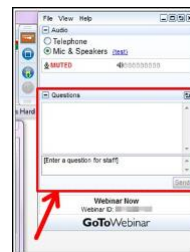
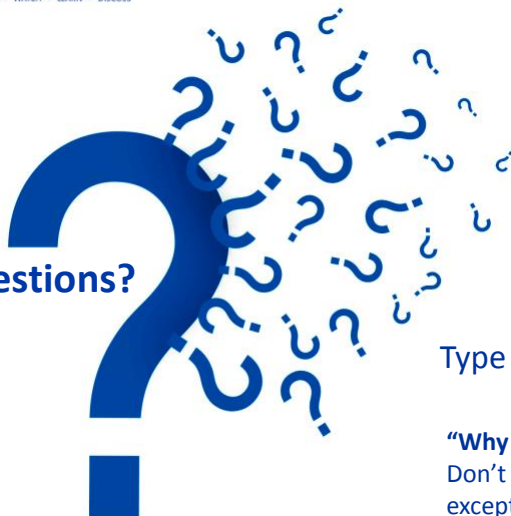




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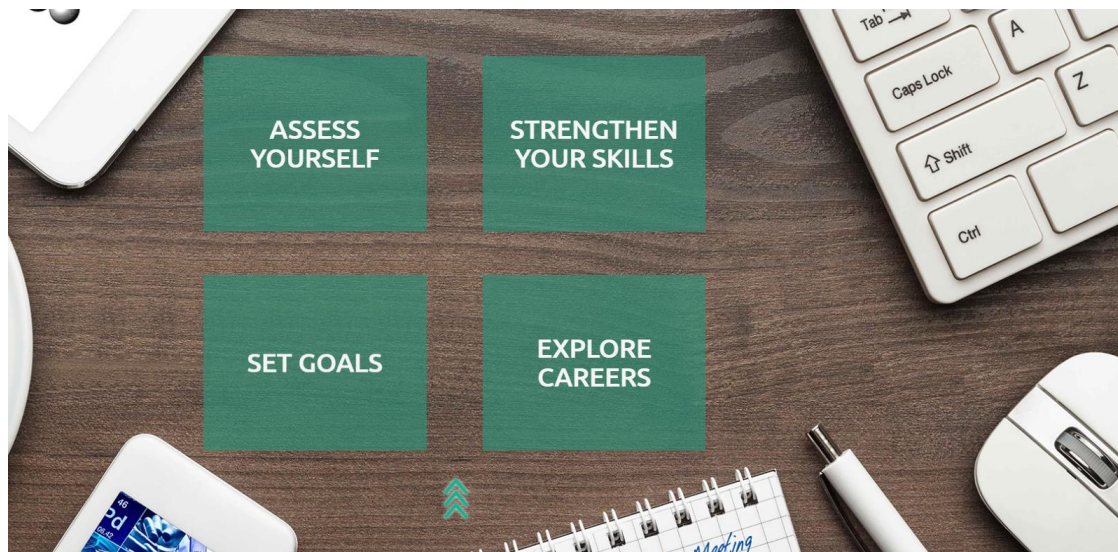
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Bristol-Myers Squibb



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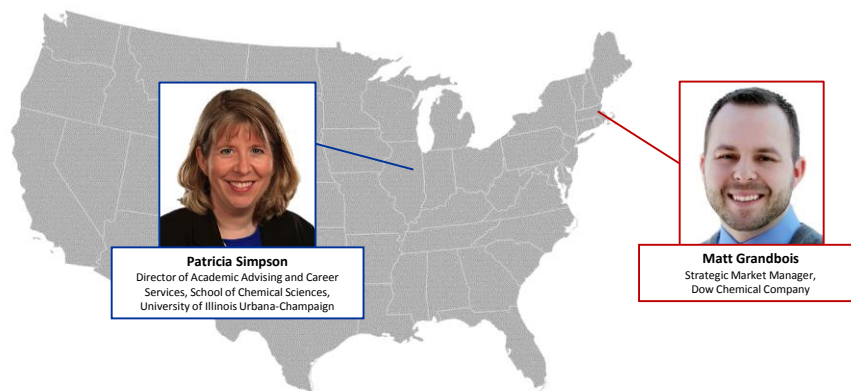
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## Professional Development is Critical to Helping You Reach Your Full Potential

- Networking is one of the most important components, but it is also one of the most misunderstood.
- Networking is commonly associated with **being able to speak** in order to make social ties and connections.
- “Making small talk” can be terrifying for some and scare them away from engaging in the necessary act of networking.



