

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>

Ashley E. Brady, Ph.D.

BRET Office of Career Development

Vanderbilt University

October 2, 2018

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 (Nov 15, 2018)**
7. Post-event de-briefing and Strategies going forward



November 15 | 21C Museum Hotel| Nashville, TN

WHAT IS LST|CON?

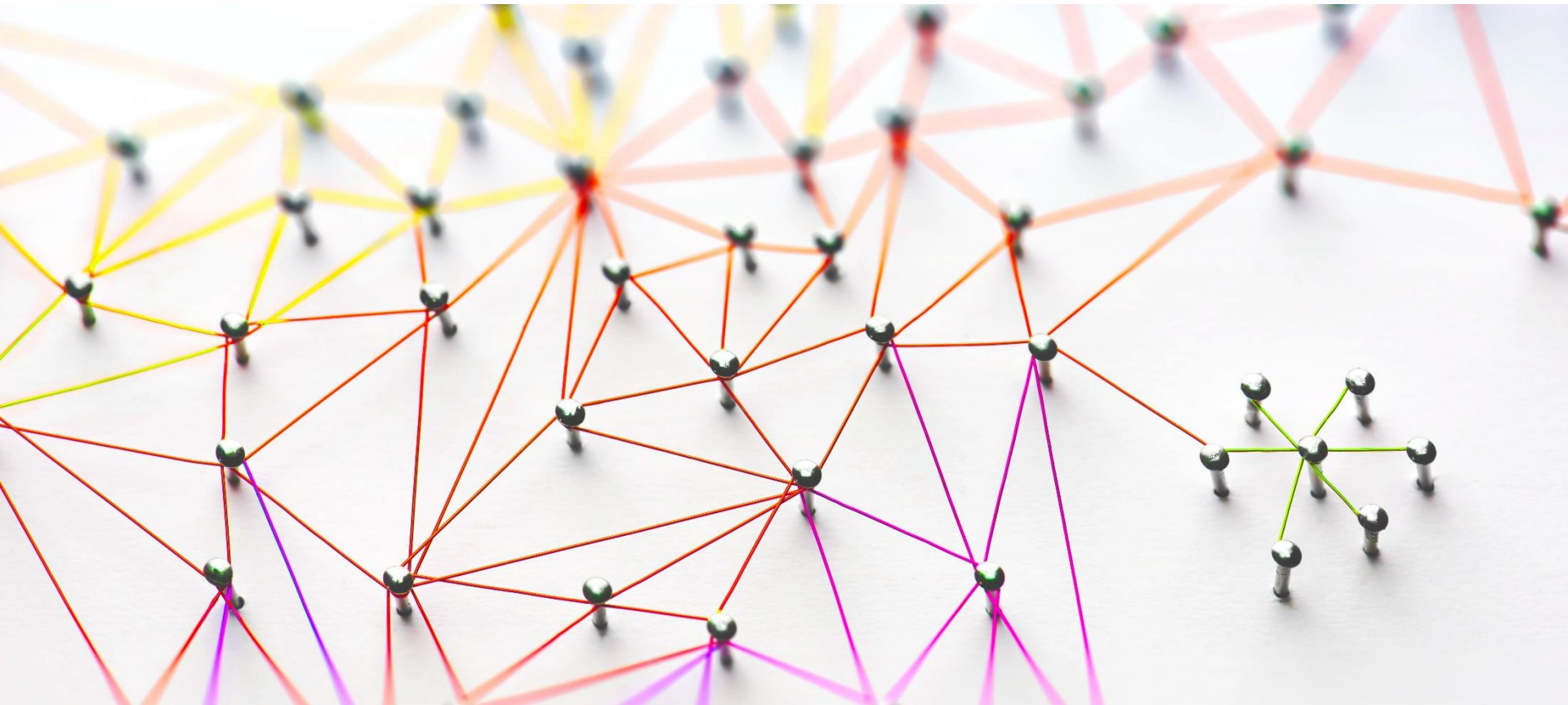
Life Science Tennessee's inaugural one-day, power-networking, and educational event, LST|CON, featuring industry experts and innovators. You'll network with other members, advocates and life science leaders to discuss the latest ideas, innovations and policies pertaining to our industry.

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/>

Networking Diaries Update?





Linked



PowerBoost

ASPIRE Networking Pacing Workshop
Session 5 | October 30, 2018

Ashley E. Brady, Ph.D.

