



Creating Your Brand Capturing Your Value Building Your Career

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Judith Giordan - National Science Foundation

Lawrence Friedman - ViE, Inc./ Univ. of Pittsburgh





Main Messages

YOU are the CEO of Me.Life

- **Know** who you are
- **Define** your expectations
- **Develop** your gameplan
- **Create** your brand
- **Build** your career

Me.Life isn't a spectator sport

- It's all about YOUR choices and actions
- Capture your value





Gameplan

Introduction - 5 min

Know Yourself - 45 min

Know Your Audience - 15 min

Build your Brand - Communicate - 25 min





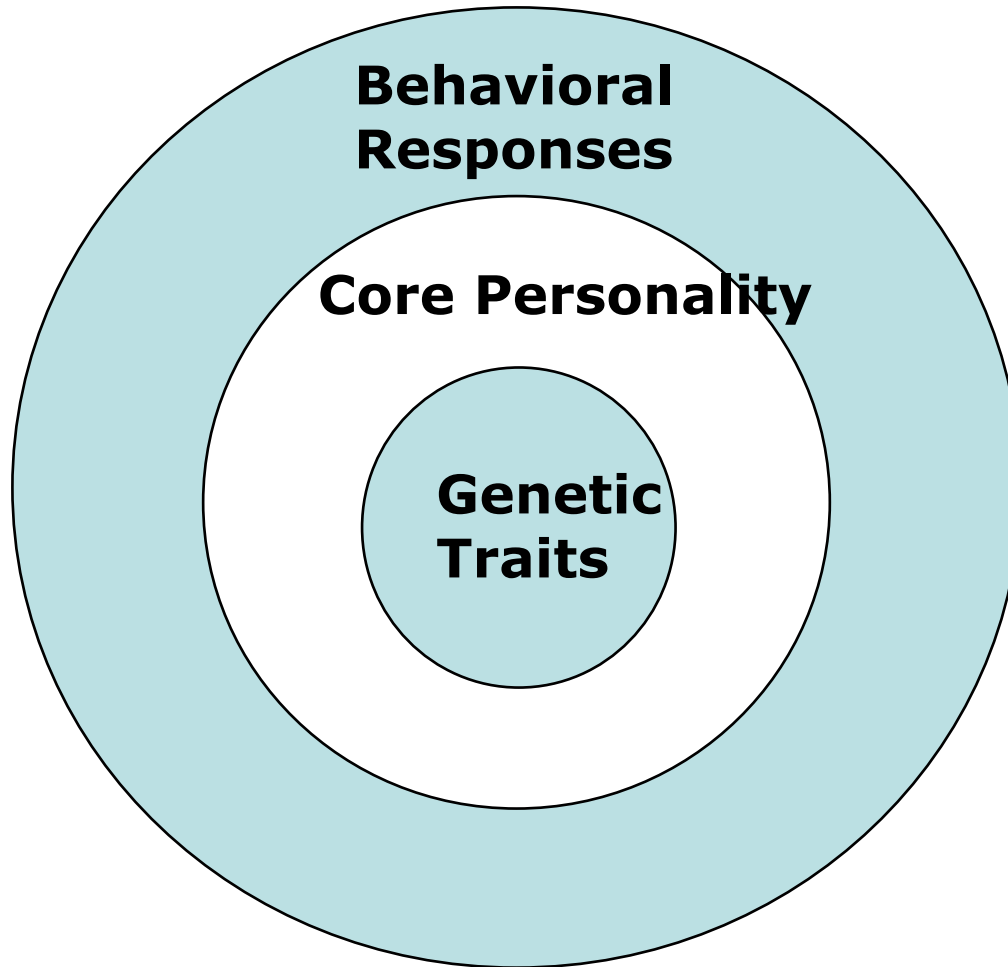
Perception is Reality

Your Brand starts with what
others perceive....

The world of work is a world of
teams...



Self in the Environment





Behavior or Style

- Observable
- Flexible and dynamic
- Not “right” or “wrong”
- All styles are valuable, needed and can be effective
- Situationally based
 - *KNOW* yourself
 - *TUNE your style!*





Goals of the Analysis.....

