

# The Art of the Follow-Up

March 12, 2018

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ASPIRE to Connect

BRET Office of Career Development

Vanderbilt University

**Ashley E. Brady, Ph.D.**

Dir. of Career Engagement and Strategic Partnerships

Assistant Professor of Medical Education and Administration

# Building Trust Over Time:

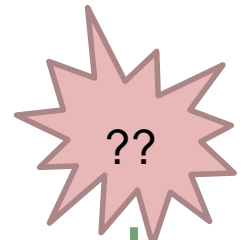
Oct 2014  
Met at  
LST|CON

Email/  
lunch

Aug 2015  
Invited to  
speak

Breakfast/  
lunch  
periodically

Multiple  
introductions  
2015-2018



2018 +



Bill Taaffe • 1st  
Corporate Development Officer, ResearchPoint Global.  
ResearchPoint Global • Christian Brothers College  
Greater Nashville Area, TN • 500+ 

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

# Four Rules to Networking:

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



# What Happens Next?

1. Know

2. Like

3. Trust

4. Buy



To move into the next phases, you need to follow-up

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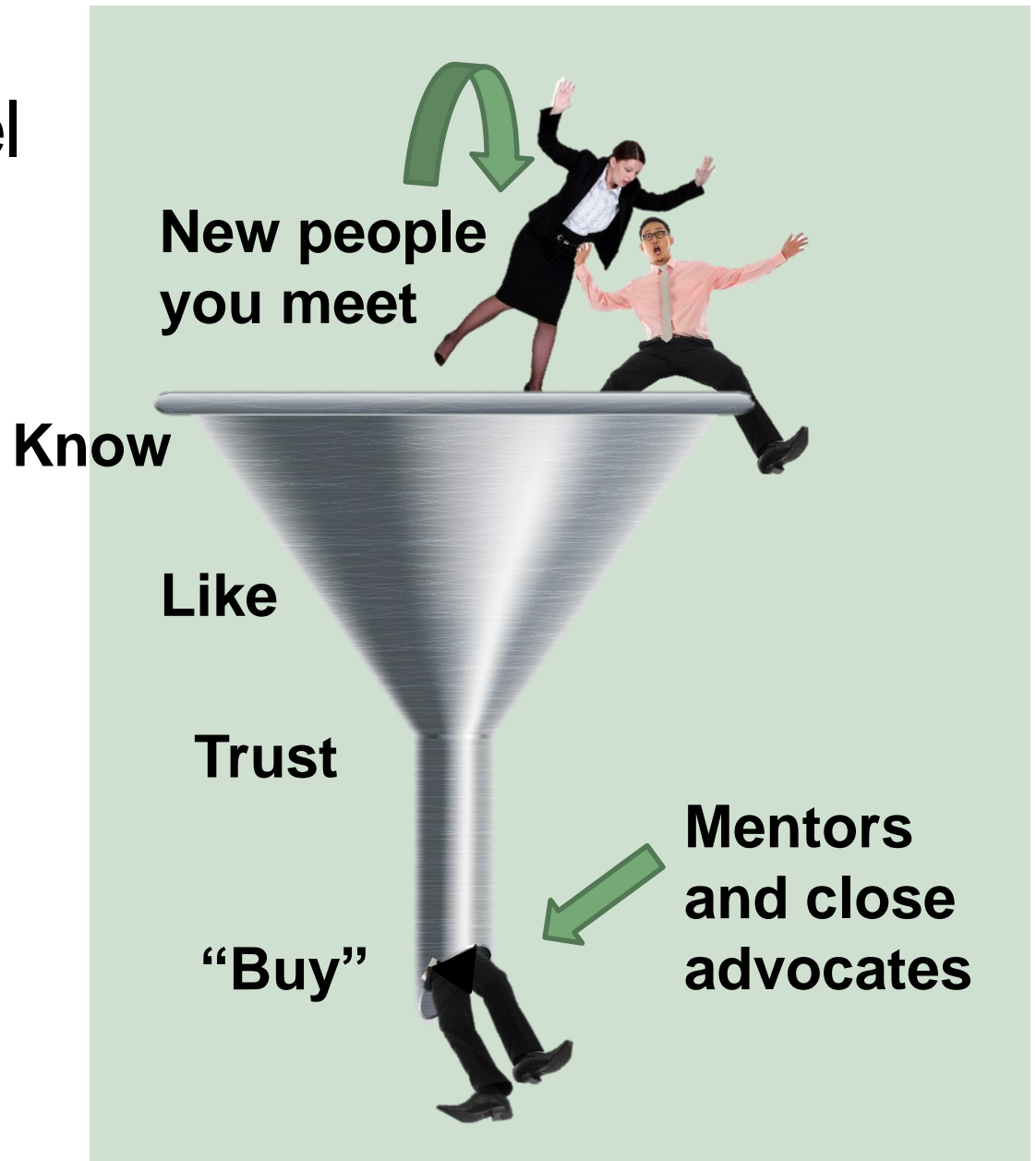
# I Met Somebody New, Now What?