Assistant Dean of Biomedical Career Engagement and Strategic
Partnerships

BRET Office of Career Development

Vanderbilt School of Medicine

Three ways LinkedIn helps you connect



Build a professional online identity



Connect with people you know and build and develop your network




Research career paths, companies, and job opportunities


Who uses LinkedIn already?

- What about other social media?
 - Twitter?
 - ResearchGate?





Most Important Places to Address

- Profile Picture
- Background Image
- Headline
- Summary
- Up-to-date email
- Multi-media



 Jessica Overstreet, PhD • 1st
Lilly Innovation Fellow at Vanderbilt University
Greater Nashville Area, TN

[Message](#) [More...](#)

 Vanderbilt University
 Albany Medical College
 See contact info
 See connections (378)

My research is funded by the Lilly Innovation Fellowship Award (Eli Lilly) to investigate novel therapeutic targets underlying diabetic kidney disease through an academic-industry partnership [Mentors: Shannon Harlan, Ph.D. (Eli Lilly) and Ray Harris, M.D. (Vanderbilt University)].

I have expertise in delineating disease-mediating signal transduction mechanisms in cancer and fibrosis through biochemical approaches and utilization of pre-clinical mouse models showcased in 13 publications. My postdoctoral research has been awarded Top Oral Abstract by Trainees at the 2016 American Society of Nephrology Kidney Week Conference, awarded First Place in Basic Science Research

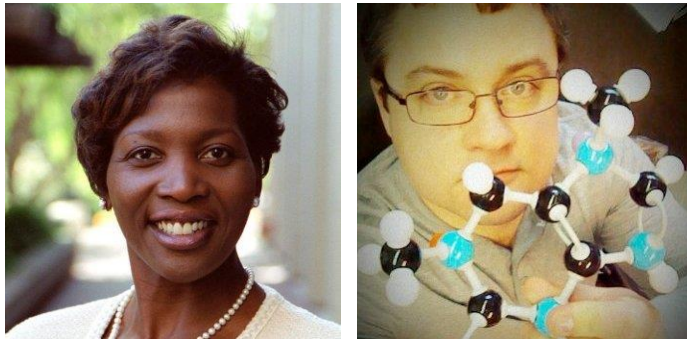
LinkedIn profiles with a photo are:

21x

**more likely to
be viewed**



9x more connection
requests

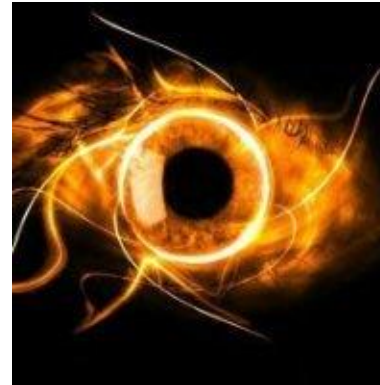


Guiding principle for choosing a LinkedIn photo:

















What image do you want to convey as a professional?

Profile picture tips

1. Dress appropriately for the profession you want to pursue.
2. Look approachable.
3. Use a high quality photo.
4. Your face should be clearly visible.
5. Beware of extra body parts that aren't yours.
6. Do you take your [partner][child] to work?



What do you notice here?

 <p>Leon Drabo Middle School Science Teacher at Meridian Public Charter School 🔗 Tasia Brown PhD and 2 others</p> <p>Connect</p>	 <p>Laura L. Stark Career Counselor for Graduate Students and PhDs 🔗 Prashi Gehlot, Ph.D. and 33 others</p> <p>Connect</p>	 <p>Mary Ann Asson-Batres Grant Coordinator at Central Oregon Community College 🔗 Colleen Niswender and 6 others</p> <p>Connect</p>	 <p>Chris Taylor Advancing Innovation, Entrepreneurship, & Career 🔗 Paula Di Rita Wishart and 32 others</p> <p>Connect</p>
 <p>Tricia Wright Director, Office of Postdoctoral Affairs at Indiana University 🔗 Thi Nguyen and 15 others</p> <p>Connect</p>	 <p>Michael Jessing, C.P.M. Research and Clinical Lab Sourcing Officer 🏢 Vanderbilt University Medical Center</p> <p>Connect</p>	 <p>Alexis Bowser Human Resources Specialist at State of Louisiana 🔗 Tasia Brown PhD</p> <p>Connect</p>	 <p>Antoinette Coleman Warehouse Associate at Trane MidAmerica 🔗 Tasia Brown PhD and 1 other</p> <p>Connect</p>
 <p>Ambika Mathur Associate Provost and Dean of the Graduate School, Wayne 🔗 Abby Stayart and 15 others</p> <p>Connect</p>	 <p>Victoria Blodgett Assistant Dean, Postdoctoral Affairs at Dartmouth College 🔗 Paula Di Rita Wishart and 28 others</p> <p>Connect</p>	 <p>Teresa Evans, PhD Scientist/Consultant/Speaker/Author/writer helps create innovative programs & projects 🔗 Paula Di Rita Wishart and 13 others</p> <p>Connect</p>	 <p>Jennie Dorman Principal Investigator, NIH grant on "Broadening Experiences in Scientific Training" 🔗 Thi Nguyen and 14 others</p> <p>Connect</p>
			

