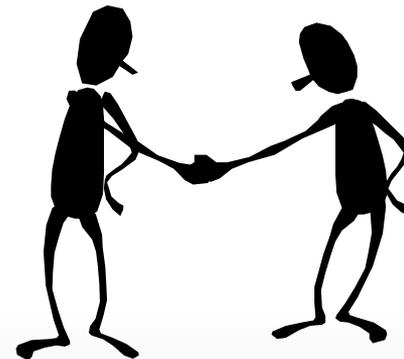


 **addgene**  
A better way to share plasmids



# What is “Networking”?

- Connecting with people to create opportunities – for both yourself and others in your network
- A reciprocal process in which you share ideas, leads, information, advice, brainstorming
- Networking can occur both within and beyond your professional life
- **Developing relationships (not just contacts) is the key to having access to opportunities and help**





# Why is Building Diverse Relationships Important to You?

- Makes professional life more satisfying & contribute to a positive experience at work
- Creates opportunities (but NOT just for job hunters)!!
- Jumping off point for enriching collaborations
- Provides a support system
- Helps develop confidence & professional identity

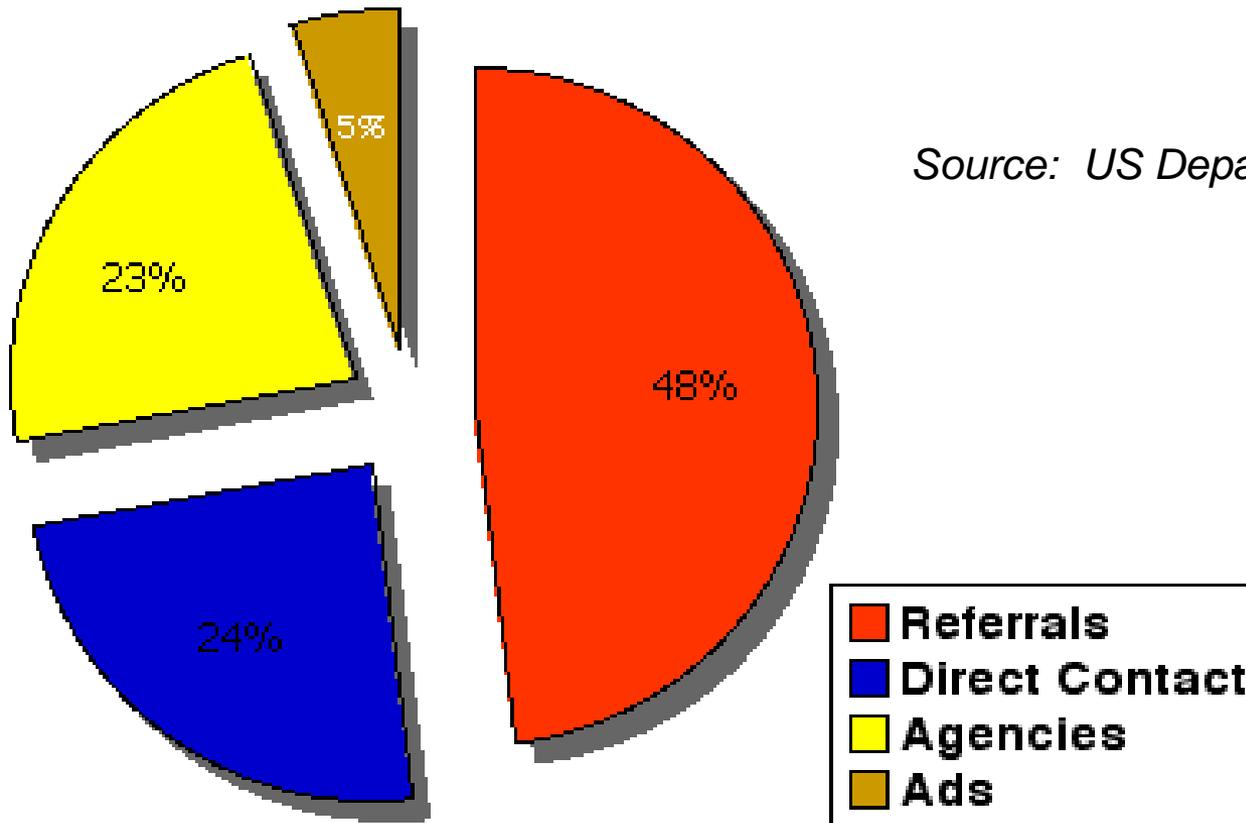


# Yes, Even Scientists Need a Network

- People you know who are actively interested and working in your career field
  - Some of them may end up on your Grant Review committees
  - This is your pool of potential collaborators
- Post-docs grad students past and present
- Faculty, administrators, at your institutions
  - Try getting things done in your department without these strong ties
- Members of professional societies, conference attendees