- The follow-up is critical for effective networking
- Approach follow-ups with a philosophy of service
  - Follow-up so that you can help someone, not so they can do something for you
  - Demonstrate that you are thoughtful, reliable, and consistent
- Break this process into steps

# “Marketing” Funnel

Draw  
people  
through  
your funnel  
through a  
series of  
positive  
interactions



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

# Three Phases of Follow-Up

**Immediate**  
**(24hrs-3 days)**

**Short-term**  
**(1-6 months)**

**Long-term**  
**(1 year +)**



# Immediate Follow-Up

*Goal: Remind contacts who you are and set the stage for future interactions*

- Make a list of who you met and details of your conversation
- Send an email
  - Within 24 hrs
  - Mention something from conversation
  - Offer to help
  - Set next steps (move the ball forward)
- Connect on LinkedIn\*
  - Personalize invite





# Immediate Follow-Up: Example

10/2/2015, 3:51 PM

Great to meet you at life Science TN this week

Josh, It was wonderful to meet you. I hope that we can find some time in the next month or so to grab a coffee or lunch. It would be great to learn more about your role at Pfizer and get your thoughts on how we can create better advocacy/science policy opportunities for our trainees at Vanderbilt.

I'll follow up in a few weeks to see if we can set a time up.

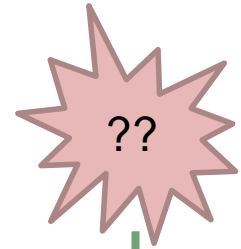
Best, Ashley

# Immediate Follow-Up: Example

Oct 2017  
Speaker at  
LST|CON

Jan 2018  
cold-email  
(via LI)

Jan 2018  
Meeting at  
organization



Ed Cantwell • 1st  
President & CEO at Center for Medical Interoperability  
Center for Medical Interoperability • Duke University  
Nashville, Tennessee • 500+

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

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Driving the seamless exchange of information to improve healthcare for all.

A LinkedIn profile card for Ed Cantwell. The card features a blue header with a network diagram background and a circular profile picture of Ed Cantwell. Below the photo, his name and title are listed, followed by his company and location. At the bottom, there are buttons for 'Message' and 'More...', and a tagline: 'Driving the seamless exchange of information to improve healthcare for all.'

# Short-term Follow-Up (next 1-6 months)

*Goal: Get to know contacts better, add value and focus on how to help*

- Meet for coffee or lunch (convenient for them)
- Ask for an informational interview
- Send a relevant news article or link
- Find a way to help (rules of reciprocity)
- Make an introduction (value of being a connector)

Stay in touch— but don't overdo it!

# How can you help?

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

- Simply wanting “to learn”
- Technical Expertise
- Their own network
- Access to other students and individuals on campus
- Knowledge of Vanderbilt
- Sounding board
- Critical Thinking Skills
- Gratitude for support from someone senior

# Sending an Article of Interest

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**From:** Brady, Ashley

**Sent:** Tuesday, August 15, 2017 10:00 AM

**To:** Marnett, Lawrence J <larry.marnett@Vanderbilt.Edu>

**Subject:** From NPR yesterday: New Study Highlights Strong Link Between Basic Research And Inventions

Hi Larry,

I heard this short piece on NPR last night and thought it might be a nice source to refer to when talking with donors about the importance of supporting basic research. Notably, they said “We find that most cited research articles (80%) link forward to a future patent.”

I haven't read the study, but sounds interesting.

I hope you are doing great!

Ashley

## New Study Highlights Strong Link Between Basic Research And Inventions

<http://www.npr.org/2017/08/14/543477432/new-study-highlights-strong-link-between-basic-research-and-inventions>

And a link to the original article in Science:

<http://science.sciencemag.org/content/357/6351/583>

# Introducing Two Contacts



Introduction and Thanks

Brady, Ashley; [REDACTED]

3/1/2016

**i** Follow up. Start by Tuesday, March 1, 2016. Due by Tuesday, March 1, 2016.  
You replied to this message on 3/1/2016 4:19 PM.

Hi Ashley!