### Audience Survey Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



Speaking and the use of modern languages have developed through evolution to strengthen social ties. **According to scientists, which non-verbal activity has speaking replaced?**

- Hunting & Gathering
- Grooming
- Cooking
- Hugging
- Kicking & Punching



## Networking is a Function of Relationships

$$\mathbf{Network} = \sum_{k=0}^n \text{contacts, relationships, experiences, ... } n$$

$$\mathbf{Networking} = \int_0^{\infty} \sum_{k=0}^n \text{contacts, relationships, experiences, ... } n$$

- Your **network** is the collection of your contacts, acquaintances, experiences, and opportunities that make you who you are.
- **Networking** is the area that your network makes up to provide you the basis for solving problems and growing as a person.

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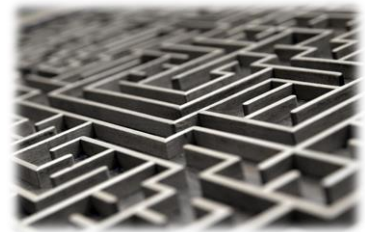
## Your Network is Important and Functional



Collaborate



Develop your Personal Brand



Discover your Path



Learn



Getting a Job



Maintain Friendships

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## Networking **Does Not** Have to be Monopolized by the Extroverted

- Networking is important for everyone.
- Networking is based on relationships of people that find mutual value in each other.
- Value comes in all shapes and sizes, so it is important to recognize yours.



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## Networking Does Not Require You to be Extroverted, but it Does Require You to be **Out-going**



- Extroverted people are all outgoing, but not all outgoing people are extroverted.

ex·tro·ver·ted

/ˈɛkstreɪˌvɜrdəd/ ⓘ

adjective

outgoing and socially confident.  
"she is extroverted, confident, and gives rousing lectures"

out·go·ing

/ˈaʊtˌɡoʊɪŋ/ ⓘ

adjective

1. friendly and socially confident.  
"she's an extremely affable, jovial, outgoing type of person"



- Socially confident people engage in networking through a personalized combination of planning and execution.
- There are many ways to do this and many of them don't require you to be the "life of the party".

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## Networking Can Be For Introverts As Well



- Because networks are collections of relationships, **you don't need a "mixer"** to connect.
- Taking a **strategic approach** to networking will help differentiate yourself on a day-to-day basis.
- **Utilize your resources** to create comfortable and engaging networking opportunities.
- Take time to care for and **actively analyze your network** to see how it can help you today.



### Audience Survey Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



### How often do you analyze your professional network?

- Daily
- Monthly
- Annually
- Never
- I don't have a professional network

## Actively Analyze Your Network Based on Short, Medium, and Long-term Goals



- Your **network is a multi-faceted tool** capable of enabling you to help yourself and others throughout your career.
- Each stage of your career has different challenges that will require you to use every tool at your disposal to meet your goals.
  - **Short-term goal:** Become acquainted with lab
  - **Mid-term goal:** Publish paper in JACS
  - **Long-term goal:** ACS Heroes of Chemistry Award



*"If your only tool is a hammer, everything looks like a nail."*

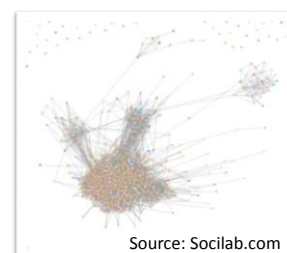
- Abraham Maslow

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## How to Analyze Your Network

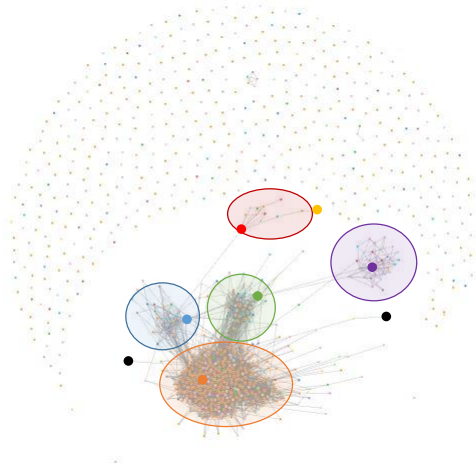


1. Visualize or map your network mentally or using free access software.
2. Recognize groups, nodes and outliers as potential opportunities and mentors.
3. Compare your visualized network to your goals and draw corollaries with nodes & outliers.
4. Make an action plan to make your goals a reality.



