Networking for Success

How to Form Meaningful, Long-lasting Professional Connections

Shelby Kemper, PharmD, MPH
What is networking?

“Networking is the deliberate activity of building, reinforcing and maintaining relationships of trust with other people to further your goals” – Andrew Henningan

Why should I network?

• Establish yourself as connected, credible and/or as an expert
• Build new professional relationships
• Access information and knowledge
• Create resources for future projects
• Self-promotion
• Can lead to job offers, sales, talent for recruitment, speaking events, higher professional status and new opportunities
But wait, I’m...

• Shy and nervous

• From another country or culture

• Not a fluent speaker of the language

• Not as accomplished as other attendees
Guidelines for Networking

• Never stop networking
• Network with intention
• Focus on the other person
• Don’t dismiss anyone as unimportant
• Pay it forward
• Figure out how to be valuable
• Follow up and follow through
• Maintain connections over time
Types of Networking

• In-person
  ◦ Conferences
  ◦ Seminars and lectures
  ◦ Networking events and mixers
  ◦ Other professional activities
  ◦ Non-professional social events
  ◦ Everyday life

• Electronic
  ◦ LinkedIn
  ◦ Email
  ◦ Other networking platforms
Events, Mixers and Professional Activities

• Network with intention
  ◦ Set goals ahead of the event

• Focus on the other person
  ◦ Have a drink in hand
  ◦ Introduce yourself
  ◦ Conversation starters
    ▪ Straightforward
    ▪ Event-focused
    ▪ Location
    ▪ Neutral topics
Events, Mixers and Professional Activities

• Don’t dismiss anyone as unimportant
  ◦ Ask thoughtful questions
  ◦ Be a good listener
  ◦ Use appropriate body language
  ◦ Remember names
  ◦ Focus on quality over quantity

• Pay it forward
  ◦ Be inclusive
Events, Mixers and Professional Activities

• Figure out how to be valuable
  ◦ Share useful information
  ◦ Make contacts

• Follow up and follow through
  ◦ Make respectful exits
    ▪ Excuse yourself politely
    ▪ Close the conversation
Post-Event Follow Up

• Jot down a few notes on the back of the business card
• You can store cards electronically now
  ◦ ABBYY Business Card Reader
  ◦ Business Card Reader
  ◦ CamCard
  ◦ ScanBizCards
  ◦ WorldCard Mobile
• Follow up within 24 hours
Business Cards

• An absolute necessity
• Clean and organized
• Heavy cardstock
• Neutral colors
• Include name, degrees, phone number and email
Pitfalls

• Being too intrusive about other people’s lives
• Talking about divisive topics like religion and politics
• Being negative
• Being too personal
• Being rude in message, language or tone
• Showing signs of an obvious agenda
• Being overly flattering
• Following someone around
• Playing with your phone
Electronic Networking
LinkedIn Profile

• Well-organized

• Professional head shot

• Job title or professional title

• Description of your interests
Shelby Kemper PharmD, MPH
Global Pharmaceutical Health Systems Strengthening Specialist
Greater Los Angeles Area · 500+ connections · Contact info

Bridge To Health USA
Johns Hopkins Bloomberg School of Public Health

About

Public health professional and pharmacist with an interest in health systems strengthening to improve access and utilization of pharmaceuticals in low- and middle-income countries.
LinkedIn Messaging

- Align expectations
- Clear subject
- Professional connection
- Individualized message
- Concise
- Signature

Hopkins alum and pharmacist interested in learning more about Booz Allen

Shelby,

I'm a fellow Hopkins alum (MPH '16) who has recently left WHO and am interested in learning more about Booz Allen. Of all the Hopkins alumni I searched, I am most interested in your profile because I'm a pharmacist and I can see that you were previously working clinically as a PT. I’d love to set up a time to talk and learn more about your experiences.

Best,

Shelby
Email

• Subject line
  ◦ Be specific and dictate your intention

• Message body
  ◦ Greet the person
  ◦ Highlight their work relevant to your interests
  ◦ Include your relevant background
  ◦ Be direct and ask for specifics

• Closing
  ◦ Give them an out
  ◦ Provide a timeline
  ◦ Professional salutation
Shelby Kemper,

I hope this email finds you well. I've been in touch with Shelby Kemper and she suggested I contact you as we have similar interests in global health and pharmaceuticals. I was especially interested in your recent publication in the Lancet. I am a pharmacist with an MPH from Hopkins and am currently working at WHO. I am interested in access to medicines and pharmaceutical health systems strengthening, specifically in low- and middle-income countries.

I'm finishing up my last contract at WHO and looking for new opportunities in the global pharmacy space. Shelby sings your praises and told me you would be a great resource. I'd love to set up a time to speak with you and discuss future opportunities at WHO if you're available in the next few weeks. I know things can get busy, so I'll follow up in two weeks.