- Gain insight into *your behavioral tendencies*
- Develop an understanding of how *your behavior affects others*
- *Understand*, appreciate and *value individual* differences
- Define *strategies* for *working together to increase productivity*
- Enhance *your* effectiveness in *accomplishing tasks* by *improving* your *relationships with others*





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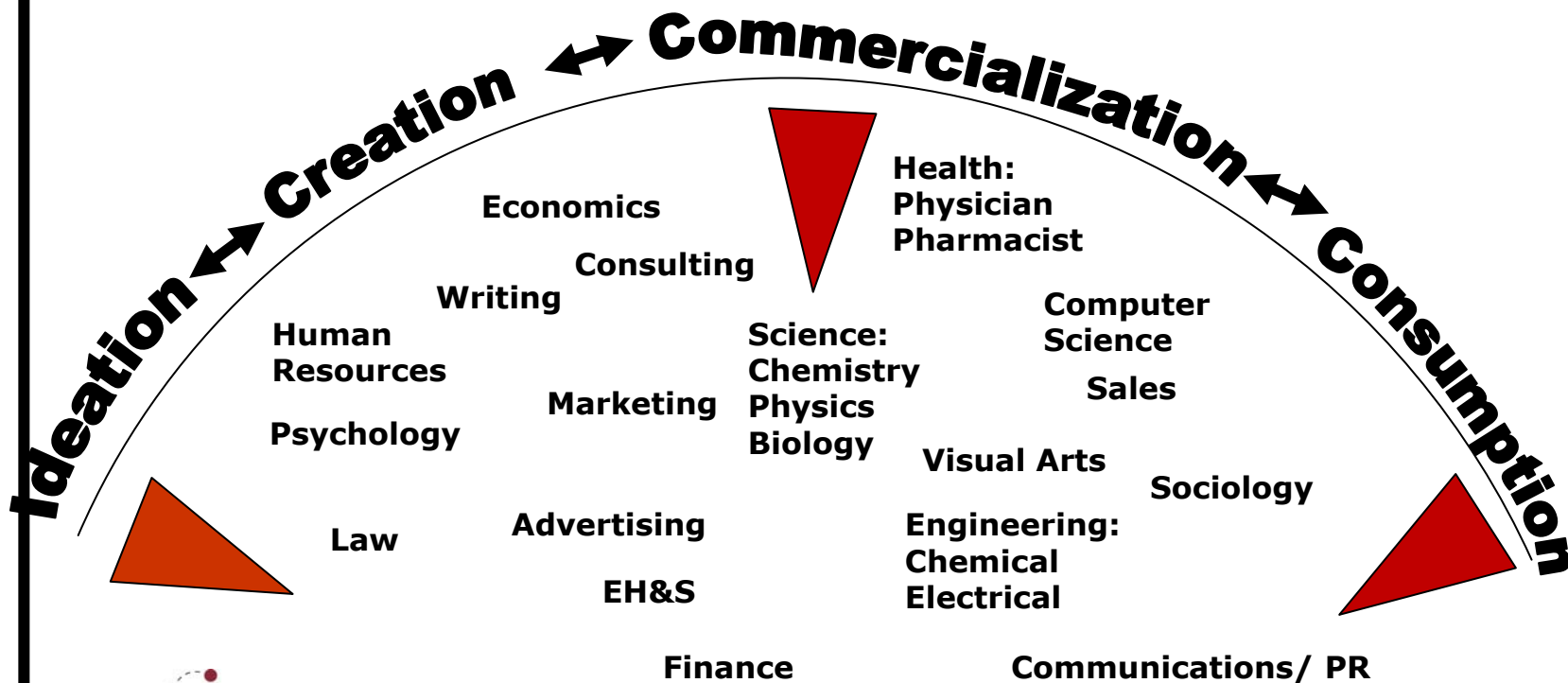
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What Are My Options?

The “labcoat” and beyond.....

Science and Technology Value Chain



Gather data - What Sector/What Role

		Sector		
		Academe	Business/ Industry	Gov't.
Role	<i>Research</i>			
	<i>Develop</i>			
	<i>Educate</i>			
	<i>Admin/ Lead</i>			





Gather important data

1. What's required in the sector *of your choice* to be a leader?
 - Do you know which sectors NEED you? And WHY?
2. What do prospective employers (*your customers!*) want?
 - What do you need to do to continuously find out?
 - What are the best aids in your job search and career development?
 - Magazines, colleagues, meetings, professors, people in the industry, professional organizations?
 - Are you effectively using the Internet?
 - What does it take to be part of a start-up or an entrepreneur?
 - Do you know what's out there?
3. What's your requirements for success?
 - How well do your expectations align with "reality"





What Do Employers Want:

Gather **academic** sector data

- Chronicle of Higher Education
- Professional Society magazines
 - C&E News
 - Science
- NETWORKING!



