AMERICAN PHYSIOLOGICAL SOCIETY
ANNUAL MEETING
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
Marketing Yourself for a Successful Career

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Quiz

Marketing yourself is __________ for a successful career.
A. Critical
B. Helpful
C. Not necessary
Steps to Strategic Marketing

1. Why does it matter
2. Ways to self-assess
3. Developing an elevator speech
4. Networking
Why does it matter

• How are you perceived- in person, through your writing (articles, grants, CV), on social media- will determine how others respond to you.

• Organize your career like you would your experiments (quality in = quality out)
Marketing Strategy Planning Template

• **Who**- peers, reviewers, community
• **What**- research area, technique, other skills
• **Where**- local, societies, social media
• **When** do you start- now
• **Why** you- value to the system
• **How**- what strategies
Self-Assessment

Core Competencies of Graduating Biomedical Science PhD Students

- 01 Discipline-Specific Conceptual Knowledge
- 02 Research Skill Development
- 03 Communication Skills
- 04 Teaching Skills
- 05 Professionalism
- 06 Leadership & Management Skills
- 07 Career Exploration
- 08 Personal Development
- 09 Responsible Conduct of Research (RCR)

https://drexel.edu/medicine/academics/Graduate-School/biomedical-core-competencies-phd/
## Core Competencies for Graduate Students

<table>
<thead>
<tr>
<th>Competency</th>
<th>Elements</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Self-Awareness/Self-Assessment</td>
<td>Emotional intelligence, Interpersonal skills, Personal/professional identity, Self-improvement and growth - feedback, Wellness, work-life integration, resilience, Financial literacy, Change management</td>
<td>Ability to critically develop interests, attitudes, abilities, skills, and values to inform decision making processes</td>
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<tr>
<td>Communication</td>
<td>Effective communication, Interpersonal understanding, Mentoring relationships, Collaboration and team-building, Networking</td>
<td>Ability to communicate, both orally and in writing, for various audiences. Ability to empathize, listen, and be sensitive to others. Ability to effectively respond to advice and criticism, as well as be able to guide and provide constructive criticism. Ability to contribute to groups, avoid and/or resolve conflicts, motivate others, and foster a collaborative environment. Ability to build relationships with others, establish rapport.</td>
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<tr>
<td>Academic Development (Scholarship, Teaching &amp; Mentorship)</td>
<td>Conceptualize research/scholarship, Teaching Initiative, Critical thinking and problem solving</td>
<td>Ability to define a research question and strategically plan an approach. Ability to plan a course, implement activities, and assess student learning. Ability to be pro-active, self-motivated, persistent and decisive. Ability to generate and test theories and seek solutions to problems.</td>
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<tr>
<td>Leadership &amp; Professionalism</td>
<td>Professional ethics, Goal and milestone planning, Leadership of diverse teams, Problem solving strategies and solutions, Evaluation and feedback</td>
<td>Ability to behave in a manner consistent with the ethical standards of a given field. Ability to strategically plan and set goals and milestones. Ability to lead a group, create a vision, build a sense of purpose, and motivate a group regardless of their race, gender, sexual orientation or religious affiliation. Ability to define a problem and devise solutions with sensitivity to the context. Ability to provide constructive criticism.</td>
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<tr>
<td>Career Development</td>
<td>Personal and professional organization/planning, Professional flexibility, Professional competitiveness</td>
<td>Ability to set goals for your personal and professional life and envision how to achieve those goals. Ability to develop skills that are useful in multiple work environments. Ability to develop materials and utilize resources that will make you competitive on the job market.</td>
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http://gradprofdev.web.unc.edu/core-competency-framework/
<table>
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<tr>
<th>Actions</th>
<th>Early Stage</th>
<th>Mid-Stage</th>
<th>Late Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self-Awareness/Self-Assessment</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication</td>
<td>▪ Initiate mentoring relationships</td>
<td>▪ Develop presentation skills for discipline and non-discipline specific audiences&lt;br&gt;▪ Write for both technical and non-technical audiences&lt;br&gt;▪ Communicate with mentors effectively&lt;br&gt;▪ Present research at national conferences&lt;br&gt;▪ Publish research/scholarship</td>
<td>▪ Present research at national conferences&lt;br&gt;▪ Publish research/scholarship&lt;br&gt;▪ Maintain professional networks</td>
</tr>
<tr>
<td>Academic Development</td>
<td>▪ Connect coursework to research &amp; scholarship</td>
<td>▪ Develop collaborative relationships to support research projects&lt;br&gt;▪ Attend teaching workshops&lt;br&gt;▪ Assess and modify research plans&lt;br&gt;▪ Develop a teaching portfolio&lt;br&gt;▪ Serve as manuscript reviewer for journals in your field&lt;br&gt;▪ Mentor undergraduates</td>
<td>▪ Form dissertation writing groups&lt;br&gt;▪ Synthesize teaching statement/portfolio&lt;br&gt;▪ Finalize projects and submit approvals&lt;br&gt;▪ Formulate 5-year research plan</td>
</tr>
<tr>
<td>(Scholarship, Teaching &amp; Mentorship)</td>
<td>▪ Seek funding to support projects&lt;br&gt;▪ Explore resources to support academic development&lt;br&gt;▪ Attend TA orientation &amp; teaching workshops&lt;br&gt;▪ Plan research projects&lt;br&gt;▪ Seek out teaching opportunities&lt;br&gt;▪ Mentor undergraduates</td>
<td>▪ Attend Ethics trainings and seminars&lt;br&gt;▪ Create an Individual Development Plan (IDP)&lt;br&gt;▪ Seek leadership and service opportunities&lt;br&gt;▪ Join professional organizations and build internal and external networks</td>
<td>▪ Serve as a role model for junior graduate students&lt;br&gt;▪ Maintain professional networks&lt;br&gt;▪ Plan for transition after graduate studies</td>
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<tr>
<td>Leadership &amp; Professionalism</td>
<td>▪ Explore University Career Services resources&lt;br&gt;▪ Complete self-assessments&lt;br&gt;▪ Develop career goals&lt;br&gt;▪ Create a CV</td>
<td>▪ Identify external opportunities, internships, work experiences aligned with career goals&lt;br&gt;▪ Document research and teaching accomplishments&lt;br&gt;▪ Modify career goals if needed&lt;br&gt;▪ Document research and teaching accomplishments on CV</td>
<td>▪ Finalize CV, cover letters, research and teaching statements&lt;br&gt;▪ Apply for positions aligned with your career goals&lt;br&gt;▪ Learn how to interview and negotiate job offers</td>
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Quiz

