

ASPIRE Module: Networking Pacing

6 Tuesdays

9a-10a

Led by Ashley Brady, PhD

Sept 25 | October 2 | October 9 | October 23 | October 30 | November 20

LST|CON November 15

Slides and handouts:

<https://medschool.vanderbilt.edu/aspire/2018-fall-aspire-networking-pacing-module>

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Vanderbilt University

September 25, 2018

ASPIRE Networking Pacing

Everyday Networking

Session 1

September 25, 2018

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ASPIRE Networking Pacing Workshop

1. Overview of Networking and Intro to Elevator Pitches
2. Practicing Elevator Pitches and Preparing for an Event
3. Individual Goals for LST|CON (or other conference) and Navigating Conversations
4. Requesting a meeting and follow-up
5. LinkedIn Power Boost
6. **Attend LST|CON**
7. Post-event de-briefing and Strategies going forward



November 15 | 21C Museum Hotel| Nashville, TN

WHAT IS LST|CON?

Life Science Tennessee's inaugural one-day, power-networking, and educational event, LST|CON, featuring industry experts and innovators. You'll network with other members, advocates and life science leaders to discuss the latest ideas, innovations and policies pertaining to our industry.

ALL IN ONE DAY.

- It's a fast-track, streamlined platform for members and industry leaders to share the latest technologies, news, and information that can power your business.
- **LST|CON** is the next new thing from Life Science Tennessee – an organization that you know from our effective advocacy, cutting-edge mentor network and strategic industry research.
- **LST|CON** is a powerful gathering that will provide you with updates on hot-button issues, as well as the knowledge and contacts you need to help you build your company and advance your technology.

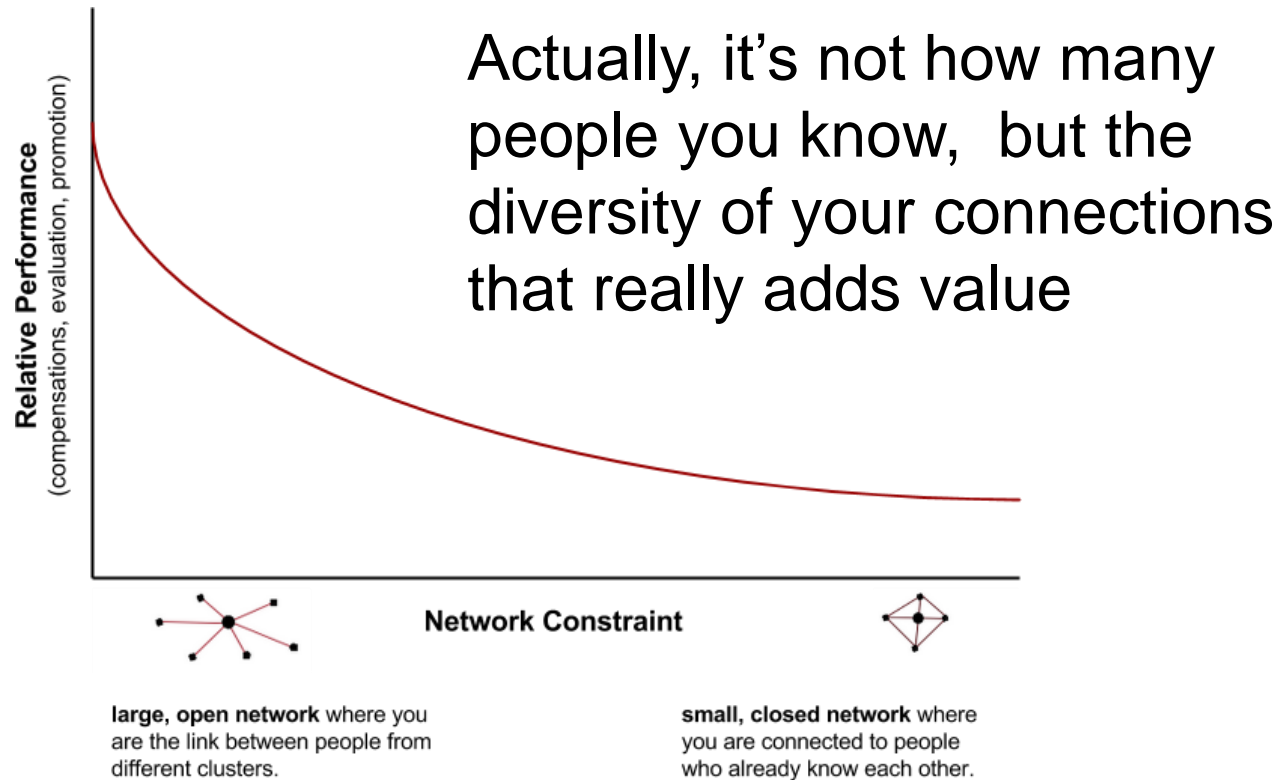
<https://www.lifesciencetn.org/curabitur-quis-mi-at/>

Why is Networking important?