Headshot Days with BRET

- Next Postdoc Headshot Day will be in spring 2019



Background Image


- Opportunity to make your profile stand out
- Choose something representative of you or personal
- Don't use copyrighted material!
- UnSplash has royalty free images (others?)
- Vanderbilt has Flickr Sites available:
 - VU: <https://www.flickr.com/photos/digitalvu/albums>
 - VU Sch of Med: <https://www.flickr.com/photos/vusm/albums>
- Take your own: a vacation spot, the skyline, your lab bench, your favorite microscope, coffee shop etc...





Charles Knutson • 1st
Senior Scientist at Amgen
Cambridge, Massachusetts


[Message](#)

[More...](#)

 Amgen

 Vanderbilt University

 See contact info

 See connections (479)

Highlights



41 Mutual Connections

You and Charles both know Francis J. Prael III, Amit Kalgutkar, and 39 others



1 Mutual Group

You and Charles are both in Vanderbilt University Biomedical Research Graduate and Postdoctoral Trainees and Alumni



Megan E. Vogel, Ph.D. • 1st

Research Fellow | Passionate about Discovering & Developing New Therapeutic Targets in Diseases

Cambridge, Massachusetts

[Message](#)

[More...](#)



Vanderbilt University Medical Center



University of Cincinnati



See contact info



See connections (251)

Ph.D. trained molecular and cellular scientist focused on translational medicine and studying pathways related to cardiometabolic and chronic inflammatory diseases. Experience using primary cell isolation, immunoassay development, cell-based signaling approaches, cellular and molecular cloning strategies, ...





[Show more](#)



Jessica Overstreet, PhD • 1st
Lilly Innovation Fellow at Vanderbilt University
Greater Nashville Area, TN

Message

More...

-  Vanderbilt University
-  Albany Medical College
-  See contact info
-  See connections (378)

My research is funded by the Lilly Innovation Fellowship Award (Eli Lilly) to investigate novel therapeutic targets underlying diabetic kidney disease through an academic-industry partnership [Mentors: Shannon Harlan, Ph.D. (Eli Lilly) and Ray Harris, M.D. (Vanderbilt University)]. I have expertise in delineating disea...




Ashley (E.) Brady


Connector of People and Ideas | Assistant Dean of Biomedical Career Engagement and Strategic Partnerships


Nashville, Tennessee

Add profile section ▼

More...

 Vanderbilt University School of Medicine

 Vanderbilt University School of Medicine

 See contact info

 See connections (500+)

SUMMARY OF QUALIFICATIONS • Adept at building and managing professional relationships with internal and external stakeholders. • Efficient and with keen attention to detail when managing multiple projects and deadlines. • Experienced biomedical research scientist with expertise in molecular pharma...



New BRET course offers introduction to data science



Beyond The Lab: Ashley Brady, PhD

Headline

- 120 characters
- Personal branding opportunity
- Defaults to your current job title
- Choose something interesting to catch people's eye
- Use key words!
- Capture some of your philosophy, life goals or passion



Diane A. Safer, PhD

Strategic Career Services Professional | Relationship Cultivator | Communications Specialist | Community Builder
Connected 3 months ago



Mike Firmand

Employer Relations and Career Development in Higher Education
Connected 3 months ago



Ben Studdard, MD

Nephrology and Healthcare Innovation
Connected 3 months ago



Lauren A. Easterling

Curriculum Specialist | Career Developer for Grad Students and Postdocs | Advocate for Gender Minorities
Connected 3 months ago