You should identify your strengths and weaknesses in order to:

A. Work on your weaknesses
B. Focus on your strengths
Google your name

• What are the top hits
• Authorship is one of the best ways to build your personal brand
• Other ways-
  – Blogging
  – Social media- Linked-In, Facebook, Twitter, You Tube, Pinterest, Snapchat, Instagram
Your CV

• Your image on paper
• CV = whole life, includes all academic activities
• Get examples
• Be specific
  – I review for some journals.
  – I have reviewed on average 8 manuscripts a month from over different 100 journals for the past 12 years, giving a total of >1100 reviews.
Cover letter

• Tailor to the job
• Be specific about what you can do, why this job, & who you could collaborate with that is there
• End with a thank you
• No typos (sloppy letter = sloppy work; lack of attention to detail)
In person

- Make eye contact, firm hand shake
- Show confidence & smile
- Hand out your business card (or connect somehow)
- Be specific in your goals
- Follow up thank you
Networking: Getting on the radar

- Locally, nationally, internationally
- Introductions by your mentors
- Asking questions at talks
- Being involved
- Social media—equalizer
Elevator Speech

• 2-3 sentences summarizing your area
• Think in terms of 4-6 keywords
  (myocardial infarction, inflammation, extracellular matrix scar, physiological omics)
• Have summary for posters too
Examples of promotion

- Word Clouds
- Google Scholar
- Research Gate
- Academia.edu
- Publon
- Linked In
- Facebook
- Twitter
Quiz

How do you connect?

A. LinkedIn
B. Facebook
C. Twitter
D. Instagram
E. Snapchat
F. Other
Conclusions

Being pro-active in marketing yourself allows you to have control over your career.

The best plan is one that is tailored to your goals.
Acknowledgements

Resources: https://www.slideshare.net/stedwards/marketing-yourself-for-academic-success-center

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Current Team: John Daseke II, Osvaldo J. Rivera Gonzalez, Fritz Valerio, William J. Kalusche, Shelby Konfrst

Positions are available Email me for details