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## Example: Develop a Scientific Collaboration



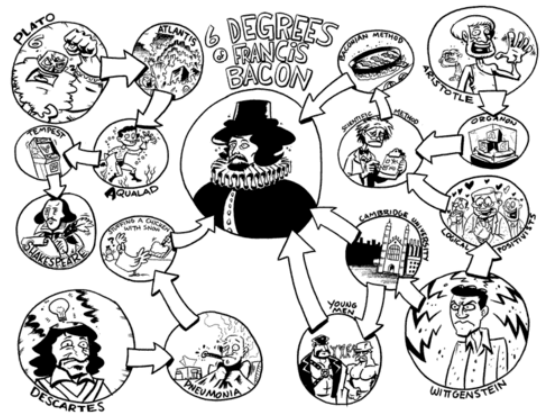
1. Visualize my network (left)
2. Identify groups, nodes, and outliers.
3. Compare to goal:
  - *Develop a reliable analytical method to analyze compound X*
4. Make a plan to achieve goal
  - Meet with contact ● to discuss project and gain referral ●.
  - Follow-up with referred connection ●.
  - Leverage expertise to implement new analytical method.

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## Grow Your Network Through the Use of Social Media



- Routine network analysis and care will help you understand the connectivity within your network.
- Gaps in your network represent opportunities to find new connections and practice networking.
- Social media is a modern way to help you continue to network that doesn't require speaking.



Source: partiallyexaminedlife.com

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# Social Media is a Double-edge Sword, So You Must Learn How to Wield it Properly



- In 2017, 2.46 billion people use at least one social media platform to build and maintain connections across the globe.

**facebook**

2.2 billion users

**LinkedIn**

260 million users

- Scientists tend to utilize social media platforms that require **connections to be requested and accepted**. (Collins *et al.*)
- Connection requests are a great way to develop your network, but it is important to **use proper etiquette**.

Source: Statistica.com (January 2018)  
DOI: 10.1371/journal.pone.0162680.t002

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## The Do's & Don'ts of Social Media Connections

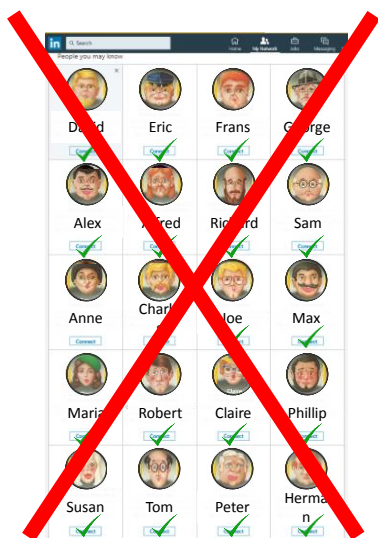


- **Do** request/accept connections within your existing network.
- **Do** be selective in who you are connecting with.
- **Do** be courteous and include a note/message.
- **Do** follow-up appropriately.

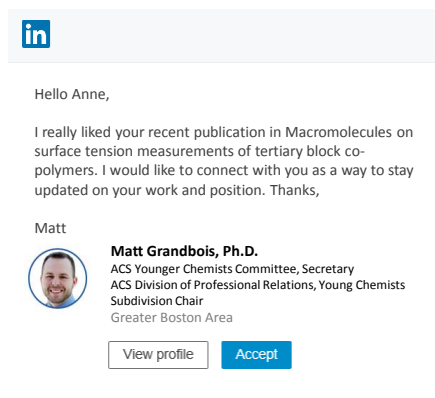
- **Don't** connect to strangers and be wary of unsolicited requests.
- **Don't** send/accept thousands of requests: *Quality > Quantity!!*
- **Don't** be rude or falsely represent your intentions.
- **Don't** ignore requests or "go into manic phase".

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# The Do's & Don'ts of Social Media Connections



Source: Hasbro, Inc.