Jean-luc Doumont

Founding partner, Principiae
Connected 3 months ago



Jessica Tracy, PhD

Biochemist - Research Scientist - Project Manager - CrossFit Enthusiast - Let's Connect! -
Connected 4 months ago



Bethany L. Dale

Doctoral Candidate at Vanderbilt University Department of Molecular Physiology & Biophysics
Connected 4 months ago



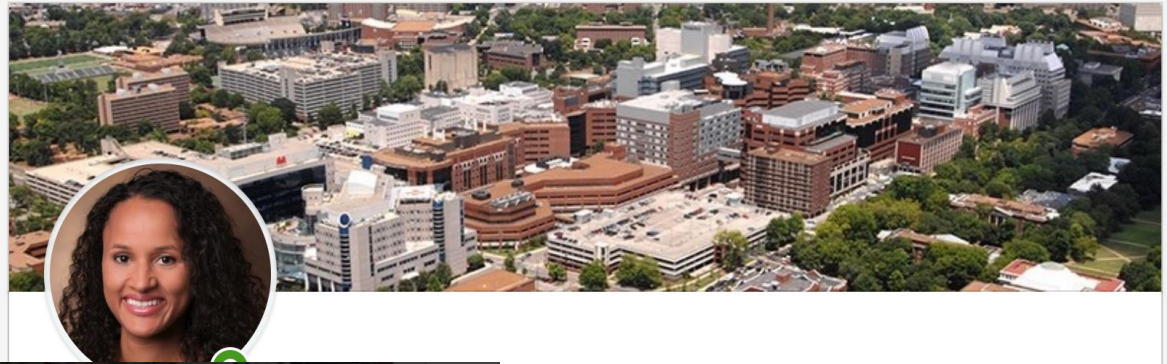
Eric Figueroa

Ph.D. Candidate in Pharmacology at Vanderbilt University
Connected 4 months ago

Summary

- 2000 characters (including spaces)
- Only the first two lines show- must grab people
- Tell your story (facts are in the “Experience” section below)
- Share values, passions and strengths
- <https://www.forbes.com/sites/williamarruda/2018/06/03/the-best-linkedin-summaries-and-advice-on-how-to-make-yours-shine/>
 - Purpose
 - Promise
 - Punctuated list
 - Passion
 - Point in time
 - Provocative statement

Use a permanent email address



Jessica Overstreet, PhD

Contact Info

Jessica's Profile
[linkedin.com/in/jessica-overstreet-phd](https://www.linkedin.com/in/jessica-overstreet-phd)

Websites

about.me/JessicaMOverstreet (Personal Website)

[researchgate.net/profile/Jessica_Overstreet?ev=hdr_xprf](https://www.researchgate.net/profile/Jessica_Overstreet?ev=hdr_xprf) (Professional Website)