First of all, thank you very much for the opportunity to speak yesterday. I really enjoyed it and I hope my comments were relevant and helpful to the group. Second, I wanted to make a quick introduction to a group that may provide some interesting opportunities for your students.

Tony Corley, cc'd here, is involved with NeuCura, an angel investing group in town. He is very interested in discussing potential internships with you for your students. It would be a fantastic opportunity, from my perspective, as it would provide a practical window into the world of angel investing and due diligence that is necessary for capital raise for a young company. Tony has been a great resource for us and has helped out our company with a few projects over the years.

Tony,

Ashley Brady is doing **fantastic** work with the Biomedical Research Education and Training center in the alternative career space and is helping to lead the internship program for biomedical PhD graduate students and postdocs. She will be a great place to begin this conversation. I can say I have had great success utilizing the talents of the eager and interested PhD students that have come from our relationship with Vanderbilt and I think you will find the same.

I'll let you two connect. Thanks again!

Sincerely,  
[REDACTED]



# Long-term Follow-Up (1 year plus)

*Goal: Deepen relationship, build trust, engage them*

- Will need to focus on certain individuals (not feasible to manage all of your contacts!)
- Continue to send relevant news articles or links and make introductions
- Look for opportunities to reconnect
  - Attendance at a conference (or travel)
  - Respond to updates on LinkedIn or other places (promotion, new job, recognition, publication etc...)
  - Be active on LinkedIn yourself

# Long-term Follow-Up (1 year plus)

Periodically check-in:

- Update them on your successes (new job, defended, publication)
- Invite them to speak on campus or elsewhere
- Let them know how their suggestions or introductions have been helpful to you





# Updating a Contact About Your Success

Jun 2016

Met at Thank  
ABP you & LI

Jan 2018 Interview  
Mar 2018 update ??

**From:** [REDACTED]  
**Sent:** Friday, March 9, 2018 3:10 PM  
**To:** Brady, Ashley <ashley.brady@Vanderbilt.Edu>  
**Subject:** Great seeing you again!

Hi Ashley,

We had talked early last month when I came to campus for the IGP interview. I'm so excited to share that I was accepted, and cannot wait to begin my graduate studies at Vanderbilt this fall!

My meeting with [REDACTED] went very well, and your crash course on the mGlu5 receptor was so helpful! :)

I hope we can meet again once I join in August!

Warmly,  
[REDACTED]

**From:** Brady, Ashley  
**Sent:** Friday, October 21, 2016 3:08 PM  
**To:** Bill Taaffe <Bill.Taaffe@medelis.com>  
**Subject:** ACRP CRA Steering Committee today

# Sharing How An Introduction Was Helpful

Hi Bill,  
After talking with Jim while he was here visiting last month, he invited Kim and me to participate in a portion of their steering committee meeting this morning where they are thinking with industry leaders about new ways to define the CRA pathway to fill that pipeline for the future. We were very honored to be asked to join, and had the opportunity to share what we are doing with our career development initiatives and to reiterate the interest from our PhD population in having a pathway to careers in clinical research.

I just wanted to thank you for all that you have done to connect us to others in this area, including Jim. It has been really helpful and we are excited about the continuing conversations and opportunities we are learning about. Thank you for your support.

*Do you plan to be at the LIST|CON meeting on Nov 3? I'll be there , so would love to see you.*

Take care and THANK YOU!  
Ashley

# Let LinkedIn Help You



## Connections In The News



Ed Cantwell

4-traders.com · 15 hours ago

## National Coordination Center to Support VA EMR with Resources from Top U.S. Health Care...

Harlan Krumholz of Yale's Center for Outcomes Research and Evaluation, a member of the NCC VA Steering Committee. **Ed Cantwell** is a veteran from a family of veterans who believes interoperability benefits patients, the health care marketplace and the nation. ...

[Message Ed](#) · [Share](#) · [Wrong Person?](#)




Ashley Brady 

What are your connections up to?

[See all updates](#)



 has a new position at National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)

[View profile](#)

[Congratulate](#)



New positions



**James Bell, MBA** has a new position at Christian Brothers University.

[View profile](#) | [Congratulate James](#)

# Be Active on LinkedIn



A screenshot of a LinkedIn post. At the top left is a profile picture of Ashley Brady, a woman with dark hair. To her right is her name "Ashley Brady" and her title "Passionate Connector of People and Ideas | Director of Career Engagement and Strate...". Below the title is "4w". To the right of the profile information are three dots. The main text of the post reads: "This is a fantastic opportunity to help transition from a biomedical PhD program to regulatory affairs in industry!". Below the text is a sponsored post box for the PhRMA Foundation. The box contains the PhRMA logo, the text "PhRMA Foundation", and a "+ Follow" button. The sponsored text says: "PhRMA Foundation announces new Regulatory Science Fellowship for 2018! Application deadline April 1, 2018. <http://bit.ly/2H20Oz9>". Below the sponsored post is "1 Like". At the bottom of the post are icons for "Like", "Comment", and "Share", and the text "Top Comments" with a dropdown arrow. At the very bottom, there is a view count icon (a line graph) and the text "55 views of your post in the feed". A red arrow points from the left side of the image towards the view count icon.