- 60-80% of job opportunities are found through networking
- Adding value to all parts of your life
- An open network is the best predictor of career success (Forbes, Jan 2015)



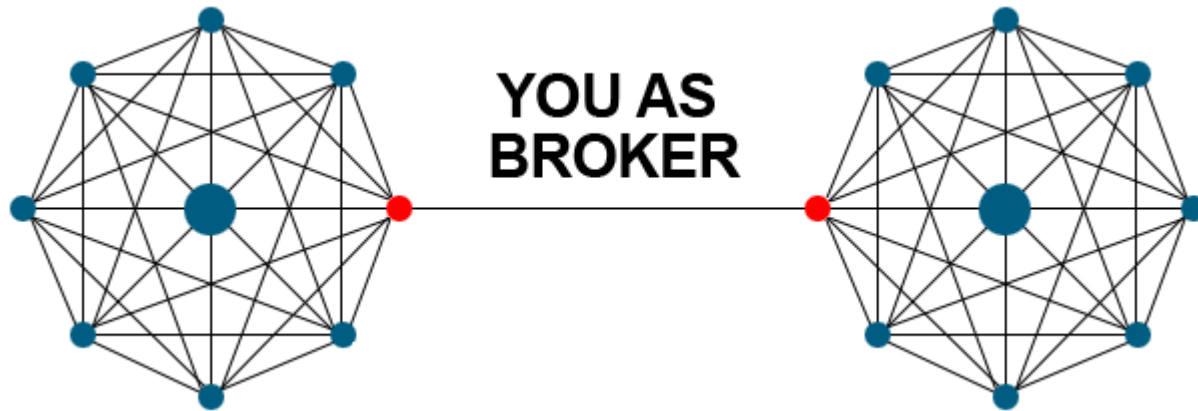
“Network With As Many People As You Can”



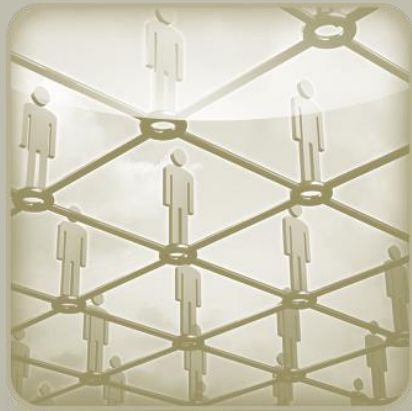
Network Science:

- The further you go towards a closed network, the more you hear same ideas
- Move more toward left, and you are exposed to new ideas

The Biggest Predictor Of Career Success Is Information Brokerage



1. More accurate view of the world
2. Control timing of info sharing
3. Serve as connector between groups
4. More breakthrough ideas



Linked  TM

Map your Network:

Open Source Tool:
<http://socilab.com/#home>

<https://ryzeapp.co/what-to-do-after-you-visualize-your-linkedin-network-with-socilab/>