Email
Jessica.M.Overstreet@gmail.com

Connected
April 8, 2015

Vanderbilt University

Albany Medical College

See contact info

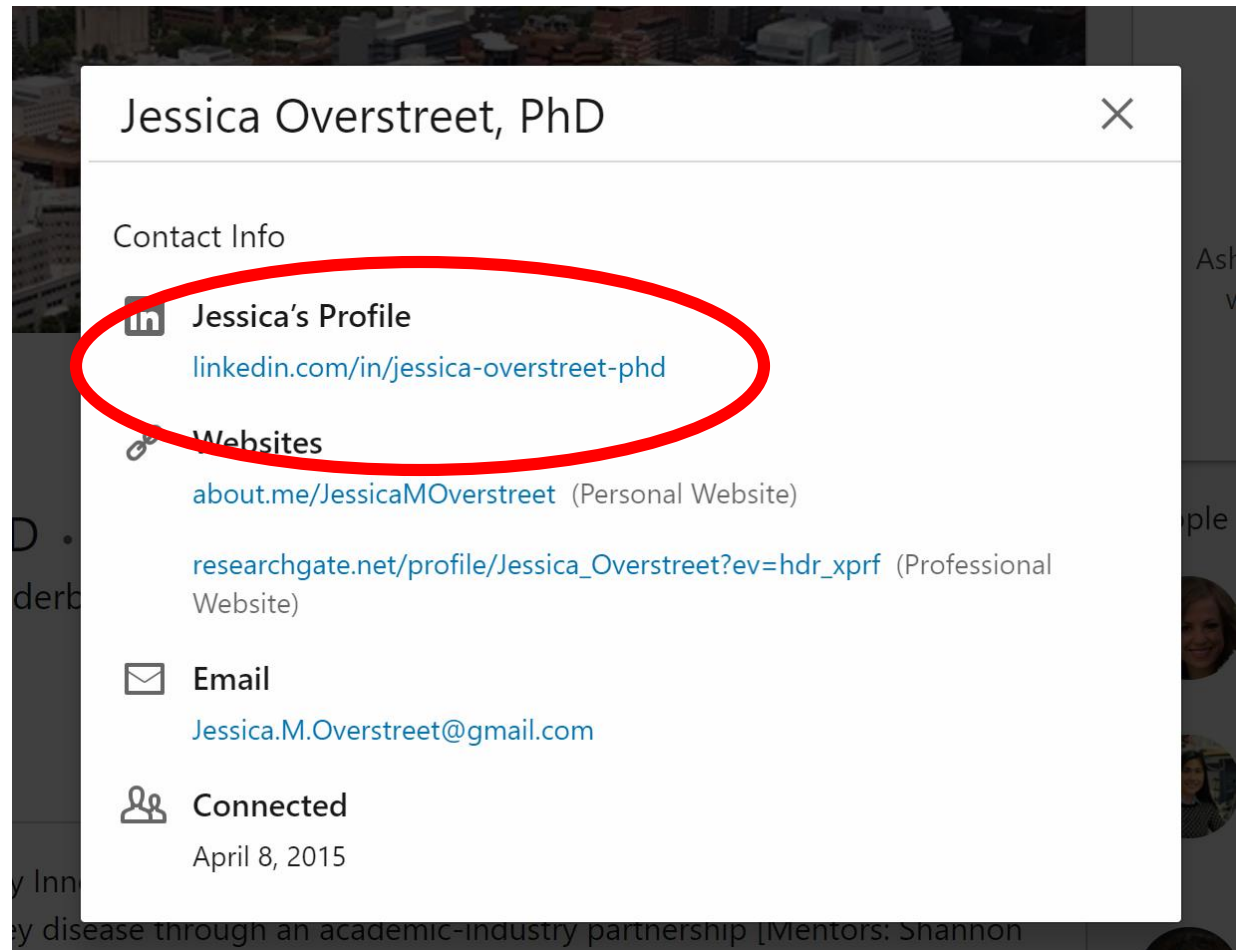
See connections (25)

Fellowship Award (Eli Lilly) to investigate novel therapeutic
through an academic-industry partnership [Mentors: Shannon
(Vanderbilt University)].

ating signal transduction mechanisms in cancer and fibrosis
tion of pre-clinical mouse models showcased in 13
been awarded Top Oral Abstract by Trainees at the 2016
Week Conference, awarded First Place in Basic Science Research

Claim your LinkedIn Profile name

Settings:
Privacy →
Edit your
public
profile →
Edit URL



Charles Knutson



Contact Info



Charles' Profile

[linkedin.com/in/charles-knutson-54433853](https://www.linkedin.com/in/charles-knutson-54433853)



