“Not” Networking 101: Building Relationships for Success

Addgene Helps Scientists Share Plasmids

Non-profit, mission driven company dedicated to facilitating collaboration

addgene
10 YEARS OF PLASMID SHARING
A Better Way to Share—Plasmids and Science

Addgene Blog
A Better Way to Share Science

blog.addgene.org

- Plasmids 101: What is a plasmid?
- The 10 Most Distributed Plasmid Technologies in Addgene's First 10 Years
- Using CRISPR/Cas9 to Edit Disease Out of the Genome
- Three Tips to Organize Your Lab Notebooks in the New Year
- Top 10 Open Science Developments of 2013
- "What Makes a Good Mentor?" and 6 More FAQs About Science Mentoring
- Drew Endy Introduces the Biobrick Public Agreement Plasmid Collection
- Overwhelmed? Take a Break with our 5 Favorite Science Comics
- Kiran Musunuru on the Newest TALEN Genome-Editing System
- From our Table to Yours: An Inside Look at Lunch at Addgene
- Let There Be LITE Plasmids
- Tag Your Favorite Yeast Genes with Ease

Addgene Statistics

- >25,000 plasmids stored
- From >1,600 contributing labs, >300 institutions worldwide
- >1,800 plasmids shipped each week
- 51% shipped to scientists outside the United States
- Samples shipped within 2 business days of MTA approval

“I do science differently because I can use the Addgene library to find reagents”
Addgene’s Collection

- Plasmids and collections for experiments in many organisms: human, mouse, rat, bacteria, yeast, worms, flies, fish, plants, etc.
- Plasmids for a wide variety of applications: gene expression, gene knockdown, tagging, empty backbones, etc.
  - Genome Engineering (e.g. TALENs, CRISPRs)
  - Viral expression & packaging
  - Fluorescent tags and biosensors
  - Stem Cell Factors
  - Reporters

Addgene Resources
Benefits of a Central Plasmid Repository

- Save time on request mailing
- Access all plasmids in one request
- No loss due to turnover of lab members
- New labs hear about your work, more citations
- Archive historical clones and standards, rigorous QC
- Get a list of who has your plasmids any time (for grants or Tech Transfer offices)
- Collaborate! Participate in our Community!

Depositing in a Biological Resource Center Increases Citation Rates

“Climbing Atop the Shoulders of Giants: The Impact of Institutions on Cumulative Research.”
How I Got Here

Couple of Kids

- Advisor with strong ties to industry
- Collaborations

Harvard PhD

BASF/Abbott (Pharma)

- RNAi early adopter
- Good at managing
- Incensed by lack of diversity in science
- Collaborations

Founded MASS AWIS HBA BoD, etc.

Addgene (Non-profit)

- Executive Director and all that entails

RXi (Biotech)

- Director of Research
- Business Dev
- HBA leadership role
- Alliances
What is “Networking”?

- Connecting with people to create opportunities – for both yourself and others in your network
- A reciprocal process in which you share ideas, leads, information, advice, brainstorming
- Networking can occur both within and beyond your professional life
- Developing relationships (not just contacts) is the key to having access to opportunities and help

Why is Building Diverse Relationships Important to You?

- Makes professional life more satisfying & contribute to a positive experience at work
- Creates opportunities (but NOT just for job hunters)!!
- Jumping off point for enriching collaborations
- Provides a support system
- Helps develop confidence & professional identity
How People Get Jobs

Source: US Department of Labor, 2001

Yes, Even Scientists Need a Network

- People you know who are actively interested and working in your career field
  - Some of them may end up on your Grant Review committees
  - This is your pool of potential collaborators
- Post-docs grad students past and present
- Faculty, administrators, at your institutions
  - Try getting things done in your department without developing relationships here
- Members of professional societies, conference attendees
- Professionals at NIH, NSF, FDA, USDA, DOE
  - Granting agencies
- Other soccer coaches...
- Crash Course on Socializing at a Scientific Conference (Thesiswhisperer.com)
Grow Your Network

- Don’t wait until you need the network to build it
- Grow your network by thinking strategically
- You never know where connections will come from or lead
- Any time you meet with people you are networking!

