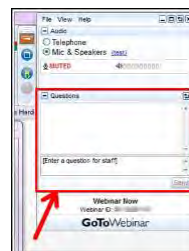


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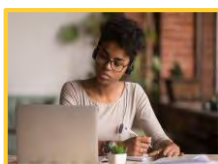
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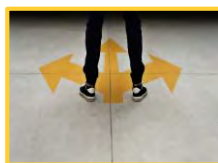
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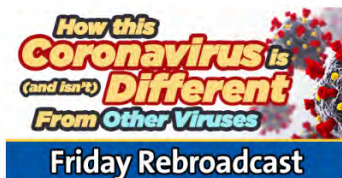
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NFH

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Matt Grandbois
Strategic Market Manager,
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Jarrod Cohen
Ph.D. Candidate,
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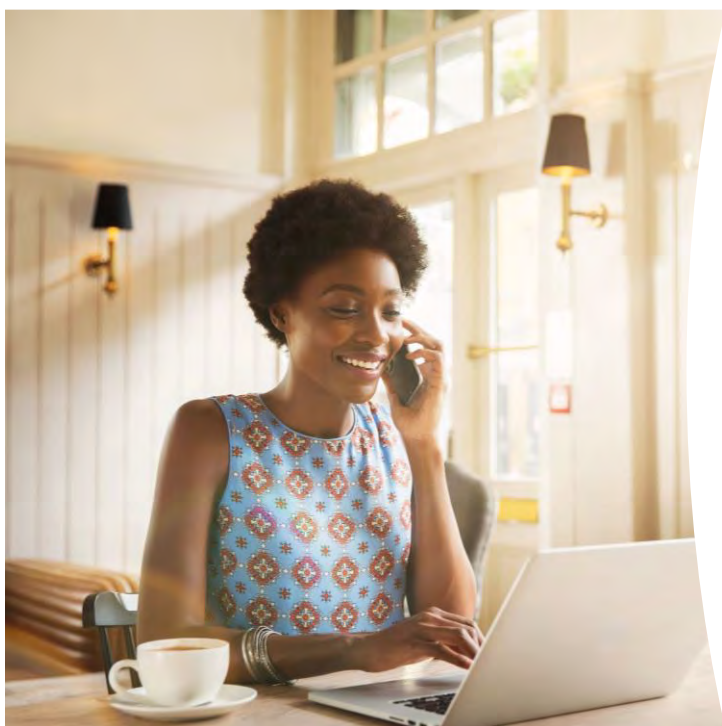
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The 2020 global health pandemic has created a professional environment that has drastically altered the way we work.

- Universities have sent home students studying chemistry...
- Companies have implemented work from home plans....
- Scientific societies have either canceled or hybridized their annual conferences and events...



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These changes to the global chemistry enterprise reinforce the need for networking.

- Networking is a way to catalyze our current workload and accomplish our personal and project goals.
- Networking provides a means to find new opportunities as we enter the workforce or change employment
- Networking fulfills the human desire to make connections and relationships.

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But how can we network while sitting at home?

- Networking is a *strategic* effort to develop relationships
- Strategies require planning to properly execute
- Relationships (at least good ones) is an ongoing *reciprocal exchange*



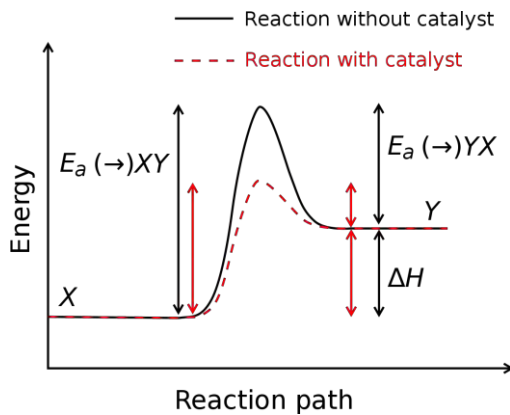
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Quantum “Network” Entanglement

- Much like quantum entanglement, the establishment of a strong network connection creates a bond between two people
- This network interaction renders it nearly impossible to independently describe one partner's existence within the network without impacting the other.
- This entanglement persists even when the partners are separated by large distances (*e.g.* WFH).

