

# How to Network Successfully

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Connecting a World of  
Pharmaceutical Knowledge

**If you want to go fast, go alone.  
If you want to go far,  
go with others.**

*African Proverb*



## Agenda

- What is Networking?
- Why Does it Matter?
- 3 Networking Strategies
- How To Approach a Networking Contact
- The ABC's of the Networking Conversation
- 5 Tips on Perfecting your Elevator Pitch
- Exercise and Practice
- Resources



## Polling Question

**What Is Networking?**



## Networking is:

### A Relationship-Based Information Exchange System That is Mutually Beneficial

- Share your knowledge and expertise with others and become a “go-to” resource both inside and outside your company.
- Provide referrals or introductions to key people in your industry.
- Add to your awareness of current needs, problems and critical issues in your industry.
- Exchange information regarding companies of interest.



## ... what if I don't like networking?

### If you think that networking is boring and painful, you are not alone:

- Many see networking as “schmoozing” or shameless self-promotion.
- Networking is particularly unappealing to introverts AND introverts represent from 25-49% of the population.
- Networking events can be awkward and exhausting.



## Networking: Why Does it Matter?

- The more connections you have, the greater your salary.
- 70-80% of jobs are landed through networking.
- Networks bring opportunities that benefit your career, professional development, and personal interests.

*“It’s not who  
you know, it’s  
who knows  
you that  
matters.”*

~ unknown



## Your Networking Strategy

- Step 1: Identify Who To Network With
- Step 2: Grow Your Network
- Step 3: Stay in touch



## Step 1: Identify WHO to Network With

- ✓ Alumni, friends, family, neighbors, former managers, colleagues, mentors, recruiters
- ✓ Individuals that work in your industry, work at companies you have an interest in or have the job you'd like to have one day
- ✓ Individuals you share something in common with, through volunteering, hobbies, professional associations

*“Collect kindred spirits.” Grow your network with people whose company you truly enjoy, and people you sincerely like. ~ Susan Cain*



## Step 2: Grow Your Network

- ✓ Get involved with activities that align with your passions and values such as professional groups, volunteering, hobbies
- ✓ Participate in cross-functional, company sponsored initiatives
- ✓ Join groups, read and post comments on LinkedIn
- ✓ Attend and / or offer to speak on panels / events



## Step 3: Keep Your Network Active

Keep In Touch!



- Keep your profile updated on LinkedIn
- Send updates on your career
- Share articles/research
- Start a blog
- Congratulate people in your network on promotions and job changes
- Meet up for lunch/coffee every now and then
- Introduce people to each other

## How to Approach a Networking Contact Through Email / InMail

To: Mary Collins  
Subject: Referred by Susan Martin

Dear Mary:

Susan Martin suggested I reach out to you. Susan and I met at the ISPE Product Show and she thought you would be a great person to give me some advice. I have my Ph.D. in Chemistry and I'm considering a career in research and development. I would welcome the opportunity to learn how you got your start at Biogen.

I know there are many demands on your time, would you be willing to meet with me for 20 minutes at your convenience?

Thank you in advance for your consideration,

Megan Hughes  
<http://www.linkedin.com/in/meganhughes.com>



## The ABC's of the Networking Conversation

**So you are at the event, you have a 20 minute meeting scheduled, now what?!!!**

### A. Share a bit about yourself: Master Your Elevator Pitch

- Where did you go to school, what did you study?
- What do you love/enjoy most about what you do?
- What are you doing in this world?
- What are you looking to do next?

### B. Ask questions to gain insights: People enjoy sharing their knowledge

- What made you want to get into this line of work?
- What do you see as the coming trends in your profession/area of expertise?
- What are the biggest challenges affecting your field or company?
- What skills and strengths are valued in your role?
- What professional organizations do you recommend joining?
- Is there anyone else you recommend I speak with?



## The ABC's of the Networking Conversation

**So you are at the event, you have a 20 minute meeting scheduled, now what?!!! (cont.)**

### C. Wrap-up / Follow-up

- Be respectful of time and end "on-time"
- Always send a thank you note / email within 24 hours
- Keep your contacts updated on whatever introduction, suggestions or results transpire after your meeting



*“Networking is marketing. Marketing yourself, marketing your uniqueness, marketing what you stand for.”*

~ Christine Comaford-Lynch



## 5 Tips on Perfecting your Elevator Pitch

*“If you confuse people you lose people.”* ~ Susan Cain

1. Consider your audience and what they care about
2. Lose the jargon
3. Keep it brief
4. Practice, saying it out loud
5. Remember the rules of communication: 7% words, 38% tone, 55% body language





## Sample Elevator Speeches

- My name is Ben, I got my Ph.D. from MIT in nuclear physics.
- From the time I was 8, I have always been fascinated by negative matter and black holes, and I wrote my dissertation on time travel.
- I love crunching numbers and finding meaning in data.
- My goal in life is to create the algorithm to create a time portal!
- I'm looking to work at NASA or Space EX as an associate engineer as a starting point.



## Sample Elevator Speeches

- My name is McKenzie, I grew up in New England and went to school at University of New Hampshire graduating with a Masters in Clinical Research.
- I became interested in stem cell research after learning my cousin has a rare genetic disorder that left him blind.
- I love working in the lab and making new discoveries.
- I want to work at a company that is curing rare diseases through gene therapy.



## Exercise:

### What is your Elevator Pitch?

- Where did you go to school, what did you study?
- What do you love/enjoy most about what you do?
- What are you doing in this world?
- What are you looking to do next?



## Practice Networking

- Introduce yourself to both of your neighbors
- Ask them a couple of questions about themselves
- Follow-up with each other within 24 hours and connect on LinkedIn
- If the connection is strong, agree to meet in the next 30 days



## Resources

How to Build Your Network:

<http://hbr.org/2005/12/how-to-build-your-network/ar/1>

How Leaders Create and Use Networks:

<http://hbr.org/2007/01/how-leaders-create-and-use-networks/ar/1>

*Quiet: The Power of Introverts in a World That Can't Stop Talking,*  
Susan Cain

*The Networking Survival Guide, Second Edition: Practical Advice  
to Help You Gain Confidence, Approach People, and Get the  
Success You Want,* Diane Darling



## Questions & Answers



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