Marketing Yourself for a Successful Career

Sponsored by the APS Trainee Advisory Committee
Chaired by Ijeoma Obi, University of Alabama at Birmingham and Miguel Zarate, University of Colorado School of Medicine

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For more information and to listen to other presentations: the-aps.org/Marketing-Yourself
CAPITALIZING ON SOCIAL NETWORKS TO BUILD A SUCCESSFUL CAREER

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Take a Quick Pulse…

• What types of people do you need in your network?
• What are the challenges to networking or engaging your network?
• Where is the best place to network?
“Capitalizing on Social Networks to Build a Successful Career”

I'm not a ride or die chick.
I have questions.
Where are we riding to?
Is there food there?
Do I have to talk to anyone?

@SMARTASSANDSASS
“Capitalizing on Social Networks to Build a Successful Career”
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“Teamwork makes the dream work” – Hannah Welper
What Types of People Do you Need in Your Network?

Adapted from “3 Types of People You Definitely Need in Your Network” The Muse
• **The Visionary:** Helps you dream and may see things with a fresh eye. Leaves you with fresh ideas and feeling energized

• **The Realist:** Keeps you grounded and balances The Visionary. Helps you convert your dreams to practice and plan.

• **The Connector:** Has an established network and can guide you to the person you need. Expresses an interest in you and commitment to your advancement.

• **The Do-er:** Has the tools and expertise to get things done. May or may not be able to help you dream and plan, but can help execute.

• **The Friend:** The poor soul who gives you a shoulder when you need to boo-hoo about life (and we all need to boo hoo sometimes. May or may not offer advice
My career and promotion network
What are the challenges to networking or engaging your network?

• “Being an introvert, I am most comfortable in small groups or one-on-one”
• “Getting up the nerve to speak to strangers”
• “It's a challenge to break in and introduce yourself where there are cliques”
• “I am not quick with small talk”
• “Conversational skills—I can generally carry on a conversation, but there are some people I am entirely awkward with, and I cannot clearly identify why”
• “How do I exit a conversation gracefully?”
• “Scheduling to attend an event due to time constraints, and sometimes cost”
• “How do I find groups that I ‘fit’ with?”
• “How do I follow up? How do I maintain my relationships?”
• “I don’t think I bring as much to the table as others”

Adapted from Top 10 Networking Challenges Solve, BCBusiness
Advice For Capitalizing on Social Networks...

Don’t Focus on Building Networks
Build Relationships

“Instead of focusing on imagined rewards, focus on serving. “Instead of asking ‘how can I secure resources?’, ask ‘how can I serve?’” – Daniel Lapin, paraphrased by Melissa Bates
### Five Modes of Human Interaction

<table>
<thead>
<tr>
<th>Mode of Interaction</th>
<th>How much the other person trusts you</th>
<th>Exchange Balance</th>
<th>The Reputation You Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steal</td>
<td>Severe Distrust</td>
<td>Completely Unequal</td>
<td>Bad</td>
</tr>
<tr>
<td>Beg</td>
<td>Trust Only When Necessary</td>
<td>Unbalanced</td>
<td>Not good</td>
</tr>
<tr>
<td>Deal</td>
<td>Severe Distrust</td>
<td>Reciprocal</td>
<td>Neutral</td>
</tr>
<tr>
<td>Like</td>
<td>Genuine Trust</td>
<td>Balanced</td>
<td>Favorable</td>
</tr>
<tr>
<td>Love</td>
<td>Complete Trust</td>
<td>Free Exchange</td>
<td>Very Favorable</td>
</tr>
</tbody>
</table>

Relationship Where You Give Openly

Adapted from “Network Your Way Into Work: My Friends Are Your Friends,” Science
Two Types of Networks

“Egos who have provided...support to many alters are more likely to receive emergency support from any given alter” – Wellman and Kenneth

Where Is the Best Place to Network

• Your Institution
• Academic Societies
• Friendship Circles
• Committees
• Twitter
• Blogs
• LinkedIn
How Do You Build Networks With People You Don’t Know

- Use current connections to build new connections
- Be present and be interested
- Recognize others’ contributions
- Be collaborative
- Talk about yourself less and your colleagues more
- Add value
- Do your research first
- Make introductions
- Take notes and be clear about intent
- Keep making contact and keep your word

Adapted from The Dos and Don’t of Trust-Based Networking
Networking at Scientific Conferences

- Look up the speakers and other attendees in advance and contact them for meetings.
- Know your connections
- Dress however makes you most comfortable and confident.
- Prepare a quick sentence of how you’ll introduce yourself.
- Ask questions after people speak and at posters
- Use social media related to the event
- Talk to people at exhibitor booths!
- Look for committee opportunities
- It’s ok to be yourself
- Make plans to follow-up ... and actually do it
- Say “thank you”

Adapted from 10 Tips for Easier Networking at Scientific Conferences
My Network
Over the Last Week
Resources That Have Helped Me
Questions