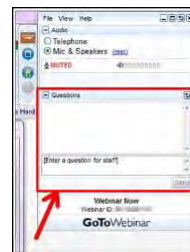




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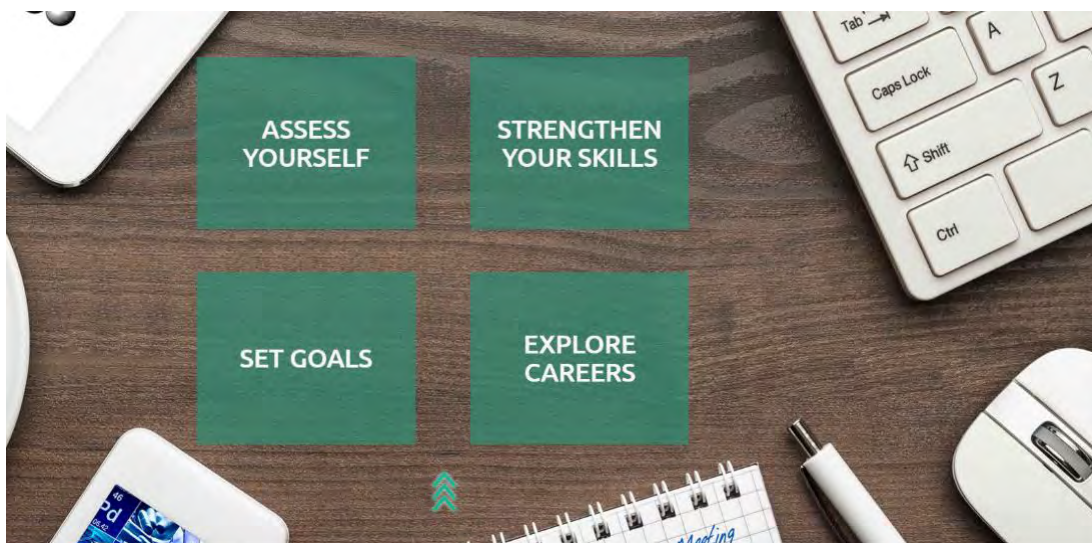


- Publish in top journals
- Find a job
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- Write grant proposals
- Build industry partnerships
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<http://acsoncampus.acs.org>

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### Managing Your Career



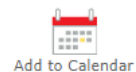
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Friday, May 29, 2020 at 2-3pm ET  
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- Learn how ice cream is made and what factors affect its quality
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- Even though ice cream is defined by a Standard of Identity, there is a wide variation in products

Maximizing Your Opportunities

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Tuesday, June 2, 2020 at 2-3pm ET  
 Speaker: Sandra Long, Post Road Consulting  
 Moderator: Tom Halleran, American Chemical Society

Register for Free!

What You Will Learn

- Best practices for connecting on LinkedIn
- How to find people, companies, and opportunities to help you get referred
- How to take advantage of LinkedIn career features

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*Making a*  
**BIG**  
**CAREER CHANGE**

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**TURNING ADVERSITY INTO OPPORTUNITY**

THIS ACS WEBINAR WILL BEGIN SHORTLY...

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## Making a Big Career Change: Turning Adversity into Opportunity



**Allen Clauss**  
President  
CTI Consulting



**Tom Halleran**  
Career Consultant Program,  
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## More Career Opportunities than Ever for those with Education and Experience in Chemistry

- Diverse range of professional pathways available; many new interdisciplinary fields that rely on and reward chemistry knowledge.
- Career page at ACS.org, **"College to Career"**, lists five main sectors, 15 subsectors, and 65 functional areas.

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## ... but Few People Explore and Consider very many of the Options

- Most chemists choose their initial career path with very limited knowledge of the options and do not make any big career changes even after learning about new and interesting possibilities.
- Why? They perceive that big career changes come with big risks.

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## Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



The ACS College to Careers web page lists five main employment sectors for chemists. **What sectors have you worked in during your career?**

(Select all that apply)

- Industry
- Academia
- Non-profit
- Entrepreneurs
- Government



*\* If your answer differs greatly from the choices above tell us in the chat!*



## Fear: Our Greatest Enemy

- Fear keeps many chemical professionals in jobs that they are not excited about and prevents them from getting on to a new learning curve, pursuing exciting new opportunities, and reaching their full potential.
- In this webinar, I want to convince you that the risks of pursuing a big career change are probably lower than you think, and the rewards are probably greater than you have imagined, so there should be little to fear in making a big career change, especially during times of adversity.