Take the HGP Quiz

1. Do you interact on a 1:1 basis with more than 25 colleagues a day?
2. Will your work suffer if you are absent because no one else can do what you do?
3. Do you enjoy spending your time with a close-knit group of friends and colleagues
4. Do you have a range of interests and belong to very different organizations (sports clubs, art groups, volunteer organizations etc.)
5. Are most of your friends different from you in terms of their careers, tastes in social activities and lifestyles?
6. Are most of your acquaintances unknown to each other?

If you answered yes to:

1 & 3 – you may be a “Hub”
2 & 6 – You may be a “Gatekeeper”
4 & 5 – You may be a “Pulsetaker”

Adapted from Karen Stephenson as published in the London Times, 2001
Building a Network Strategically

Watch out for the 5-8% of people who have disproportionate influence

These are “Critical Connectors” in a professional network

**Hub**
- Directly connected to many
- Interested more than interesting (not a gossiper)
- Disseminates info in an organization

**Pulsetaker**
- Get the word out quietly about what's going on
- Take the mood of a group in a change situation
- Access the people who know the right people

**Gatekeeper**
- Holds the boundaries between groups
- Can be +ve or –ve (like a manager that never delegates)
- Makes connections and keeps these relations positive

"The Three Most Important Roles That You Don’t Know About…Yet" by Maya Townsend, partneringresources.com

But I Hate “Networking”…

- Make networking feel normal
  - Become active in groups, professional and social
  - Have lunch with another human twice every week!
  - Don’t leave an empty seat
  - Figure out a way that works for you to interact with people at events
Events: Meet & Mingle Effectively

- Good networking is a bit tiring and sometimes scary
  - Some assertiveness and initiative are required
- Come prepared — do your homework
  - For a formal event, research background on participants
- Talk to someone who is standing by themselves
  - I guarantee they will appreciate it
- Talk one-on-one... move on if you want to after 5-10 min but don’t keep track
  - If you find someone you like talking to, talk to them
- Prepare and practice a brief intro as relevant to the occasion

First Contact: The “Elevator Speech”?

- Finish in the time it takes to go 10 floors in an elevator
  - Remember, you never know where you will meet someone
- Practice it, sharpen its focus, don’t ramble... but try to make it sound natural
  - Write it out, practice it on friends and relatives
  - Develop versions of your intro for different situations and audiences
- Don’t get bogged down with jargon or scientific detail
- Have something to say
  - Include a compelling “hook,” or story, an intriguing aspect that will engage the listener, prompt questions, keep the conversation going
A Word on Teaching Your Name

- Have a business card – can you guess the real reason for this?
  - Even students and post-docs, try Vistaprint.com
- Wear your name tag where it is easily visible
  - If your name tag is on one of those strings, shorten it
- For goodness sakes...learn how to shake hands (most countries)
- Say your name CLEARLY, repeat it if it’s a tough one, make a joke about its pronunciation, share a nickname
  - If you didn’t hear their name the first time, ask them to repeat it, use it while you are chatting to help you remember

Networking Exercise:
What do you do/work on?

- Let’s practice
- First some examples....volunteers please?
- Introduce yourself to your partner, give your name clearly and take 1 minute to tell them what you do—then switch
- Did your partner do this well?
**Ask for Help**

- **Tell people what you need**
  - It helps if you know what your needs are
  - Leads, ideas, names, and contact info can be granted with minimal time and effort
- **Be open with challenges, but not whiny**
- **Access to others’ networks is earned (via familiarity and trust)**
  - Don’t get over-dependent or clingy when someone is helpful

![Image of Benjamin Franklin]