What Do Employers Want -

Gather **Commercial** sector data

- **Industry/sector Specific:**
 - Chemical Week, e-plant, Chemical Specialties, Chemical Marketing Reporter, C&E News
 - Campus recruiting
- **Overall business:**
 - Fast Company, Industry Standard, Business 2.0, Economist, Business Week
- **Start ups:**
 - Venture wire; NCIIA; AAAS
- **Career Development**
 - Job Boards
 - Corporate sites
- **NETWORKING!**



What Do Employers Want:

Gather **government** sector data

- USAJobs
- Government lab - direct contact
- Campus recruiting

- **NETWORKING!**





What Do Employers Pay: How to Find Out

- Websites like PayScale.com
- Professional Societies
- By sector:
 - Government - payscales
 - Academe - Chronicle of Higher Ed
 - Industry - company websites
- **NETWORK!** Talk to friends who just got jobs





But regardless of sector....

- Employers look for people who:
 - think critically
 - learn in fields beyond their own specialty
 - are creative
 - have a strong work ethic (accountable and responsible)
 - communicate effectively
 - lead and follow
 - collaborate across disciplines
 - adapt quickly under changing conditions
 - work well in teams
 - have a sense of urgency





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Building Your Brand -Communications

Resumes, Interviewing, Networking: The Hunt for a Position





Building Your Brand: Communications options

- **Written**
 - *Resumes*
 - Cover letter
 - Business cards
 - Publications/lists
- **Verbal**
 - *Interviews*
 - Introductions - 60 Second Sketch
 - Presentations
 - Listening
- **Appearance**
 - Body language
 - Dress





Purpose of a Resume

- Get an interview, not a job
- Short summary of skills and qualifications
 - Example of your communication skills
 - Good self-assessment tool
- Pre-screen tool
- Guide during interview
- Does not take the place of the application





Key Ingredients

- Readability
 - Clear, concise and accurate
- Presentation Style
 - Simple and unadorned
 - User-friendly, well organized, and professional
- Tailored to Position
 - Where is it going? Who will read it?
 - Consider multiple versions
- Results Oriented
 - Factual, not subjective
 - Don't overstate capabilities/accomplishments





Common Mistakes

- Sloppiness
 - Grammatical errors
 - Little attention to formatting
- Wordiness
 - It's a resume, not an autobiography
- Unfocused
 - Lack of clear educational or work history
 - Little objective evidence of technical skills or training
- Too much information
 - Salary history or requirements
 - References to age, health, race, sex or national origin
 - Reasons for leaving last job





Resume Impact - What have you accomplished?

- Begin each “accomplishment” with a power verb or key word.
 - **STRESS OUTCOME:** Tell specifically what you did.
 - **STRESS RESULTS:** Quantify the results of your action. Employers aren’t just interested in what you did...they also want to know how well and how much.



Some Action Verbs For Accomplishment Statements

Achieved	Formulated	Operated	Started
Analyzed	Generated	Organized	Streamlined
Built	Headed	Originated	Strengthened
Conceived	Implemented	Performed	Structured
Conducted	Improved	Planned	Supervised
Coordinated	Improvised	Presented	Systematized
Created	Increased	Processed	Trained
Demonstrated	Innovated	Produced	Transformed
Designed	Instituted	Programmed	Translated
Developed	Introduced	Provided	Uncovered
Devised	Invented	Redesigned	Unraveled
Directed	Launched	Researched	Utilized
Established	Led	Revised	Verified
Evaluated	Managed	Simplified	Worked
Expanded	Negotiated	Solved	Wrote





Accomplishments Exercise

1. Pick a partner
2. Work on statements of accomplishment
3. Share, compare, critique

“Developed a new, highly sensitive technique for the measurement of photochemical reactions on heterogeneous surfaces resulting in 3 patents, 2 publications and a partridge in a pear tree...”





Interviews

- Informal
 - Networking
 - Conference presentations
 - Professional societies
 - Colleagues
- Formal
 - Multiple kinds
 - Screening
 - Onsite
 - Multiple methods
 - Telephone
 - Videoconference
 - Face-to-face





Preparation for Interviews

- Analyze your strengths and weaknesses
 - Determine what you uniquely bring
- Research the organization - prepare your questions
- Anticipate questions and think through your responses
 - What things about yourself would you improve?
 - What motivates you? What do you not like to do?
 - Why did you pick this graduate school and professor?
 - Tell me about a time when.....
- Think about questions you want answered (Commercial/Govt)
 - Who determines technical direction of projects and what I'll work on?
 - What is the future direction of R&D in the organization? How is it funded?
- Think about questions you want answered (Academe)
 - What kind of support does the dept. provide for new faculty?
 - What would the balance between teaching/research be?
 - How does the dept aid new faculty in getting grants?





Take Aways...

YOU are YOUR GREATEST Asset!

REMEMBER - know yourself and how you come across
to others

Communicate effectively

- Send AND receive information
- Leave them wanting AND asking for more
- ALWAYS seek to broaden your network, NOT just find a job
- Ask for ways that you can be of assistance to others ..be humble and remember there is always a tomorrow...

Good Luck and have fun!