Email

charlie@knutsonmail.com



Connected

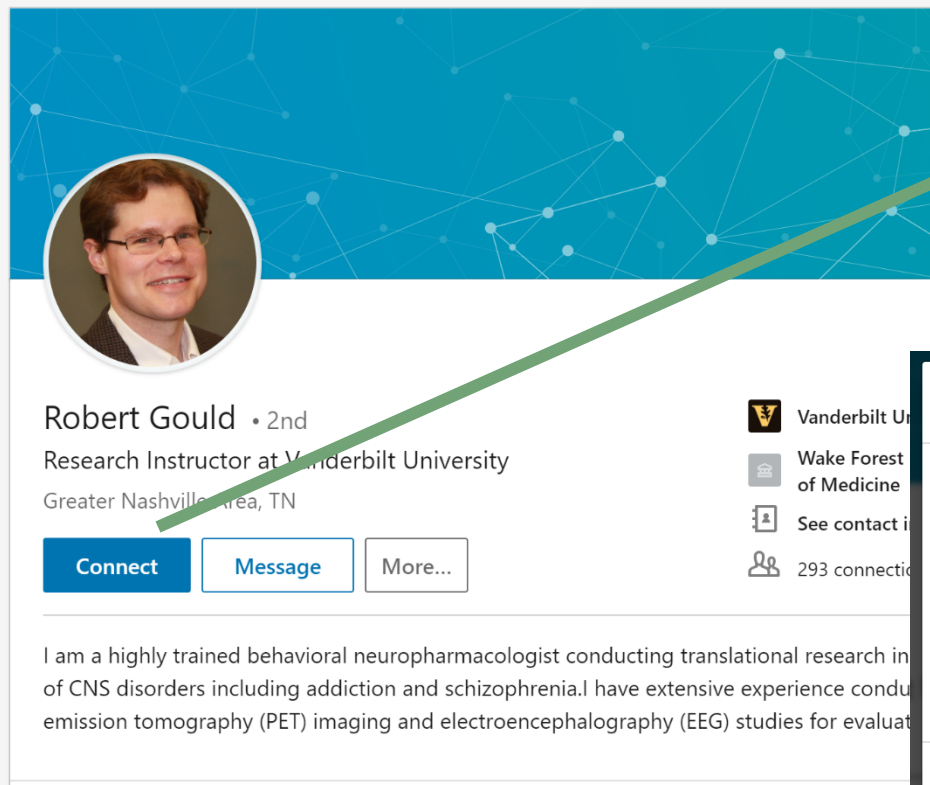
August 12, 2017

Multi-media add-ons

- Videos
- Scientific Publications
- Photos of your work
- Slide sets
- PDFs
- News stories about you and your team (Reporter??)

Adding Connections

- ALWAYS include a message



Robert Gould • 2nd
Research Instructor at Vanderbilt University
Greater Nashville Area, TN

[Connect](#) [Message](#) [More...](#)

I am a highly trained behavioral neuropharmacologist conducting translational research in... of CNS disorders including addiction and schizophrenia. I have extensive experience condu... emission tomography (PET) imaging and electroencephalography (EEG) studies for evaluat...

You can customize this invitation ✕

LinkedIn members are more likely to accept invitations that include a personal note.

[Add a note](#) [Send now](#)

You can customize this invitation ✕

Include a personal message (optional):

Hi Robert, I'd love to connect here and stay in touch. Sorry I missed the panel today-- I had hoped to be able to come here from you!

300 characters 166

[Cancel](#) [Send invitation](#)

Customizing your connection request

- Establish how you know the person or what you have in common.
- Explain why you want to connect.
- Be generous – offer to help them.
- 300 characters isn't much; keep it short and sweet. You can elaborate more once you connect

On Your Phone- be careful!

Verizon 11:26 PM 18%

Robert Gould

Robert Gould • 2nd
Research Instructor at Vanderbilt University
Vanderbilt University • Wake Forest University
School of Medicine
Greater Nashville Area, TN • 293

Connect InMail More...

I am a highly trained behavioral neuropharmacologist conducting translational research in animal models of CNS disorders including addiction and schizophr...

Highlights

27 Mutual Connections
You and Robert both know Branden Stansley, Atin Lamsal, Healthcare MBA, CPC-A, and 25 others

Home Friends Messages Notifications Profile

Verizon 11:26 PM 18%

Robert Gould

More

- Share via Private Message
- Share via ...
- Personalize Invite
- Follow
- Report / Block

