Networking for New Public Health Professionals

Connecting students to global careers!

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What are we going to cover?

• What is networking
• Why is networking important
• Informational Interviewing – Networking Icebreakers
• Elevator Pitch
• Networking Contacts
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What is networking?

• By definition, networking is the informal exchange of information or services among individuals, groups, or institutions who have grouped together for some common purpose.

(Networking is the act of meeting new people in a business context.)

• Well, I’d like to re-define it...
Networking (re-defined)

Networking is **simply talking and listening** to people while at the same time **developing relationships** around **common interests & experiences**
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Why is networking important?

It is important because only **15%** of available jobs are advertised through company webpages and online resources (CareerBuilder.com, Indeed.com, Monster.com)

That means that the other **85%** are found by being in the right place at the right time, through word of mouth...(aka, **Networking**)

Why is networking important?

Before jobs are posted online they’re filled either internally or through a referral from a trusted source. Even better, candidates don’t need to be a perfect fit to be hired for these jobs.

It gives you the opportunity for someone to get to know, meet, learn about you in-person, rather than from a resume.
Why is networking important?

Networking makes you more likely to get noticed.

If you actually know some of the people who are going through resumes you are more likely to stand out when they see your resume.

If you know people in various firms, they might put in a good word for you with the people who are choosing whom to interview.
Networking - Misunderstood

Some jobseekers misunderstand the purpose of networking. They think it's all about them.

Networking is not quickly acquiring names of people just to get a job.

They constantly ask without giving, which is the quickest way to drive away people to network with.

“Hidden Agenda” of networking
Why is networking so stressful?

The “meeting” people part of networking can be intimidating – *it takes us out of our comfort zone!*

Networking should be more about “planting the seed” and building “advocates”
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Informational Interviewing = Networking Ice Breakers

Informational interviewing can be your first step in networking with anyone – Alumni, Faculty, Professional, etc.

What to remember:
1. Not asking for a job
2. Think like a reporter gathering information
3. Planting the “seed” for future help
4. People generally like to talk about themselves and usually they are willing to help
Informational Interviewing – How it helps?

*Create advocates* – other people can be your “eyes” and “ears”
Informational Interviewing – How it helps?

**Influential introductions** - new or old connections can help you to “meet” people you wouldn’t otherwise know or know how to connect with them.
Informational Interviewing – How to do it?

1. Start with an email – less intrusive

**Subject line:** Questions from a current JHSPH student

**Email Text:** My name is _________ and I came across your information in a search of ____________ in the _____________. I’m curious to learn more about your career path and about your work at (name of organization). I’m emailing you today to see if it would be possible to find a convenient time in your schedule for an informational interview. I’d only ask for approximately 30 minutes of your time as I’m sure your schedule is quite busy.

If necessary, I can send you more information about me and what I’m currently doing at the Bloomberg School of Public Health. I’m hoping you’ll be able to accommodate this request.

Thanks in advance for your consideration and I look forward to hearing from you soon!

Sincerely,

- Don’t attach resume.
- Don’t ask for help in finding a job.
2. Timely follow-up

Possible email reply from alumni/contact:
Thanks for reaching out. It would be helpful to see your resume and I would be happy to speak for 20-30 minutes via phone in the next couple of weeks. My flexible days are Wednesday, Thursday and some Fridays. Have a good weekend!

Your email reply:
Thanks so much for getting back to me. Attached you will find my resume for your review. Please let me know if the following dates and time slots are available to you. My calendar is fairly wide open on the flexible days you mention above. Look forward to speaking with you soon.

- *Maintain momentum. Reply within 24-48 hours if possible.*
- *Be flexible.*
Informational Interviewing – How to do it?

3. Confirm and offer to call them

Email confirming:

Wednesday Nov 17th at 1 pm would be great for me. I will plan to call you at the number in your contact information below.

Should you need any additional information from me prior to our call, please don’t hesitate to contact me.

- Confirm with a reminder 24 hours beforehand.
- Email communication between you and contact is a reflection on how you will be viewed as a potential employee or colleague.
Informational Interviewing – What to ask?

How did you get to be where you are at? or What was your career trajectory?

What ways do you use your JHSPH training in your current position? Or How did your JHSPH training prepare you?

What advice would you give to a student preparing for their transition from school to working?

Can you describe your typical day to me?

What is it like to work at your organization?
Informational Interviewing is done – Now what?

How do you keep in touch?

What if you have a long delay in touching base?

Sharing resources
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1. What is the ideal length of an elevator pitch?