1. ID macro groups
2. Search for Nodes
3. Pay attention to Outliers

France
postdoc

VU Grad School/Postdoc

VU Development

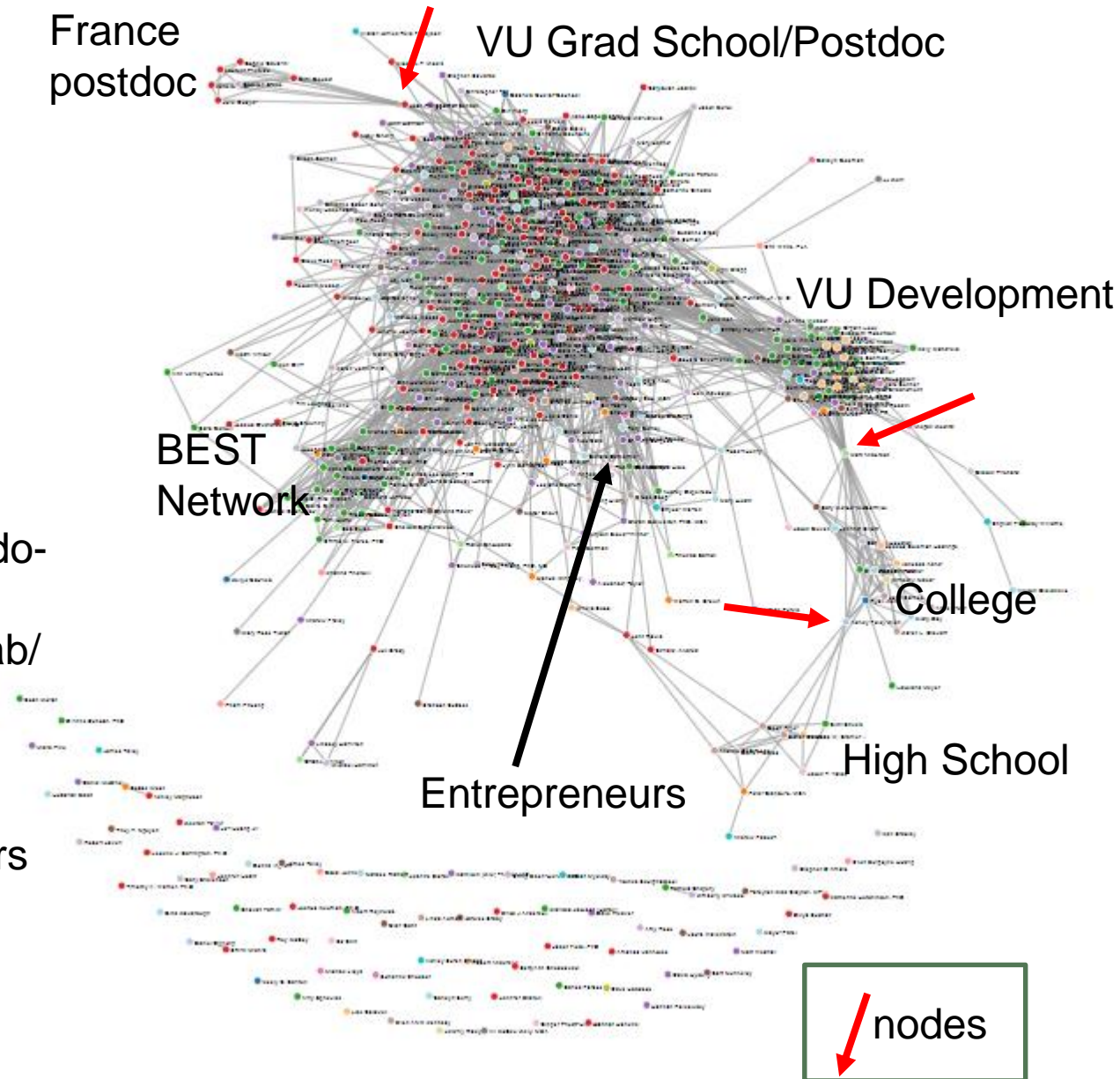
BEST
Network

College

Entrepreneurs

High School

nodes



Are you afraid of Networking?



Why do we hate networking so much?



Three keys to making networking more enjoyable:



1) Build it before you need it



Relationships take time and repeated positive interactions to develop

2) Give first— how can you help?



**You never know how someone you meet
may connect to your life at a later point**

3) Find a higher purpose

Identify a reason you are networking that isn't just self-serving:

1. Increase knowledge
2. To help your campus organization
3. Because you are interested in workforce development issues in TN



Build it: 4 Rules to Networking:

1. Know
2. Like
3. Trust
4. Buy



- Need to do these in this order.
- If you do 1/2 successfully, the rest will fall into place

Tips from Christopher Barrat (3:15)

Successful Networking - the ultimate guide

Christopher Barrat | TEDxAmRingSalon



13:15-15 min: Missed opportunity

16 min-end: Givers gain

https://www.youtube.com/watch?v=r-_iC4DUDCU

How to get people to know and like you?



BE INTERESTED, NOT
INTERESTING

RECITE

Made with  by recitethis.com

“Marketing” funnel

Draw people through your funnel through a series of positive interactions



* adapted from Mark Kuchner, “Marketing for Scientists”

2) Give first– how can you help?

What can you Give?

Students and postdocs often undervalue themselves and don't recognize that they, too, have much to offer

2) Give first– how can you help?

What can you Give?

Students and postdocs often undervalue themselves and don't recognize that they, too, have much to offer

1. Technical Expertise
2. Their own network
3. Access to other students and individuals on campus
4. Knowledge of Vanderbilt
5. Sounding board
6. Critical Thinking Skills
7. Gratitude for support from someone senior
8. Others?....

3) Find a higher purpose

What can that be?