Verizon 11:31 PM 17%

Connect

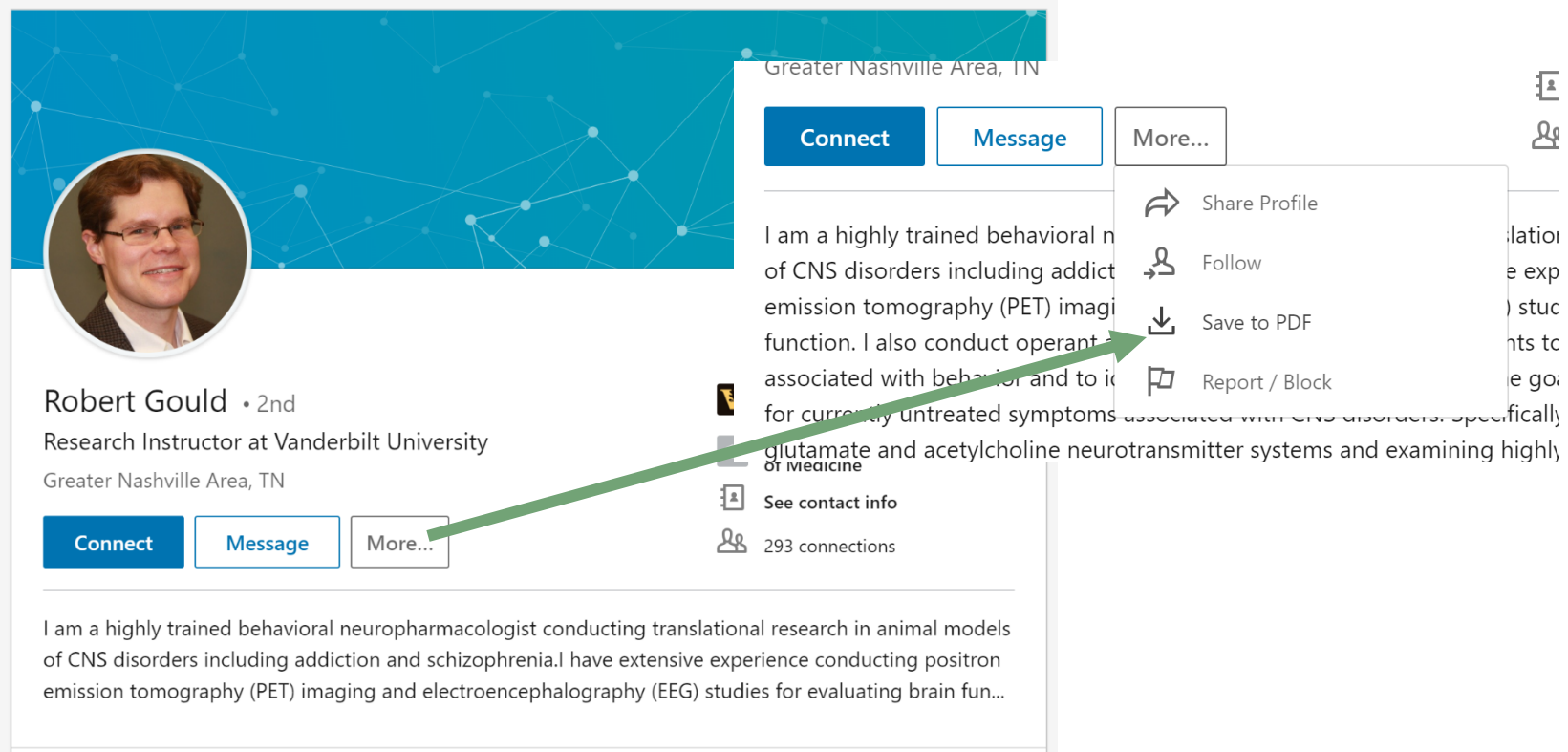
Include a message to Robert? (optional)

Ex: We know each other from...

Send Invitation

Home Friends Messages Notifications Profile

More features: resume pdf



Greater Nashville Area, TN

[Connect](#) [Message](#) [More...](#)

I am a highly trained behavioral neuropharmacologist conducting translational research in animal models of CNS disorders including addiction and schizophrenia. I have extensive experience conducting positron emission tomography (PET) imaging and electroencephalography (EEG) studies for evaluating brain function. I also conduct operant conditioning studies associated with behavior and to identify neural circuitry for currently untreated symptoms associated with CNS disorders. Specifically, I am studying the role of glutamate and acetylcholine neurotransmitter systems and examining highly

[Share Profile](#)
[Follow](#)
[Save to PDF](#)
[Report / Block](#)

Robert Gould • 2nd
Research Instructor at Vanderbilt University
Greater Nashville Area, TN

[Connect](#) [Message](#) [More...](#)

[See contact info](#)
293 connections

I am a highly trained behavioral neuropharmacologist conducting translational research in animal models of CNS disorders including addiction and schizophrenia. I have extensive experience conducting positron emission tomography (PET) imaging and electroencephalography (EEG) studies for evaluating brain fun...

Examples

- GOOD invitation request

Dear Dr. Smith -- I enjoyed meeting you at [where?] and learning about your research. I'm happy to share our xyz protocol with you, and I'd like to connect on LinkedIn to follow your progress.

- BAD introduction request

i see you know jim schmidt. could you introduce me to jim on linkedin? i am applying for a job at [his company] and i'd like to ask him to pass my resume on to the hiring manager.

Settings

Ashley, you're the boss of your account.



