We will start momentarily at 2pm ET

Have Questions?

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Thursday, December 8, 2011
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Paul Hodges & Bill Carroll

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ACS WEBINARS™
December 1, 2011

How to Secure and Nurture a Vibrant Chemistry Career in the 21st Century

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Why There has Never Been a Better Time to Be a Chemist:

How to secure and nurture a vibrant chemistry career in the 21st century.

"Brian Fahie: Career advice you can believe in." ©
Agenda

1. It really is a great time to be a chemist.
2. Creating Impact for a company.
3. Understanding your Personal Brand and leveraging it to create Impact.

If you think about the Major Challenges Facing the World…

Energy:
- Finding, Storing, Transporting, Using. Converting, Cleaning …

Heath Care:
- Improving, Reducing Costs, Accessibility

Environment:
- Maintaining, Improving, Protecting
The Major Challenges Facing the World…?

Almost Without Exception:
All the major opportunities facing the world will need chemists to help solve.

This is why there has never been a better time to be a chemist!!

Reality

There are more great career opportunities for chemists, than there are chemists that know how to communicate that they are great.

There are not enough mediocre jobs for chemists that communicate that they are mediocre.
Reality

As Chemists:
- we generally do not like marketing
- we were not trained how to market ourselves
- we thought being great chemists would be enough

In Today’s Workplace…

It’s not about what you know or do, its about the impact you have.

And how well you can communicate the impact you have.
Question?

From the list below pick the technique that best describes your expertise:

- HPLC
- NMR
- Synthetic Organic Chemistry
- Physical Characterization
- Other

In Today’s Workplace You must not...

Let the technique you know define you!!
In Today’s Workplace You must know how…

- Your company or you creates value
  - What is it you do better than your competition?
- Your company or you creates differentiation
  - What levers do you pull to remain better than the competition
- Where the industry is going
  - What will you do to remain competitive and ahead of the competition

Imagine you…

…just landed at your home airport and you need to get to your local hospital for a family emergency. What criteria would drive your decision for how you would get to the hospital:

- Comfort, WiFi, amenities
- Cost
- Speed
- Reliability
Imagine you…

…are an aspiring chemist heading for a possible career changing interview. You still need to complete your presentation slides. What criteria will drive your decision for how you would get to the interview a 2 hour drive away:

- Comfort, WiFi, amenities
- Cost
- Speed
- Reliability

Imagine you…

…are an undergraduate university chemistry student heading south for spring break. What criteria will drive your decision for how you will get to the airport?

- Comfort, WiFi, amenities
- Cost
- Speed
- Reliability

*Brian Fahie: Career advice you can believe in.*”©
Impact is…

Situation dependent.

• To get to the hospital…
• To prepare for the interview…
• Heading to Spring Break…

Market yourself by Impact
(not by technique)

In stead of HPLC expert – think separations scientist

Instead of NMR expert – think spectroscopy or structural elucidation expert

Instead of Medicinal Chemist – think drug hunter

Instead of physical characterization expert – think material or particle or surface scientist
The 80 – 20 Rule

- 80% of a group’s impact will come from 20% of the group!
- 80% of your impact will come from 20% of what you do!
The Rule of Three…

• Focus on a maximum of three key areas to create impact.

• Think about a restaurant…

It is true that…

• 80% of your impact will come from 20% of what you do!

• You get low ratings for not doing the other 80% well!
Performance Plan

- 80% of your impact will come from 20% of what you do!
  - Focus your Performance Plan on the 20% that you will do to create the 80% impact.
    - Helps keep you focused
    - Helps keep your management focused

What is “Personal Brand”

- Brand is what you want to be known for, not what you do.
- Both companies and individuals need to establish what it is they want to be known for:
  - Quality
  - Reliability
  - Integrity
  - Innovation
  - Etc.
What is Personal Branding?

It is about standing out.
What is Personal Branding?

*It's about people understanding and being able to describe how you are different and how you create your impact.*

Personal Brand

You need to establish a brand and hope that most people will accept it as valuable, but not everyone will.

- Starbucks brand: premium coffee at a premium price (I accept this as a good value statement, you may not)
Personal Branding…

- Enables you to successfully communicate how you **will create impact!!**

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How do Companies look for Impact

- Does your resume list what you know and have done…
  …or does it indicate the impact you have had?
The very, very best get hired…

- From their resumes
- The interview simply confirms the output of the resume data mine exercise!!

There are two types of Jobs for Chemists

Jobs that represent:

**Capability** – Career (These jobs are directly linked to how the company hopes to be better than their competition)

**Capacity** – At risk (These jobs are often very important and difficult, but not linked to how the company hopes to be better than their competition)
Capacity vs Capability

Note: Something can be capacity for one company and a capability for another company.

This is why it is so important to understand how a company hopes to compete and win and then customize your CV and cover letter to match each company.

Brand and Capability

• You need to ensure that your brand is directly linked to a “strategic capability” and not just capacity.

• *Innovation vs. speed vs. low cost?*
Agenda

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Thank-you for your indulgence

*Career advice you can believe in™️*
How to Secure and Nurture a Vibrant Chemistry Career in the 21st Century

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