## Putting Career Change Risk into Perspective

- Risk of what?
  - Losing current job?
  - Finding out new career is less satisfying than previous one?
  - Not being able to easily go back?
- Most chemistry professionals who make big career changes are successful and have more fulfilling and rewarding careers as a result.
- Don't forget the risk and cost to your career of inaction vs taking action for positive change. Most people don't even consider the cost of inaction.
- If your career has been negatively impacted by the coronavirus pandemics, or in a worst case, if you have become unemployed due to the pandemic, your risk just went down!

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## When is it time to make that Big Career Change?

- When it seems like just as good of an idea at the end of a good day (in your current job) as it does at the end of a bad day.
- When you know that you are moving toward something positive, not away from something negative.
- When the prospects of making such a change energize and excite you.

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## During the Remainder of this Webinar, I want to:

- Share with you the big career changes that I have made and the circumstances surrounding those changes.
- Encourage you to consider the possibilities for making a big career change now or in the future.
- Inspire you to take action if you believe that a big career change would be good for you.
- Help you learn from my experiences, especially from my mistakes, to maximize your chances of success.

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## First Big Change: International Assignments with Procter and Gamble in Japan and China

- Big career changes don't necessarily involve changing employers.
- After ten years in R&D with P&G in the U.S. I accepted a series of international assignments in Japan and China. These were challenging, enlightening, and transforming experiences for me and my family.
  - much broader business responsibilities and decision-making authority
  - enlightening cross-cultural experiences.
  - unexpected adventures!

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## Serving as a Key Speaker (in Japanese) at an Employee's Wedding



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### Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



### How has the coronavirus pandemic affected your career?

- I have experienced extreme negative impacts (unemployment)
- I have experienced some negative impact (under employment)
- It has not affected me at all
- I have experienced positive impact (more employment)
- Not applicable concerning employment



*\* If your answer differs greatly from the choices above tell us in the chat!*



## Unplanned Adventure: The Great Hanshin Earthquake

- January 17, 1995, 5:45 am
- Magnitude 7.2 earthquake with devastating vertical shock wave.
- More than 6,000 people died.

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## Apartment in Kobe, Japan Before the Earthquake



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## Apartment in Kobe, Japan After the Earthquake



25



## Our Kitchen After the Earthquake



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## Assessing Damage and Clean-up at Apartment



27



## Assessing Damage and Clean-up



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## Kobe City after the Earthquake



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## Kobe City after the Earthquake



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## Kobe City after the Earthquake



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## Kobe City after the Earthquake

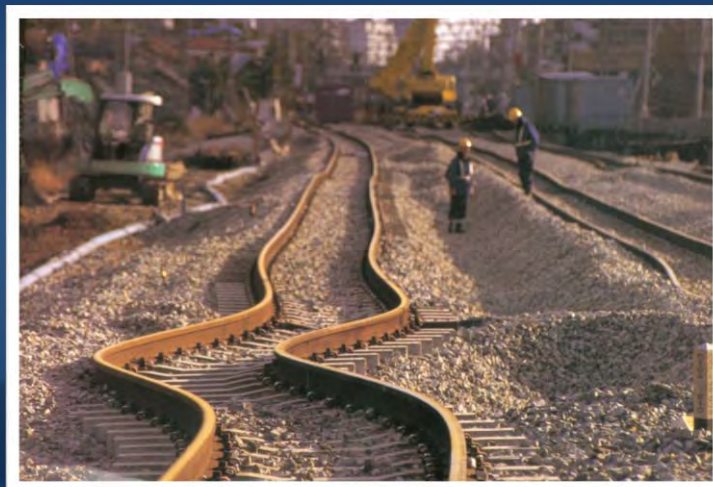


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## Kobe City after the Earthquake



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## Opportunity out of Adversity Guangzhou, China 1995-1997

- Loss of infrastructure from earthquake in Japan prompted P&G to accelerate our R&D expansion into China.
- Next assignment was working to help with setting up labs and staffing a newly built R&D facility in Guangzhou in South China.