Ashley Brady  
Passionate Connector of People and Ideas | Director of Career Engagement and Strate...  
4w

This is a fantastic opportunity to help transition from a biomedical PhD program to regulatory affairs in industry!

 PhRMA Foundation [+ Follow](#)

PhRMA Foundation announces new Regulatory Science Fellowship for 2018!  
Application deadline April 1, 2018. <http://bit.ly/2H20Oz9>

1 Like

 Like  Comment  Share Top Comments ▼

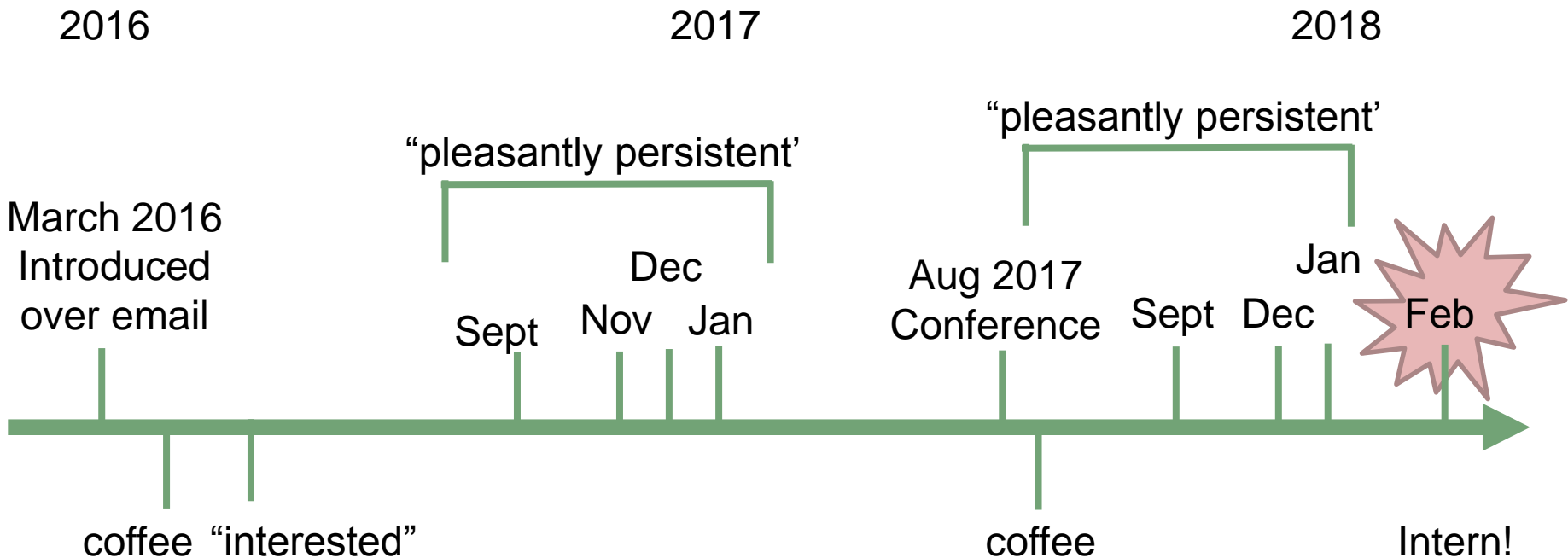
 **55 views** of your post in the feed

# Be Pleasantly Persistently

*Remember: Just because someone doesn't respond immediately, it doesn't mean they aren't interested.*

- Often requires 7 or more “touches” before someone is ready to engage you (“buy”)
- Remember, people are busy
- Be pleasantly persistent
- Stay top-of-mind

# How One Partnership Unfolded: 22mo



Now that trust is built:

- Identifying other ways to partner
- Introductions to others in his circle

# Lessons Learned

- Meeting someone is just the start
- Be thoughtful, reliable and consistent
- Maintain a philosophy of service
- Be pleasantly persistent
- Use available tools to stay top-of-mind
- There is no “right” way to do any of this- find your authentic self





