A Practical Networking Workshop

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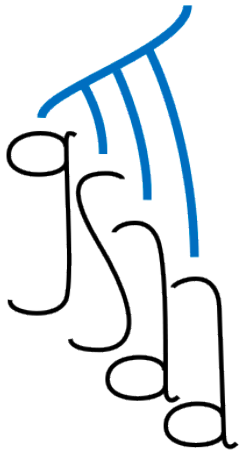

Presentation and handout created by
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Dept. of Molecular and Cell Biology, UC Berkeley

Welcome!

Goal of this workshop is for you to take networking tips and advice and apply it to practice.

1. Presentation + Self-worksheet

2. Formal Networking Session

3. Peer Feedback and Reflection

4. Informal Networking & Mingling

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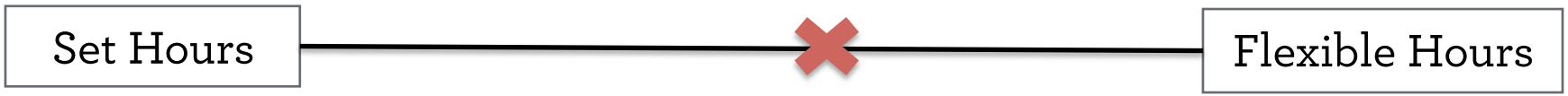
Soul-Searching

- What do you do now?
- What do you want in the future?

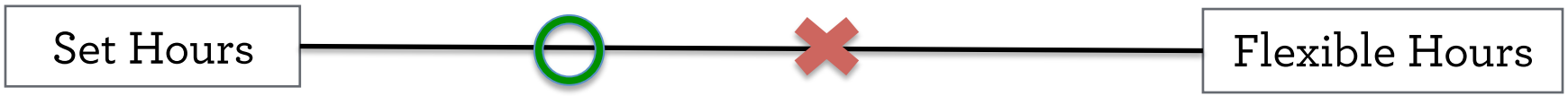
Content **Lifestyle** **Environment**

Soul-Searching



Where are you right now?

Soul-Searching



Where do you want to be?

Content

Research

Advocacy

Data

Education

Business

Other

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The Elevator Pitch

- "So…what do you do?"

Who are you?

I'm Cindy, and I'm a grad student studying biochemistry at Berkeley.

What do you want?

I want to transition out of academia, so I'm looking for opportunities in industry research.

What do you do?

I make biosensors by engineering RNA to recognize and bind to certain small molecules so that we can detect them in cells.

Why do I care?

[Tailor your pitch to your audience – this will affect how much detail, how much jargon, how you speak, etc. Be engaging!]

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The Elevator Pitch

- "So…what do you do?"

Who are you?

I'm Shion, and I am a graduate student at UC Berkeley, studying protein biophysics.

What do you want?

I am a 4th year graduate student, and I am starting to look into different career options after my PhD.

What do you do?

I study how mutations affect different properties of a protein- such as stability and activity- so that we can better understand and predict sequence-to-function relationships.

Why do I care?

[Tailor your pitch to your audience – this will affect how much detail, how much jargon, how you speak, etc. Be engaging!]

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The Elevator Pitch

Written vs. Spoken

I engineer RNA to create biosensors that recognize and bind to small molecules so that we can detect them in cells.

I work with RNA and engineer it to create biosensors, so I take advantage of the fact that RNA can fold into a lot of different shapes, and then I engineer it to bind to a particular small molecule that we're interested in detecting, and then we can express it in live cells and follow where that small molecule is.

Before the Networking

- Pre-Networking Homework
  - Business Cards – easy to make and good way to stand out
  - LinkedIn Profiles – make yourself identifiable and recognizable
- Know what you want
  - Learn about the companies (Glassdoor.com)
  - Come with a list of questions
    - Personalize!

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Sample Questions

- What do you do on a day-to-day basis?
- What type of people do you interact with?
- How did you get to where you are?
- How did you decide this was a field you wanted to pursue?
- Where do you see yourself in X years?
- What do you wish you had done in earlier in your PhD to prepare for a job?

During Networking- Formal

- Be polite
- Be authentic
- Be personable
- Don't say *sorry*, rather, say *thank you*
- Be generous – *what can you provide?*
- Be a good listener – nod, "mmhmm," etc.
- It takes two
  - don't be deterred if it feels awkward, it might not be your fault!

During Networking- Informal

- Breaking into a crowd
  - Don't hover for too long.
  - Introduce yourself
  - Ask a question
- Speaking in a "group"
  - Try to keep everyone involved
  - Side conversations are ok!
- Breaking out of a crowd
  - Acknowledge your exit with a thanks.

After Networking

- Follow up within 24-36 hrs of the event
  - LinkedIn
  - Email
  - No contact method? Ask event organizers
- Content: What do I say?
  - What stage are you at right now?
  - What would be most helpful to you?

After Networking- an example

Shion An Lim <shion@berkeley.edu> 11/19/15

[redacted]

Hello! I had the pleasure of meeting you yesterday during the post-lunch mingling at the Research Open House. I'm currently a 4th year graduate student in Susan Marqusee's lab at UC Berkeley, and I am looking into summer internships opportunities in biotech.

We weren't able to discuss this in detail yesterday, so I wanted to follow up with you regarding internships at [redacted] I wanted to learn more about what types of projects interns typically work on (particularly those with a biophysics/structural background) and how the application process is like. Would you be available to answer a few questions for me sometime?

Thank you so much,

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