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## Getting Used to a Different Kind of Grocery Shopping



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## Beijing, China 1997-2000

- P&G was in need of an experienced Ph.D. chemist and R&D manager to oversee the construction, staffing and start-up of a new R&D center in Beijing.
- “BJTC” was set up in partnership with Tsinghua University and was intended as a model for how a multinational company can establish R&D capability in China.

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## Grand Opening of BJTC April 15, 1998



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## Grand Opening of BJTC April 15, 1998



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## Second Big Change: Leaving for Industry for Academia

- After 18 years at P&G, I was a senior R&D manager, but always thought I would not be a “lifer” at P&G. I envisioned a mid to later life career teaching chemistry at the university level.
- These kinds of big career change opportunities don’t normally just present themselves; they require initiative, preparation, significant time and effort, and yes, taking some risk.
- I Worked out an amicable separation from P&G and an orderly transition of R&D responsibilities in Beijing. (Never burn bridges if you don’t have to.)
- My closest friends and colleagues at P&G told me that I was crazy!

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## Second Big Change: Leaving for Industry for Academia

- I returned to the U.S. without a job and started applying for every small college chemistry faculty opening I could find.
- Then the rejections started pouring in! ... and pouring in!
- I started to wonder if I had made the worst decision of my life!
- I started to think that maybe my friends and colleagues at P&G were right. Maybe I was crazy!

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## A Powerful Lesson about the Importance of Networking

- Only after a seemingly endless string of rejections did I surrender my pride and embrace networking as a central strategy for my academic job search.
- In retrospect, it is not at all surprising that I was having zero success getting any interviews for academic openings by just submitting applications.
- Informal networking at the local level immediately opened doors for me at University of Wisconsin where I was hired initially as a temporary lecturer and subsequently in “permanent” positions.
- For the next 11 years of my career, I had a wonderful experience teaching and participating in collaborative research at UW-Madison.

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## Third Big Change: Leaving Academia for Tech Start-up

- Sometimes big career change opportunities do just present themselves.
- So it was that a nanotechnology start-up company, Xolve Inc., that spun off from discoveries at University of Wisconsin, offered me a position as their VP of R&D.
- Novel methods of producing graphene and graphene-containing advanced materials.
- A 5-year, fascinating adventure that culminated in the sale of Xolve to a large multinational company in 2016.
- In 2016, I founded my current consulting company, CTI Consulting, LLC.

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## Advice for You Based on My Career Experience

- Embrace professional networking as a central strategy for your career development.
- Create and build your own **professional “brand”** based on your unique talents and skills.
- Do whatever is necessary to **avoid “burnout”**.

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## Embrace Professional Networking as a Central Strategy for Your Career Development

- Especially important if you embark on a big career change.
- Don't let pride prevent you from using networking to get a job; networking is highly successful because it lowers risk for both the job seeker and the prospective employer.
- Use multiple channels to develop and grow your network:
  - LinkedIn
  - ACS meetings (local, regional, national)
  - Family, friends and people outside the chemistry profession.

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## Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



**How active are you on LinkedIn?** (post, update, and search opportunities)

- Frequently (weekly)
- Somewhat frequently (monthly)
- Not frequently (a couple times a year)
- I am not active but have a LinkedIn Profile
- I do not have a LinkedIn Profile