- The length can vary, but you typically want to be able to present your elevator pitch comfortably without rushing in under **two minutes**, ideally in under one minute.
Elevator Pitch FAQ

2. How many words should an elevator pitch be?

• Your goal length should be 150-250 words. The average attention span has declined from 12 seconds in 2000 to 8 seconds today, a 33% fall. Combine that with the average speaking speed of an adult (approximately 2.5 words per second) and your first 20 – 30 words are the most important to grab someone's continued attention or lose it forever.

https://www.shiftcomm.com/blog/10-to-20-to-30-an-elevator-pitch-framework/
Elevator Pitch FAQ

3. Why elevator pitch is important?

• An **elevator pitch is important** because it communicates the most **important** aspects about you and your skills/training within that short amount of time. First, you have to decide what exactly you want to communicate about yourself.

https://www.blayzer.com/the-importance-of-an-elevator-pitch/
4. Why is it called elevator pitch?

• An **elevator pitch** (which is also **called** an **elevator speech**) is a quick synopsis of your background and experience. The reason it's **called** an **elevator speech** is because you should be able to present it during a brief **elevator** ride.

https://www.thebalancecareers.com/elevator-speech-examples-and-writing-tips-2061976
How do you make a good elevator pitch?

- Identify your goal
- Explain What You Do
- Communicate Your USP
- Put It All Together
- Practice

How do you make a good elevator pitch?

• Identify your goal

• Explain What You Do

• Communicate Your USP

• Put It All Together

• Practice

• Start by thinking about the objective of your pitch.

• When will you be using it?
  – Is this for a career fair?
  – Are you going to a networking event?

• Do you want a simple and engaging speech to explain what you want to do now and after JHSPH training?

How do you make a good elevator pitch?

- Identify your goal
- Explain What You Do
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- Start your pitch by describing what you have done. Use profile or summary from resume.
- Ask yourself this question as you start writing: what do you want your audience to remember most about you?
- Keep in mind that your pitch should excite you first
- Your pitch should bring a smile to your face and quicken your heartbeat. People may not remember everything that you say, but they will likely remember your enthusiasm.
How do you make a good elevator pitch?

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• Your elevator pitch also needs to communicate your unique selling proposition, or USP.

• Identify what makes you, your skills, or your training, unique.

• Think so your USP as your “Competitive Edge”

How do you make a good elevator pitch?

• Identify your goal
• Explain What You Do
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• When you've completed your pitch, put it all together.

• Read it aloud and use a stopwatch to time how long it takes. It should be no longer than 20-30 seconds.

• Then, try to cut out anything doesn't absolutely need to be there.

• Remember, your pitch needs to be snappy and compelling, so the shorter it is, the better!

How do you make a good elevator pitch?

- Identify your goal
- Explain What You Do
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- How you say it is just as important as what you say.

- If you don't practice, it's likely that you'll talk too fast, sound unnatural, or forget important elements of your pitch.

- You want it to sound like a smooth conversation, not an aggressive sales pitch.

- Make sure that you're aware of your body language as you talk.

- As you practice, varying the pitch is OK so it doesn't sound too prepared - even though it is!

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Who makes up your network?

Everyone!!!!

• Classmates (current & past)
• Professors/Advisors
• Alumni
• Co-workers and former co-workers
• Former supervisors
• Your contacts from community
• Neighbors, friends, relatives
Who do you know?

Three levels of your contacts:

**Level 1:** Those you currently know
- Close friends
- Family
- Work Colleagues

- Where do they currently work?
- How could they help you?
- Reach out to them first to let them know your situation and what you are looking for from them
- Make sure they are updated on what you are doing with your career
- They will need to know SPECIFICALLY what you want them to do

Courtesy of JHU-Carey Business School
Who do you know?

Three levels of your contacts:

**Level 2:** Those with a connection
  • Friends of friends
  • Other students
  • Other alumni
  • Other business associates

There is a connection that you can use to bring them into **Level 1**

• Who are your classmates? What do they do?
• Who are your professors? Who might they know?
• Who are your current and past colleagues?
Who do you know?

Three levels of your contacts:

**Level 3:** Those without any viable connection (*COLD CONTACTS*)
- Professional Associations;
- Membership Guides;
- Networking Events
- Targeted Google searches
- LinkedIn

Courtesy of JHU-Carey Business School
The Power of LinkedIn
Tips for Using LinkedIn

• 100% complete profile – don’t forget the photo!
  • Don’t need professional headshots
• Think broadly about your experience
• Use the contacts you already have
• Join LinkedIn groups
• Update your status early and often
• Send invitations to connect with contacts
• Do your homework on connections
  • Where do they current work?
  • Where did they use to work?
  • How long have they stayed at their jobs
    • 1 year
    • 3 years
    • 10 years, etc.
1. Choose the right profile picture

- Your profile picture is your calling card on LinkedIn
- It’s how people are introduced to you and it governs their impressions from the start
- Make sure the picture is recent and looks like you
- Make sure your face takes up around 60% of it (long-distance shots don’t stand out)
- Wear what you would like to wear to work
2. Add a background photo

• Your background photo is the second visual element at the top of your profile page

• It grabs people’s attention, sets the context and shows a little more about what matters to you

• The right background photo helps your page stand out, engage attention and stay memorable
3. Make your headline more than just a job title

• There’s no rule that says the description at the top of your profile page has to be just a job title

• Use the headline field to say a bit more about how you see your role, why you do what you do, and what makes you tick

• Look at other headlines for inspiration
Updating your LinkedIn Profile

Replace Professional Headline with degree title:

MPH Candidate or MHS Student or PhD Candidate
Updating your LinkedIn Profile

Choose industry best suited for you.

