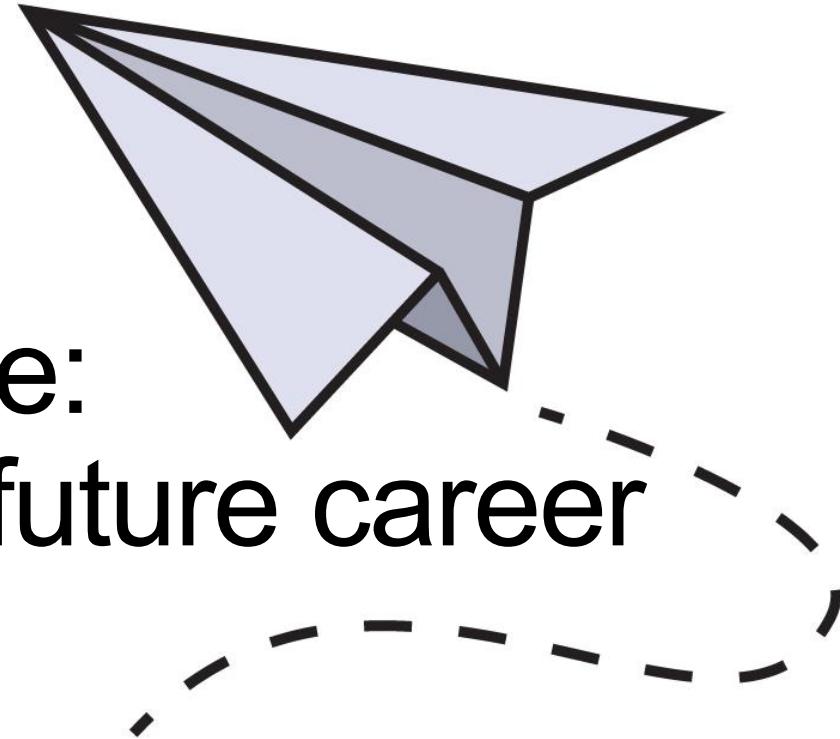


Networking from here to there: Positioning yourself for your future career



Ashley Brady, PhD
Assistant Dean for Biomedical Career Engagement and Strategic Partnerships
BRET Office of Career Development ASPIRE Program
2025 IGP/QCB Becoming a Scientist
Jan 8, 2025



here



there





here



Networking

there



Build it before you need it!



Relationships take time develop

Where do you build your network?

Traditional Networking



- Networking events
- Conferences
- Meet-ups
- Alumni events

Active, not-so obvious



- Campus orgs
- Inviting speakers
- Informational interviews
- Professional orgs
- Internships

****Go into every conversation assuming you have something to learn****

Surprise opportunities



- Parties
- Church
- Daycare
- Gym
- Volunteering
- Airplane

“Marketing” funnel

Draw
people
through
your funnel
through a
series of
positive
interactions

Networking



* adapted from Mark Kuchner, “Marketing for Scientists”

4 Rules to Networking

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

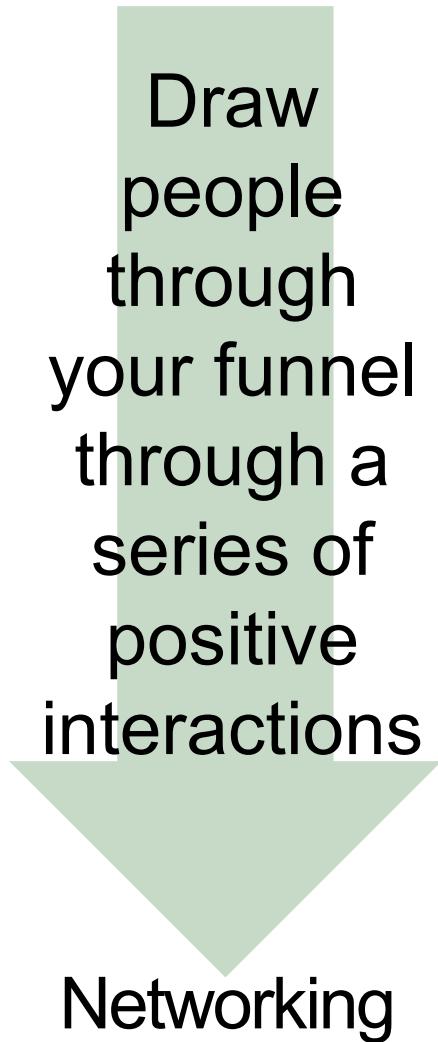


- Need to do these in this order.
- If you do 1 & 2 successfully, the rest will fall into place

Tips from Christopher Barrat
Successful Networking - the ultimate guide | TEDxAmRingSalon

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

“Marketing” funnel



* adapted from Mark Kuchner, PhD, “Marketing for Scientists”

How to get people to know and like you?



BE INTERESTED, NOT
INTERESTING

**Building Social Capital

Be interested:

1. Give first- how can you help?

- Rules of reciprocity
- Be a broker

What Can You Give?

Students often undervalue themselves and don't recognize what they have to offer

- Technical Expertise
- Their own network
- Access to other students and individuals on campus
- Knowledge of your university structure and programs
- Sounding board
- Critical Thinking Skills
- Gratitude for support from someone senior



Be interested:

2. Find a higher purpose

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

What can that be?

- Increase your knowledge
- Support your team
- Share expertise or resources
- To solve an important problem
- Others?



Be interested...

3. Follow through on what you promise

- Allows you to demonstrate trustworthiness



Unique opportunities as a trainee:



- ✓ Meet new people
- ✓ Ask for information
- ✓ Seek out mentors

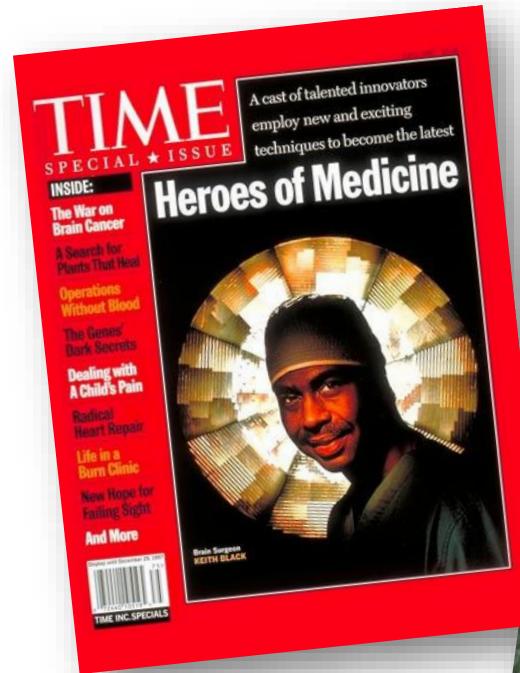
Unique opportunities as a trainee

- Informational interviews!



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



Tips for you over the coming years

- Update LinkedIn page
- Talk to people
- Turn on your camera and ask questions in virtual sessions
- Attend career seminars and workshops- PhD Career Stories and Symposium
- Take advantage of lunches with speakers
- Ask questions about people's career paths and how they got there
- Connect with these people on LinkedIn afterwards
- Get involved in things that interest you

THANK YOU!

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