- Professionals at NIH, NSF, FDA, USDA, DOE
  - Granting agencies
- Other soccer coaches...
- *Crash Course on Socializing at a Scientific Conference* ([Thesiswhisperer.com](http://Thesiswhisperer.com))



# How People Get Jobs



Source: US Department of Labor, 2001

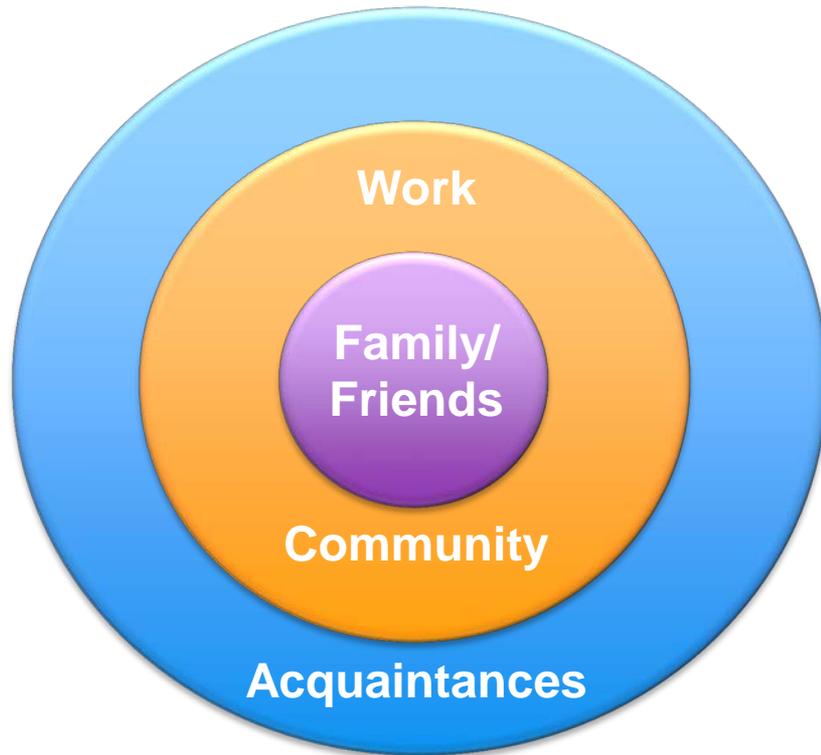


# Steps for Developing Your Own Network

- Identify your network
- Connect
- Mingle & Meet effectively
- Listen & help
- Ask for help
- Follow up



# Identify Your Network



- Everyone has a core network
- Grow your network by taking advantage of opportunities to meet people
- Grow your network by thinking strategically
- You never know where connections will lead



# Take the HGP Quiz

1. Do you interact on a 1:1 basis with more than 25 colleagues a day?
2. Will your work suffer if you are absent because no one else can do what you do?
3. Do you enjoy spending your time with a close-knit group of friends and colleagues
4. Do you have a range of interests and belong to very different organizations (sports clubs, art groups, volunteer organizations etc.)
5. Are most of your friends different from you in terms of their careers, tastes in social activities and lifestyles?
6. Are most of your acquaintances unknown to each other?