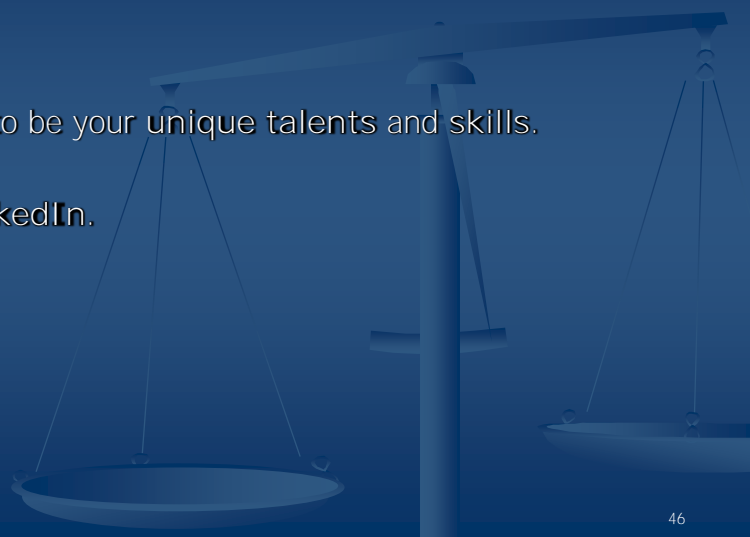


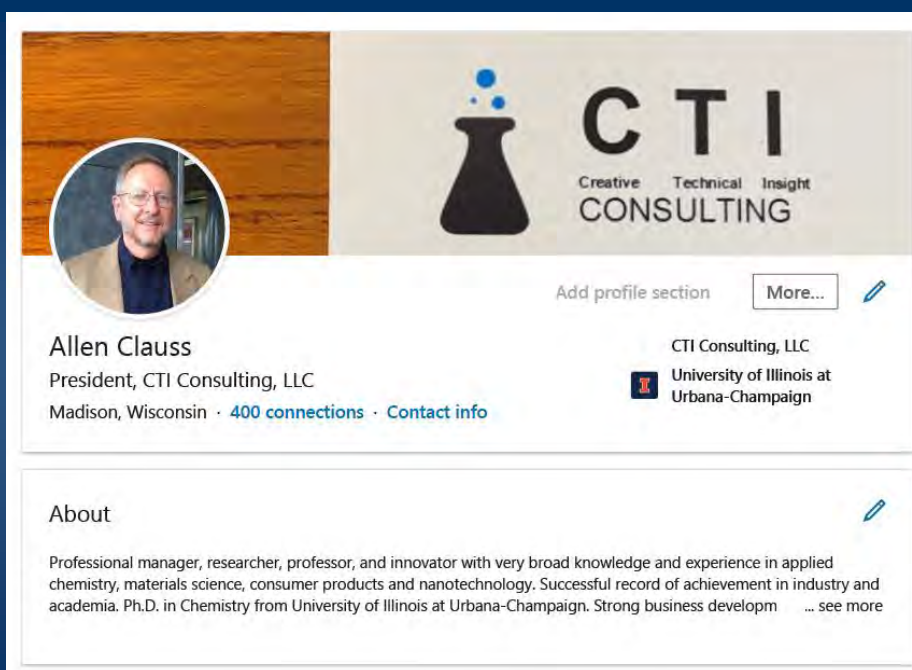
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## Create and Build Your Own Professional Brand

- Build it on what you believe to be your unique talents and skills.
- Advertise your brand via **LinkedIn**.





**Allen Clauss**  
President, CTI Consulting, LLC  
Madison, Wisconsin · [400 connections](#) · [Contact info](#)

CTI Consulting, LLC  
University of Illinois at Urbana-Champaign

**About**

Professional manager, researcher, professor, and innovator with very broad knowledge and experience in applied chemistry, materials science, consumer products and nanotechnology. Successful record of achievement in industry and academia. Ph.D. in Chemistry from University of Illinois at Urbana-Champaign. Strong business developm ... see more



## Create and Build Your Own Professional Brand

- Build it on what you believe to be your unique talents and skills.
- Advertise your brand via LinkedIn.
- Be willing to invest significant time and money in your professional brand.
  - Additional formal education.
  - Take a self-financed sabbatical.
  - Seek overlap between your hobbies and professional interests.





## Do Whatever is Necessary to Avoid Burnout and Keep Yourself Interested and Energized about Your Job

- For some people, this can be accomplished in the same job with the same employer without changing career paths.
- For some others, this can be accomplished by assignment changes with the same employer.
- But for many people, a big career change is needed to put them on a new and very different learning curve with new challenges and a new work environment.

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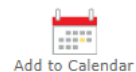


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## Summary

- If you are less than very satisfied in your current career path, research other career pathways, and consider making a big change.
- **Don't let fear keep you from taking positive action** and pursuing your dream of a new career that is more interesting, challenging and exciting.
- Be realistic about the circumstances and challenges of making a big career change. Don't go about it in a naive way as I did in my big career change from industry to academia.
- Embrace professional networking as a central strategy to enhance your current career, and especially if you decide to pursue a big career change.
- View yourself and your professional brand as important things to invest in.
- Create and build your own **professional "brand"** based on your unique talents and skills.
- Do whatever is necessary to **avoid "burnout"**.

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