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Networking from home is not only possible, but it is something that you can thrive at regardless of whether you are an extrovert or an introvert.



- There is a slightly **higher activation barrier** for networking while WFH as you need often need to be the aggressor or instigator for most actions.
- Introverts can rely on their deliberateness to create thoughtful connections and experiences to act as a **catalyst**.

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Audience Survey Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



20

What are the three key components of Networking?

- Sending, receiving, and feedback
- Name tag, business card, and cell phone
- You, your connection, and your communication
- Heat, oxygen, and fuel
- Dry acid, base, and inert filler

The Networking Triangle

You – Your brand and how you present yourself



Your Connection – Who they are and what they mean to you

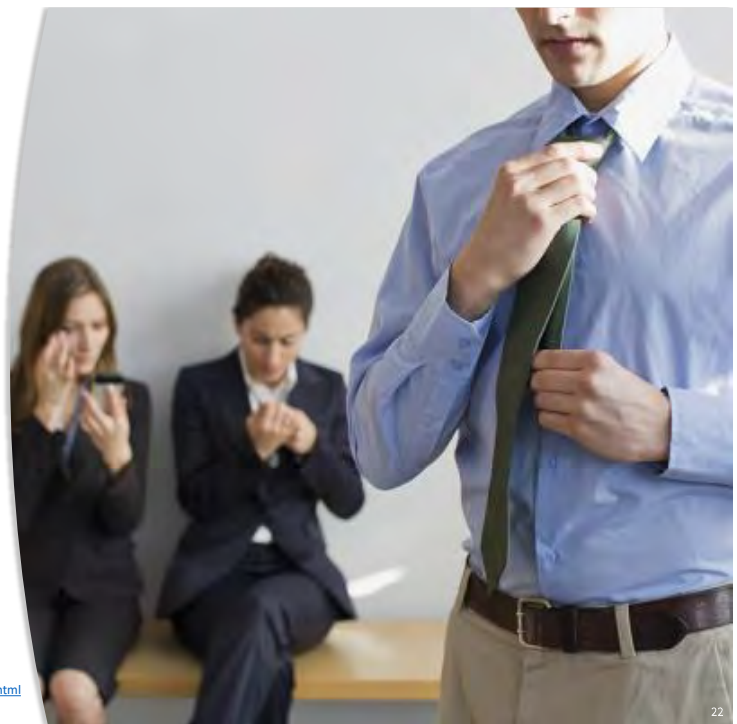
Your Communication – the mechanism in which you share information and what you share

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Personal Branding Never Rests

- Your virtual presence speaks for you 24-7-365.
- This availability makes it one of the most efficient ways to network and broadcast **who you are** and why people should care.
- Your virtual presence is a form of indirect marketing which puts you in position to be found by potential connections.
- Great resources for developing stronger personal brands on your social media platforms can be found in additional ACS Webinars:

<https://www.acs.org/content/acs/en/acs-webinars/professional-development/building-brand.html>



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Maintain your digital health to reinforce your branding efforts



- Once you have updated your social media platforms, have a trusted friend or colleague conduct an online search for you.
 - Ask for their feedback on what they found on each platform or in general.
 - Reflect on the feedback and go back to update your platforms to better reflect what you are trying to communicate.
- Feeling creative? Use different features and media as a way to differentiate yourself!

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Metacommunication is another aspect of your brand that indirectly speaks for you.

- The way you speak, your mannerisms, your background imagery all say something about you.
- Spend time understanding your metacommunication habits through self-reflection or by engaging with friends
- Schedule some time to have a video chat with someone with the sole purpose of getting feedback.



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Audience Survey Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



How much communication do you have with the teacher that inspired you the most and led you to pursue chemistry as a career?

- We communicate weekly
- We communicate monthly
- We communicate yearly
- We communicate every few years
- We haven't communicated since I graduated

Tend to the needs of your existing network.