*If you answered yes to:*

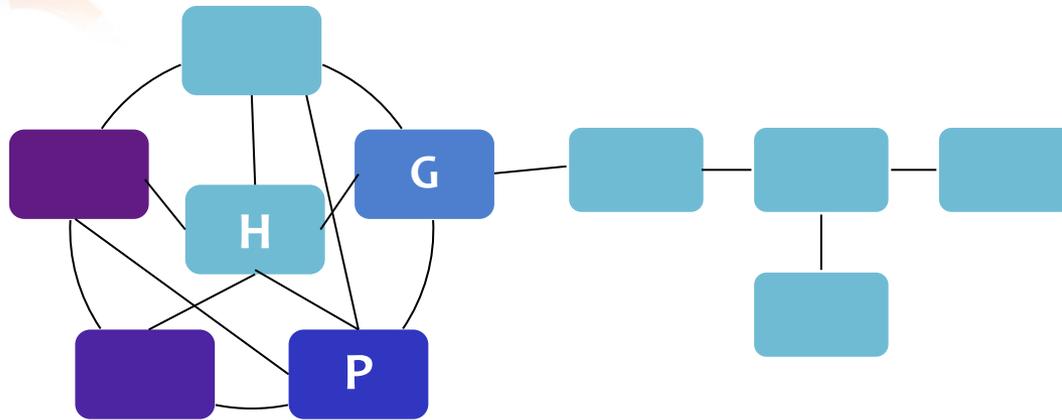
*1 & 3 – you may be a “Hub”*

*2 & 6 – You may be a “Gatekeeper”*

*4 & 5 – You may be a “Pulsetaker”*



# Building a Network Strategically



Watch out for the 5-8% of people who have disproportionate influence  
These are “Critical Connectors” in a professional network

## Hub

- Directly connected to many
- Interested more than interesting (not a gossip)
- Disseminates info in an organization

## Pulsetaker

- Get the word out quietly about what’s going on
- Take the mood of a group in a change situation
- Access the people who know the right people

## Gatekeeper

- Holds the boundaries between groups
- Can be +ve or -ve (like a manager that never delegates)
- Makes connections and keeps these relations positive



# Connect



- Network “build” – from informal to formal
- Become **active** in groups, both professional and social
- Invite and connect with guests speakers and visitors
- Try having lunch with another human being twice every week!
- Be open to online networking opportunities (but don't rely on this impersonal method)
- Successful networking is a two-way street, and should be mutually beneficial
  - What can you offer?
- **Any time you meet people it is a networking situation!**



# Meet & Mingle Effectively

- Good networking is a bit tiring and sometimes scary
- Some assertiveness and initiative are required
- Come prepared — do your homework
  - For a formal event, research background on participants
- Join in group discussions
- Talk to someone who is standing by themselves – I guarantee they will appreciate it
- Talk one-on-one... move on if you want to after 5-10 min but don't keep track
- **Prepare and practice a brief intro as relevant to the occasion**



# First Contact: The “Elevator Speech”?

- Should be able to finish in the time it takes to go 10 floors in an elevator (remember, you never know where you will meet someone)
- Practice it, sharpen its focus, eliminate unnecessary words and awkward constructions... but try to make it sound natural, don't ramble (write it out, practice it on friends and relatives)
- Develop versions of your intro for different situations and audiences
- Include a compelling "hook," or story, an intriguing aspect that will engage the listener, prompt questions, keep the conversation going
- Don't get bogged down with jargon or scientific detail





# A Word on Teaching Your Name



- Have a business card (even students and post-docs, try [Vistaprint.com](http://Vistaprint.com))
- Wear your name tag on your right shoulder (women too) so people can see it easily when you shake hands
  - If your name tag is on one of those strings, shorten it
- For goodness sakes...learn how to shake hands (most countries)
- Say your name CLEARLY, repeat it if it's a tough one, make a joke about its pronunciation, share a nickname
- If you didn't hear their name the first time, ask them to repeat it, use it while you are chatting to help you remember



# Listen & Help

- Listening - a much under-rated networking skill
  - “Good networkers have 2 ears and 1 mouth and use them proportionally”
  - Ask open-ended questions
- Pay attention to what people have to say
- Think of ways in which you might be able to help their needs or refer them to someone who can
  - Ask for their resume, pass it on
- Never bad-mouth people
- Don't keep score
  - What goes around comes around
- Practice this by introducing a person you just met to someone else





# Networking Exercise: What do you do/work on?

- Let's practice
- First some examples...volunteers please?
- Introduce yourself to your partner, give your name clearly and take 1 minute to tell them what you do—then switch
- Did your partner do this well?