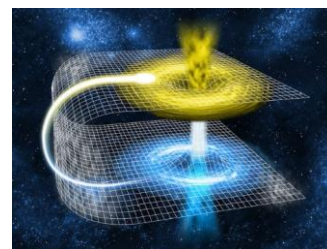
Social media allows you to develop your network in a courteous and respectful way, but what if you can't find them online?

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## The Use of "Old Fashion Email" is a Trusted Way to Establish Your Network



- The internet is everywhere!!....but **30%** of people in advanced economies do not use social media.
- Networking with individuals that choose not to use social media can allow you to expand your network in a new dimension.
- When encountered with an opportunity to connect with someone you can't find on social media platforms, **write them a letter or an email!**



Source: Space.com

Source: Pew Research, 2017

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## Audience Survey Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



### Where did the term “cold call” come from?

- Original telemarketers were stationed in Scandinavian countries
- 1920’s practice of walking door to door without prior notice by salesmen
- Antithesis of “hot calls” made during long summer months
- All of the above
- None of the above

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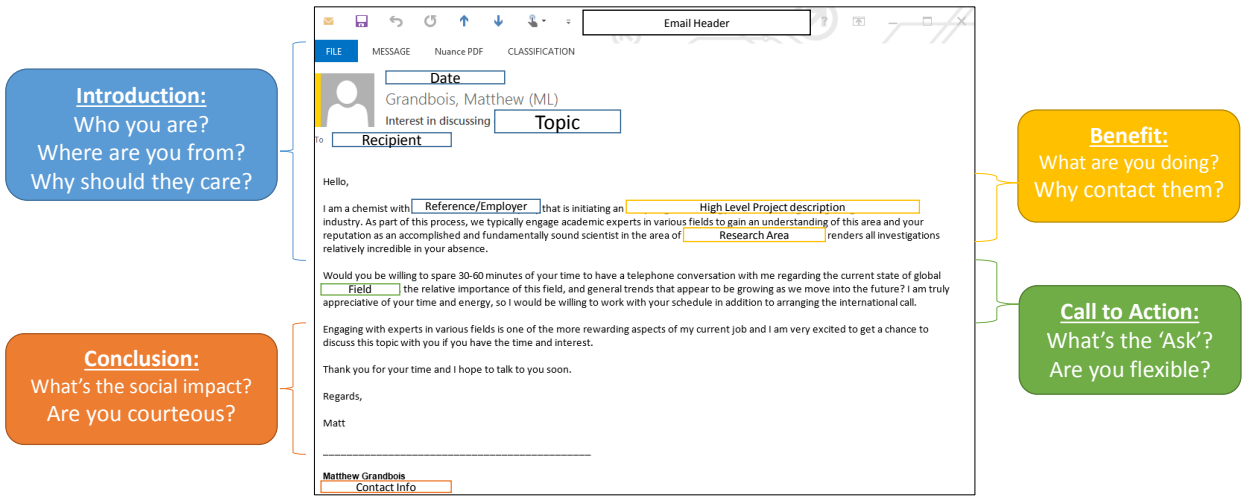
## Becoming Comfortable with “Cold Call” Communications will Help you Silently Network



- “Cold calling” is commonly used by sales professional in an attempt to sell goods or services by making an unsolicited call on someone.
- This tactic is equally good for networking if you are interested in connecting with people by grabbing their attention in a respectful way.
- Sending “cold call emails” is a useful networking tool, but it is important to remember to be concise and clear in your communication.

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# The Anatomy of a “Cold Call Email”



A well-crafted 'cold call' email creates a good first impression that will build up your personal brand and credibility

3  
1

## Networking Ninjas: Silent, but Deadly....

*Actively making a plan to develop, cultivate, and grow your network will help you grow as a scientist, a professional, and as a person.*



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## Resources & Take Away Actions



### Next Steps & Actions:

- Analyze your network and re-engage with a Node with the purpose to discussing networking.
- Make a social media connection using proper etiquette (and don't forget to follow-up).
- Write a 'cold call' email to get fresh perspective on a current project or activity.