- The goal of networking is not to have the biggest network, but instead to have a network of relationships that can help you grow and thrive.
- Placing an unhealthy balance towards always growing your network, while not tending to the needs of your existing network may cause you to overextend yourself beyond what you need.
- Successful networking requires you to understand it is not about you. ***It's about building relationships.***



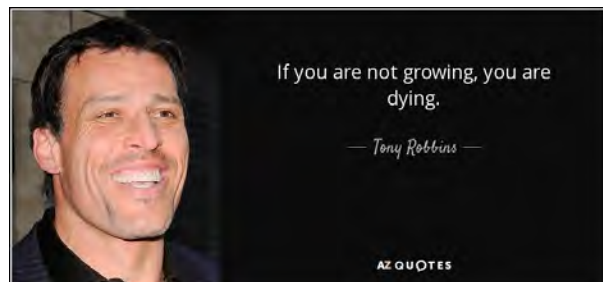
Focus on “what you have” and how you can share it with others that may need it.



- As with all relationships, we need to be attentive to the needs of others and how you can be of service based on your set of experiences and skills.
- Going through your “rolodex” can provide you a chance to reconnect with those that have helped you along the way to where you are today
- Provide constructive feedback on the advice that they provided you or help them understand the impact they’ve had on your life and development.

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Expansion of your network is still a critical part of the networking process



- As our goals and life situations change, so too do the items we require from our network.
- Whether it may be to get a job or to learn a new skill, chances are that you don’t have someone in your immediate network that can help you address your current question.

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The Thrill of the Hunt!

- The satisfaction of developing new connections is intoxicating for extroverts...
- ..but this doesn't mean you need to send connection requests to everybody that pops up on your screen.
- For Networking, take time to understand what you need and what perspective or experience you're lacking to help you achieve your goals.



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Audience Survey Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



How much time do you spend on social media platforms every day?

(e.g. Facebook, LinkedIn, Twitter, etc.)

- Less than 30 minutes
- More than 30 minutes, but less than an hour
- Ok, I admit it. More than an hour
- What's social media?
- Do people actually log off?!?...

Apply the Scientific Method to Networking

- Plan to spend time each day to build your network like you conduct your scientific research.
 1. Identify what you want to learn
 2. Study the literature
 3. Develop and execute and experiment
 4. Learn from the experiment
 5. Repeat
- People use public profiles to be found, so take advantage of this to learn about them and don't use private mode if your intent is to build your network
- When initiating contact: be authentic, open, and honest about your actions and you will be surprised how effective you will be.

<https://www.acs.org/content/acs/en/acs-webinars/professional-development/silent.html>

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"6" P's of Networking

- An infamous military adage states
 - Proper
 - Planning and
 - Practice
 - Prevents
 - Poor
 - Performance
- As most people believe networking is for getting a job, remember that it should be an ongoing activity that you partake so that you don't find yourself without both: a job and a network!



"The Little Red Hen"

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Resources & Next Steps

Next Steps:

- Schedule a video conference to get feedback on your metacommunication.
- Send an email to your favorite chemistry instructor.
- Send an connection request to someone outside your immediate network.

Resources:

- “Networking from Home” – <https://acsprof.org/networking-from-home/>
- “Taking the Work Out of Networking: Your Guide to Making Connections That Count.” - Karen Wickre

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Conclusion & Summary

- Working from home and being social distanced does not impact your ability to grow and maintain your network.
- Spend time to update your virtual brand and metacommunication habits so that you can network from the comfort of your living room.
- Don't be afraid to be transparent, open, and honest about your networking. “Most people are receptive. Never assume a no”
- Be creative and have fun while preparing and executing your networking strategy!

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Closing Thoughts

- Networking is both simple and complicated, making it one of the most rewarding aspects of professional development.
- It's not about you!
- Working from home has some perks, so use your time and resources wisely.



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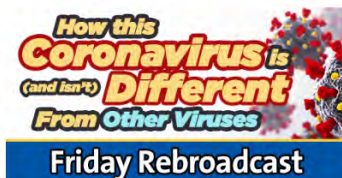
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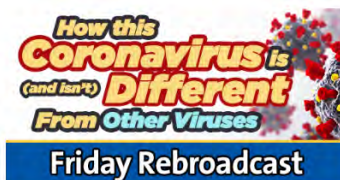
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