# Ask for Help

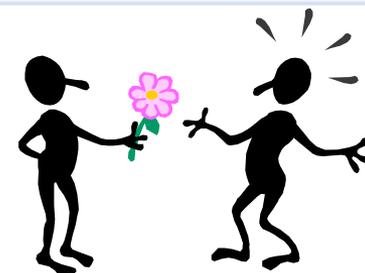
- Let others know what your needs are
- Leads, ideas, names, and contact info can be granted with minimal time and effort
- Access to others' networks is earned (via familiarity and trust)
- Make sure to ask questions and do your homework to find out the best ways to reach the right people
  - Attending meetings, conferences, formal networking events
  - Participating in organizations
  - Volunteering





# Following up

- This is the relationship building part
  - Relationships need nurturing
- Show appreciation
  - Send a thank you to someone who helped you succeed
  - Schedule coffee
- Follow-up new contacts with a note or call
  - Perhaps with follow up information or “something additional you thought of”
  - Share pre-prints, protocols or data results of interest to that person
  - Offer help if you can!
- Follow the industry (e.g. Fierce newsletters) and email contacts when good things happen at their companies
- Stay in touch on Linked in by commenting or following their comments
- Go to the same organization events over and over to get to know the regulars (and/or become a volunteer)
- Invite connections to speak at a conference or event





# A Note on Social Media

- Don't put dumb stuff on Facebook (enough said)
- Get on Linked In, or maybe Viadeo
  - Linked In should look as good as/better than your resume
  - Take time to make a good profile—keep it current
  - Put up a professional, clear picture
  - DO invite people you have really met and talked with
  - DO use it to remind yourself details about people you will meet (especially for interviews!)
  - NEVER use the generic Linked In invite text
  - DO NOT ask people you don't know for connections or favors or recommendations



[linkedin.com/in/joannekamens](https://www.linkedin.com/in/joannekamens)



@JKamens  
@Addgene



# Being Referred...



- Copy the referring party on **initial** correspondence with the new contact
- Make sure you have prepared for contacting your new resource
  - If the original contact gave you inside information, make a note and reference it in discussions
- Ask specific questions that are easily answered
- Always THANK someone for their time
  - A written note is appropriate if you meet someone in person but email works for most things these days
  - Thank the original contact—this strengthens THAT connection
- Stay in touch, send an article, information or a progress update





## Other Tips

- We all have something to offer
- Go ahead and try something new – you can always return to the old way
- Stay in touch with your contacts even when you need nothing from them
  - Focus on people with whom you develop a rapport
- Networking takes time
- Identify strong mentors that can help initiate strong networks
- **My favorite networking secret..... be memorable!**
  - The secret of first impressions



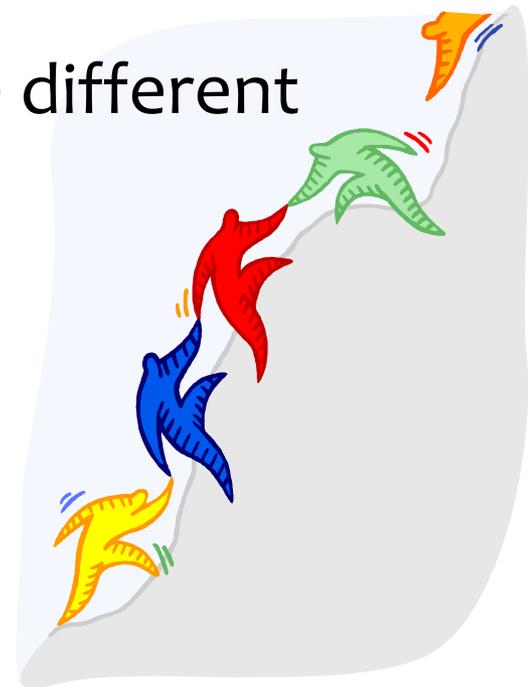
# Where Can I Practice?

- In your department
  - Be a speaker, symposia, conference organizer or session chair
  - Make it a rule to meet one new person every time you go to a talk
- NPA—National Post-docs Association
- Professional organizations often have student and post-doc volunteer/leadership opportunities
  - AAAS, ACS, AAI, etc.



# Why Should I Get Involved?

- That is a whole other seminar
- You might get lucky and not need any connections or leadership skills... but why take chances?
- Different organizations can provide different opportunities
  - Shop around
  - Pay it forward





Thanks for Listening  
Questions?

## Savage Chickens

by Doug Savage