Unique opportunities as a trainee:



✓ *Meet new people*

✓ *Ask for information*

✓ *Seek out mentors*

Unique opportunities as a trainee

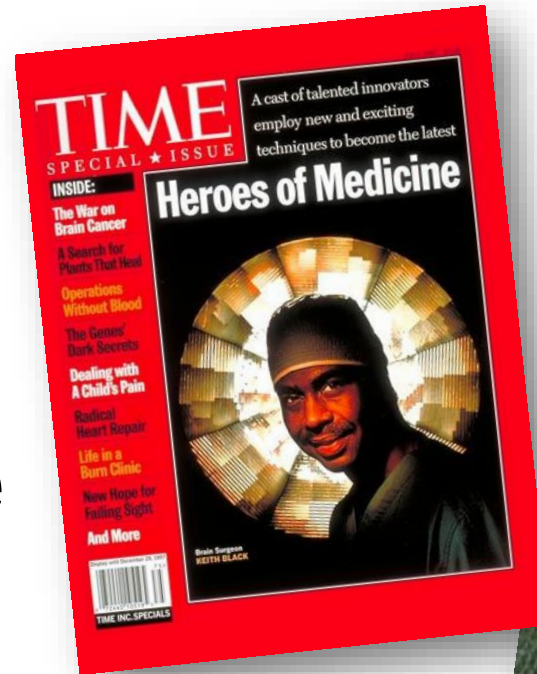
- Informational interviews!

- Be Prepared
- Mindful of their time
- Thank you
- Follow-up



Unique opportunities as a trainee

- Informational interviews!
- Invite someone to speak



Unique opportunities as a trainee

- Informational interviews!
- Invite someone to speak
- **Get involved**



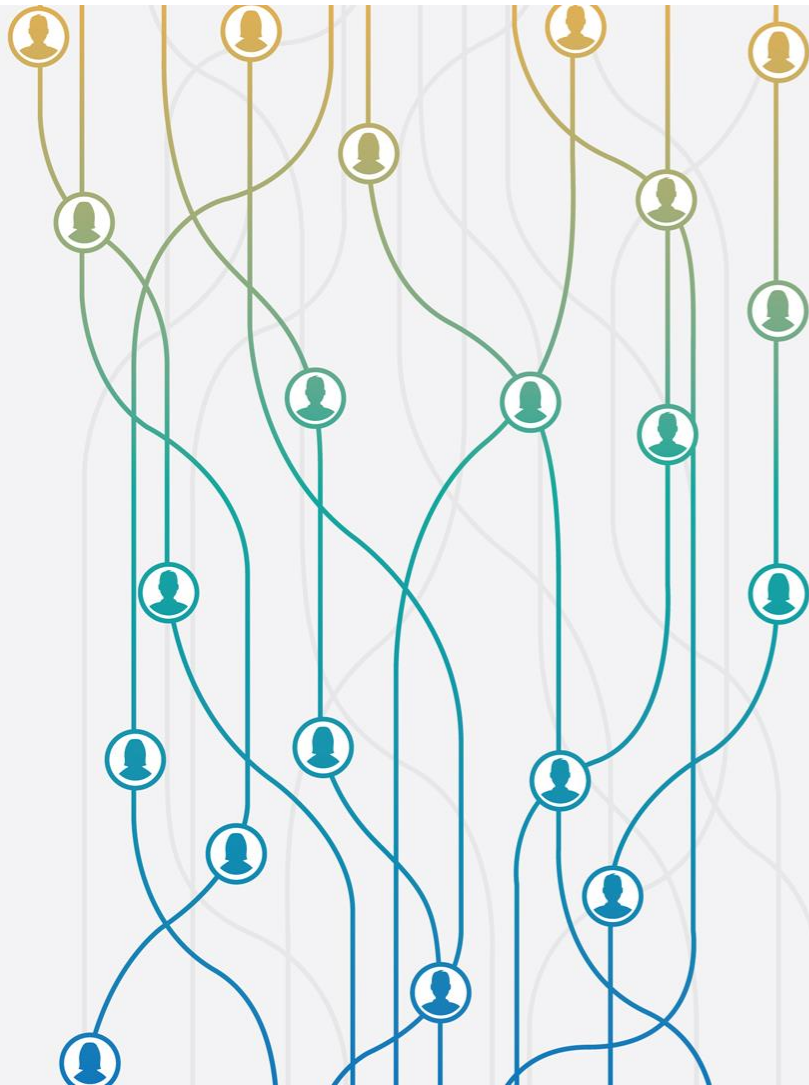
Unique opportunities as a trainee

- Informational interviews!
- Invite someone to speak
- Get involved
- Professional meetings



This is Networking!