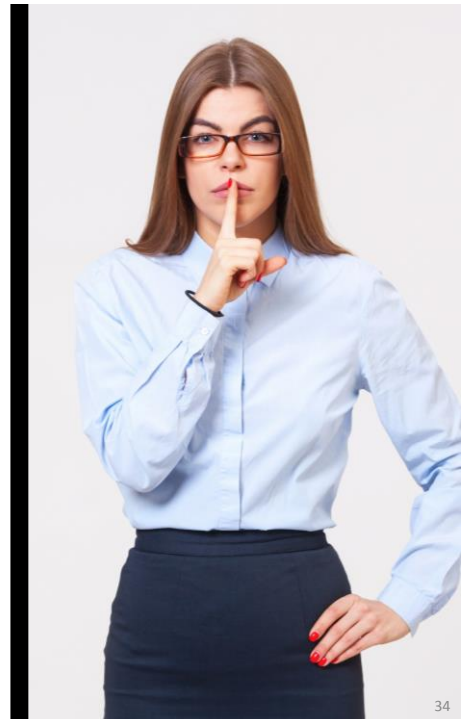
### Resources:

- PROF: **The** Professional Development Division of the American Chemical Society. ([prof.sites.acs.org](http://prof.sites.acs.org))
- ***Networking for People Who Hate Networking*** by Devora Zack

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## Summary

- Networking is a critical aspect of professional development that requires you to be outgoing, not extroverted.
- Analyzing your network and taking action will help you in your current and future positions.
- Social media and "cold calling" provide ways to silently networking that will build your confidence over time.



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## Matthew Grandbois

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grandboismatthew@gmail.com

### Current Employment and Volunteer Positions

Strategic Marketing Manager, Electronics & Imaging  
ACS Younger Chemists Committee, Secretary  
ACS PROF Younger Chemist Chair  
Central Mass ACS Local Section, Member-At-Large

### Education

Ph.D. Chemistry (2010; University of Minnesota)  
B.A. Chemistry (ACS) and B.A. Music Performance (2004; Augustana College – Sioux Falls, SD)

### Personal Interests

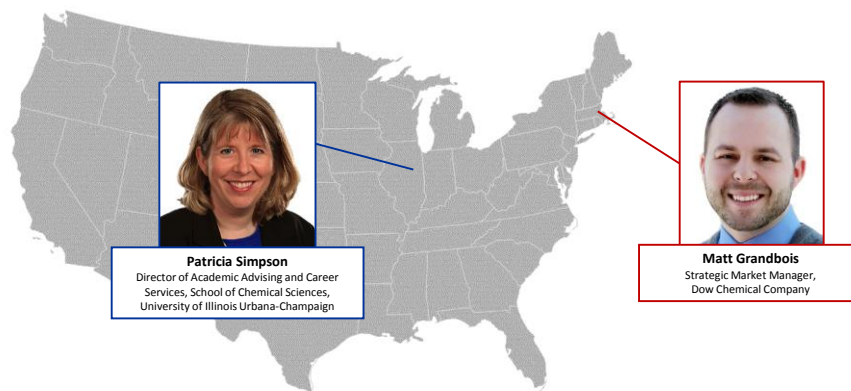
Family; Homebrew/Craft Beer Culture; Improvisational Comedy; Cooking



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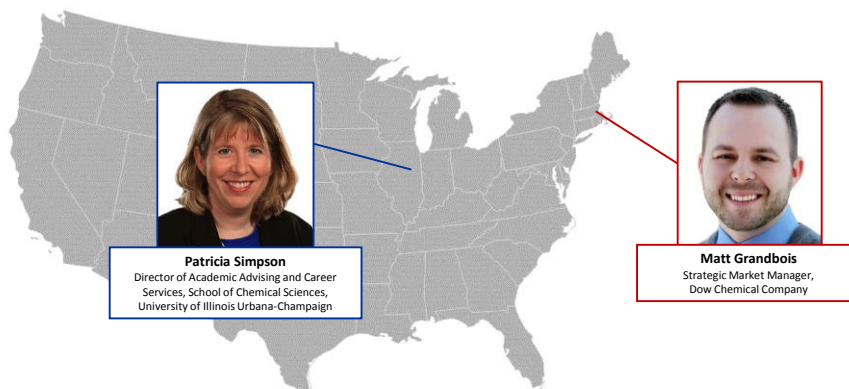
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## Final Thoughts

- Your network is a tool that can be grown, improved, and utilized.
- Networking is a critical aspect of your professional development.
- Networking doesn't require you to be extroverted, but it does require you to be outgoing.



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