Ashley Brady

Connector of People and Ideas | Assistant Dean of Biomedical Career Engagement and Strategic Partnerships

Member since July 28, 2010

1005 connections

Business

Account

Privacy

Ads

Communications

Login and security

Site preferences

Subscriptions and payments

Partners and services

Account management

Login and security

Email addresses

Add or remove email addresses on your account

Change

2 email addresses

Phone numbers

Add a phone number in case you have trouble signing in

Change

1 phone number

Change password

Choose a unique password to protect your account

Change

Last changed: November 7, 2017

Where you're signed in

See your active sessions, and sign out if you'd like

Change

3 active sessions

Settings

- Privacy settings:
 - Profile viewing options- “stealth mode”
 - Sharing profile edits- save for major updates– i.e. new job
 - Job seeking preferences- can let recruiters know you are open to new opportunities
 - Edit your Public Profile→Your profile’s public visibility→ photo (connections only vs all LI members)
- Communications settings:
 - Make sure you have “Email Frequency” settings such that you will get notifications via email if someone sends you a message or invites you to connect

Profile privacy

Blocking and hiding

Job seeking

Data privacy and advertising

Security

Viewers of this profile also viewed

Change

Choose whether or not this feature appears when people view your profile

Yes

Sharing profile edits

Change

Choose whether your network is notified about profile changes

Yes

Profile viewing options

Close

Choose whether you're visible or viewing in private mode

Full profile

Select what others see when you've viewed their profile

Your name and headline



Ashley Brady

Director of Career Engagement and Strategic Partnerships at Vanderbilt University School of Medicine
Nashville, Tennessee | Higher Education

Private profile characteristics



Someone at Vanderbilt University School of Medicine

Private mode



Anonymous LinkedIn Member

Privacy settings – visibility of your activity

How others see your LinkedIn activity

Profile viewing options

Change

Choose whether you're visible or viewing in private mode

Full profile

Manage active status

Change

Choose who can see when you are on LinkedIn

Sharing profile edits

Close

Choose whether your network is notified about profile changes

Yes

Do you want to share your profile changes with your network?
Your network may see when you change your profile, make
recommendations, or follow companies.

Yes

Notifying connections when you're in the news

Change

Choose whether we notify people in your network that you've been
mentioned in an article or blog post

Yes

Mentions by others

Change

Choose whether other members can mention you

Yes


Privacy settings – job search preferences

Job seeking preferences

Let recruiters know you're open to opportunities Close

Share that you're open and appear in recruiter searches matching your career interests

We take steps not to show your current company that you're open, but can't guarantee complete privacy.
[Learn more](#)

Yes 

[Update career interests](#)

Sharing your profile when you click apply Change

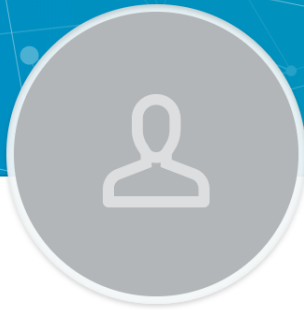
Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking apply No

Stored job applicant accounts Change

Manage which third party job applicant accounts are stored on LinkedIn.

Saving job application answers Change

Choose if you'd like for LinkedIn to save the information you enter into job applications. No



Kurt Riemenschneider • 2nd


Business Development


Nashville, Tennessee


 Pending

[Message](#)

[More...](#)

 Dr. Art Laffer

 Miami University

 See contact info

 221 connections

Highlights



2 Mutual Connections

You and Kurt both know Jessica Harthcock and Joe Rolwing



Research careers, companies, and job opportunities

LinkedIn alumni tool
www.linkedin.com/alumni

Wrap-up

- Remember your goals and try to achieve them
- Send your 2 emails to request meetings
- See you **Thurs, Nov 15 at the 21C Museum Hotel at 8:30am**
 - Does anyone need help with transportation?
 - Be prepared for parking– may need to pay to park
- Bring pen and paper, business cards, poster and a smile (no resumes)
- Practice your elevator pitch
- Have a few conversation starters, continuation questions, and exits rehearsed to give you confidence
- Any questions?

Remember:

Your overall goal is to meet new people and get them to KNOW you and LIKE you and the rest will fall into place as you deepen the relationship through future contact (give where you can). Then they will begin to TRUST you and “BUY” what you are selling (i.e. advocate for you or help you)

Have fun!