Best,

Shelby Kemper PharmD, MPH
Resume

- Templates are key
- One page
- Professional summary that highlights your accomplishments and interests
- Provide description of your role
- Highlight accomplishments with specifics
- Doesn’t need to be all-encompassing
SUMMARY OF QUALIFICATIONS

Highly-motivated pharmacist and public health specialist with proven management, analytical and communication skills in global health and pharmacy. Diverse experience spanning small field-based non-profits to the World Health Organization with a breadth of expertise including conversational Spanish fluency, profit maximization, organizational development and program management.

PROFESSIONAL EXPERIENCE

KEMPER PHARMACEUTICAL SERVICES
Director of Operations | Reno, NV | 2013 - Present
Manage business development, generate budget solutions, drive organizational strategy, provide technical oversight and direct all customer contracts in pharmacy consulting, antimicrobial stewardship, healthy systems strengthening, regulatory compliance, formulary management, staffing, audit compliance and formation of new non-profit and for-profit pharmacies.
- Contract with Department of Justice to perform routine reviews and audits of drug rooms in detention facilities
- Advise in resource management of pharmacies that target underserved and low-income communities to maintain financial viability by decreasing costs and increasing revenues
- Develop policies and procedures or surgery centers to ensure adherence with OSHA and regulatory agencies and guide effective medication selection and management in operating rooms and post-operative care

WORLD HEALTH ORGANIZATION
Consultant | Geneva, Switzerland | 2016 - 2017
Technical expert on medications and their use, medication safety and patient safety responsible for developing the strategic plan and health systems strengthening strategies for the Global Patient Safety Challenge on Medication Safety (GPSC).
- Established key metrics to monitor and ensure success for GPSC
- Developed training materials for distribution to key stakeholders
- Assisted in coordination, planning, organization and development of background materials for a meeting of 60+ global experts for the GPSC
- Developed technical content and graphically design campaign, communication and advocacy materials for the GPSC
- Engaged with international experts and organizations to identify and compile medication safety best practices
- Reviewed and edited the Technical Series for Safer Primary Care for technical accuracy

Medicines Expert | Geneva, Switzerland | 2016 - Present
Engage as an expert in the Medicines Working Group for the GPSC to provide practice context, develop interventions and offer technical expertise in medication and patient safety.

Intern | Geneva, Switzerland | 2015 - 2016
Technical intern in the Patient Safety and Quality Improvement unit.
- Authored the strategic plan and vision for the GPSC
- Composed a literature review and compiled a patient safety reference database for WHO Member States

AWARDS

Center for Drug Safety and Effectiveness Scholar
Johns Hopkins Student Ambassador
Reed Frost Scholar
Robinson Durst Scholar
Rotary Scholar

EXPERTISE

Community health
Project management
Health systems strengthening
Spanish language fluency

SKILLS

Microsoft Office
Adobe Photoshop, Illustrator and InDesign
SharePoint
Salesforce
Social media

RX RELIEF
Pharmacist | Denver, CO | 2015
Staff pharmacist responsible for management of day-to-day pharmacy operations and personnel, ensured compliance with all laws and dispensing protocols.

CAPITOL HEIGHTS PHARMACY
Assistant Pharmacy Manager | Denver, CO | 2014 - 2015
Staff pharmacist responsible for management of day-to-day pharmacy operations and personnel, ensured compliance with all laws and dispensing protocols.
- Acted as HIPAA compliance officer

UNIVERSITY OF COLORADO SKAGGS SCHOOL OF PHARMACY
Clinical Instructor | Denver, CO | 2015
Preceptor and mentor for doctor of pharmacy students during clinical rotations.

U.S. Alliances
Consultant Pharmacist | Denver, CO | 2014
Produced a template for an international field pharmacy management course and identified common in-country pharmacy obstacles to establish client-centered solutions.
Follow Up and Follow Through

• Most important aspect of networking

• Maintain connections over time

• Adhere to deadlines and tasks
## Organizing and Managing Connections

- Networking spreadsheet
  - Update after each encounter
    - Name, degree, title, organization (current and former), email, phone, skype, how we were connected, introductions they or I have made, comments and the last date contacted

<table>
<thead>
<tr>
<th>NAME</th>
<th>DEGREE</th>
<th>TITLE</th>
<th>ORGANIZATION</th>
<th>EMAIL</th>
<th>PHONE</th>
<th>SKYPE</th>
<th>HOW</th>
<th>INTRODUCTIONS</th>
<th>COMMENTS</th>
<th>LAST CONTACTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elizabeth</td>
<td>MPH</td>
<td>Director of Provider Services</td>
<td>Primary Care Coalition</td>
<td><a href="mailto:elizbethare@email.com">elizbethare@email.com</a></td>
<td>817.228</td>
<td>elizabeth</td>
<td>Hopkins Mentor Program</td>
<td>Peter Winch</td>
<td>Hopkins mentor, very chatty, specializes in M&amp;E, married with no kids, lived in South Africa, loves Hopkins, GAN committee member</td>
<td>2/13/2018</td>
</tr>
</tbody>
</table>
Homework

- Business cards
- Update resume
- Create or update your LinkedIn profile
  - Current professional headshot
- Construct a networking spreadsheet