**How Can I Help?**

- 4 powerful words!
- Successful networking is a two-way street—We all have something to offer
- Listening - a much under-rated networking skill
  - “Good networkers have 2 ears and 1 mouth and use them proportionally”
  - Ask open-ended questions
- Think of ways in which you might be able to help their needs or refer them to someone who can
  - Ask for their resume, pass it on
- **Practice this by introducing a person you just met to someone else**
- Don’t keep score
  - What goes around, comes around
Following up

- This is the relationship building part
  - Relationships need nurturing
- Show appreciation
  - Send a thank you to someone who helped you succeed
  - Schedule coffee
- Follow-up new contacts with a note or call
  - With information or “something additional you thought of”
  - Share preprints, protocols or data results of interest to that person
  - Offer help if you can!
- Follow the industry (e.g. Fierce newsletters) and email contacts when good things happen at their companies
- Stay in touch on LinkedIn by commenting or following their comments
- Go to the same organization events over and over to get to know the regulars (and/or become a volunteer)
- Invite connections to speak at a conference or event

A Note on Social Media

- Don’t put dumb stuff on Facebook (enough said)
- Get on LinkedIn, or maybe Viadeo
  - LinkedIn should look as good as/better than your resume
  - Take time to make a good profile—keep it current
  - Put up a professional, clear picture
  - DO invite people you have really met and talked with
  - DO use it to remind yourself details about people you will meet (especially for interviews!)
  - NEVER use the generic LinkedIn invite text
  - DO NOT ask people you don’t know for connections or favors or recommendations

@JKamens
@Addgene

linkedin.com/in/joannekamens
**Being Referred...**

- Copy the referring party on **initial** correspondence with the new contact
- Make sure you have prepared for contacting your new resource
  - If the original contact gave you inside information, make a note and reference it in discussions
- Ask specific questions that are easily answered
- Always THANK someone for their time
  - A written note is appropriate if you meet someone in person but email works for most things these days
  - Thank the original contact—this strengthens THAT connection
- Stay in touch, send an article, information or a progress update

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**Where Can I Practice?**

- In your department
  - Be a speaker, symposia, conference organizer or session chair
  - Make it a rule to meet one new person every time you go to a talk
- Become active in a group, professional and/or social
  - NPA—National Post-docs Association
  - Professional organizations often have student and post-doc volunteer/leadership opportunities: AAAS, ACS, AAI, etc.
- Invite and connect with guests speakers and visitors
- Try having lunch with another human being twice every week!
- Be open to online networking opportunities (but don’t rely on this impersonal method)
Key Take-Away Messages…

- We all have something to offer
- Don’t wait until you need a job to build your professional network
- Stay in touch with your contacts even when you need nothing from them
- Focus on people with whom you develop a rapport
- The secret of first impressions - be memorable
- Go ahead and try something new – you can always return to the old way

Suggested Resources—Books and Articles

- *From academic solos to industrial symphonies* (Nature Biotech article) Gwen Acton, Alicia Gómez-Yafal & Emily Walsh
- *There and Back Again* (Nature Bioentrepreneur article) John Boyle
- *A Fair Deal for PhD Students and Postdocs* (eLife article 2013) Henry Bourne
- *The Hard Truth About Soft Skills—Workplace Lessons Smart People Wish They’d Learned Sooner* Peggy Klaus
- *So What Are You Going to Do With That?: Finding Careers Outside Academia* Susan Basalla & Maggie Debelius
- *Unlocking Your Brilliance: Smart Strategies for Women to Thrive in Science, Technology, Engineering, and Math* Karen Purcell
Suggested Resources—Websites

- nationalpostdoc.org
- thepostdocway.org
- pcdi.nl
- phds.org/postdoc
- postdocjobs.com/resources
- biotechcareercenter.com
- vitae.ac.uk
- nature.com/naturejobs
- sciencecareers.sciencemag.org
- www.benchfly.com/blog/career-development-resources/
- mendelspod.com “Looking for a job is a full time job”
- ASCB/iBio networking webinar
  youtube.com/watch?v=nxSI6KicD$4 “Not Networking 101—Building Relationships for Success”
- NIH career webinar—Academia to Industry Transition

Thanks for attending

Questions?

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