- **Build it before you need it**
 - Always be open to meeting new people
 - Get involved
- **Give First!**
 - It's not about you—how you can help
 - Be interested, not interesting
- **Find a Higher Purpose**
 - Why are you networking?



Networking Diaries

Next 7 weeks:

- Note people you meet or talk to- can be anywhere
- Interesting connections you might make
- Missed opportunities

Mike Stein-- came to my talk, mentioned his book---> now a potential speaker idea for symposium or cafe

Matt Scanlan-- via LST --> VUMC
Government and Community Relations

Crafting a Compelling Elevator Pitch

What is an Elevator Pitch?



What is an Elevator Pitch?



A short, polished, and accessible summary used to quickly define a person, product, organization etc...

The name “elevator pitch” refers to the idea that it should be possible to deliver the summary in the time it takes to complete an elevator ride— approximately 30-60 sec.

Examples online:
Andrea Legary, MBA candidate
Asper School of Business



<https://www.youtube.com/watch?v=QK3ZdaoKXNQ>

Why do I need one/ What is the Goal?



What's the Goal?

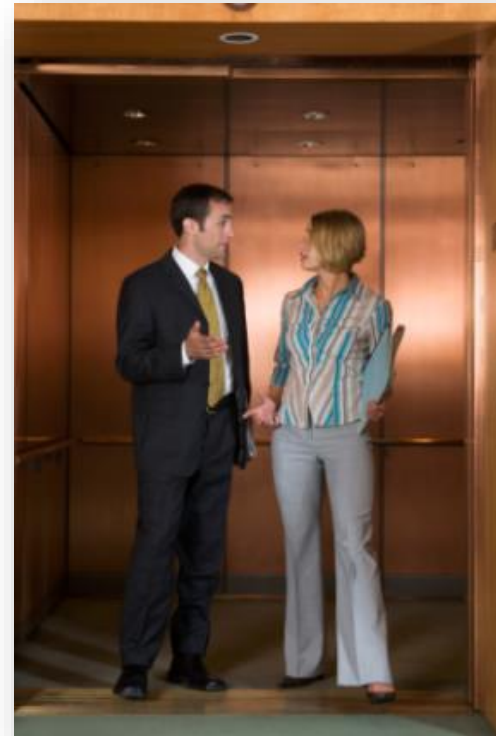
1. Create a memorable and positive impression
2. Open the door to further conversation

.....

(Not to tell someone everything you've ever done in point-by-point detail!)

Things to Consider

- Identify your audience
- Define your goal
- Emphasize everyday relevance
- Think about your research in terms of a *disease state*
- Introduce the problem/challenge you are working to solve
- Explain the impact of solving this problem– the “*So What?*”



Common Mistakes to Avoid

- Talking too much about yourself– “I am...” instead, “I work with (this disease/client) struggling with (this type of problem).”
- Put yourself in your listener’s shoes: They are trying to quickly decide how you might help them, or how they can relate to you.
- Too vague or general, too long or rambling, too much jargon
- Using weak words– choose powerful verbs instead
- Overly rehearsed or inauthentic



Recipe for your Elevator Pitch

Take 10 minutes to work on this:

Basic Elevator Pitch

(Shoot for appx 30 sec= 90 words=5-8 sentences)

Identify your audience, goal

1. Introduce yourself and where you work
2. Tell what you do- think disease state!
- 3-4. Explain the problem/challenge
- 5-6. Offer a vivid example, if possible
7. Explain the impact of solving the problem– the “So What?”
8. (Optional)- What are you seeking from conversation/ ID next steps

Now, Fine Tune your message

1. Cut the jargon and details- make strong, short and powerful sentences
2. Keep your listener in mind– can they understand your terms?
3. Connect the phrases to each others to make the pitch flow
4. Memorize key points and practice
5. Double check that you have answered “what’s in it for me” for your listener
6. Tailor different versions for different situations
7. Ask a “lay” friend to read and give you feed back on your lay version.

Delivery

- ❖ Should be 30-60 seconds
- ❖ Practice for natural, conversational, effortless delivery
- ❖ Show confidence
- ❖ Let your passion come out
- ❖ Make eye contact



Listen/Watch for...

- Clarity
- Structure- who you are, what you do, why I should care (So what?)
- Audience engagement
- Timing (under 60 sec?)
- Body language?
- Is there a clear next step?

Let's try our own!

Homework:

Read articles linked on
webpage

Develop an elevator pitch to
share at the next session
(rubric handout)

*Don't forget to define your
target audience and tailor
appropriately!