Top choices for public health:
1. Hospital & Health Care
2. Health, Wellness & Fitness
3. Non-Profit Organization Management
4. International Affairs
5. Research
6. Higher Education

Paul Hutchinson
Assistant Director, Career Services at Johns Hopkins Bloomberg School of Public Health

Country
- United States
- Baltimore, Maryland
- Baltimore, Maryland Area

Location name
- Baltimore, Maryland
- Baltimore, Maryland Area

Industry
- Higher Education
- Health, Wellness & Fitness
- Non-Profit Organization Management

Background
- Higher education professional with over experience in public health.
- Manager in charge of developing and managing programs.

Education
- The Johns Hopkins University
  - MS, Organizational Counseling
    - 2000 – 2004
4. Turn your summary into your story

- The first thing to say about your LinkedIn summary is – make sure you have one!
- Your summary is your chance to tell your own story – so don’t just use it to list your skills or the job titles you’ve had
- Try to bring to life why those skills matter
- This is your most personal piece of content marketing – and it’s worth the effort
Updating your LinkedIn Profile

Copy and paste from resume

Add a position

Company Name *
Johns Hopkins Bloomberg School of Public Health Change Company | Edit Display Name

Display Name
Johns Hopkins Bloomberg School of Public Health

Title *
Assistant Director, Career Services

Location
Baltimore, Maryland Area

Time Period *
October 2007 – Present
I currently work here

Description
- Direct, manage, plan and administer the educational and career development programming serving over 2,000 masters, doctoral and post-doctoral students
- Counsel and coach graduate students through individual appointments in meeting their career goals and professional development objectives
- Develop, establish, and present training programs for graduate students on important career related topics such as resume writing, job searching, interviewing, networking, etc.

Save Cancel Remove this position

Add a link Upload a file

Assistant Director, Career Services
Johns Hopkins University Carey Business School
January 2006 – March 2007 (1 year 3 months) | Columbia, Maryland

- Assisted Director with all office initiatives, programming and strategic planning acting as Director in his absence
- Supervised Career Development team which includes two Career Consultants and one graduate intern
- Assist Director with long-term and short-term planning for the unit by preparing and managing $40,000 department budget
- Served as the lead manager in the areas of career consulting, counseling and advising for
5. List all of your relevant skills

- The key here is staying relevant.

- A long list of skills that aren’t really core to who you are and what you do, can start to feel unwieldy.

- Take time for a spring clean of your skills list every now and then.
Updating your LinkedIn Profile

Notify your network?: Make sure you turn this off
Updating your LinkedIn Profile

Add sections to your profile: Don’t need to include everything.
Updating your LinkedIn Profile

IMPORTANT!!!! Manage and review all of the settings on our profile
Tips for Using LinkedIn

Customize your public profile URL

- Make your personal profile look more professional (and much easier to share) by customizing your LinkedIn public profile URL.
- Instead of a URL with a million confusing numbers at the end, it will look nice and clean like this: http://www.linkedin.com/in/paulrhutchinson.
- Also, add badges for email signatures
Finding Alumni using LinkedIn
JHSPH Alumni in LinkedIn – Where they live, work and do...
### JHSPH Alumni in LinkedIn – What they studied, skilled at...

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<th>What they studied</th>
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<th>How you are connected</th>
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<td>Stata</td>
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GoHop Online

Welcome to GoHopOnline

Re-connect
Find and reminisce with fellow graduates as they have been up to and stay in touch.

Give back
Introduce, employ and offer to act as a mentor to our graduating students.

Expand
Leverage your professional network to get introduced to people you should know.

Advance
Advance your career through inside connections working in top companies.

Recently joined
GoHop Online
GoHop Online

Find the people you need. Your GoHopOnline network helps you find connections, knowledge and more.

Search by keyword, name, company, etc.

Refine your search:
- Name
- User Types
- Willing to help
- Location
- Willing to help
- Johns Hopkins University
- Epidemiology
- Degree
- Graduation year
- Bloomberg School of Public Health
- Work
- Position
- Company/Institution
- Industries

Suggested mentors for you:

- Lauren Wilson: Scientist @ Duke University, 2012, Bloomberg School of Public Health, Doctor of Philosophy, Epidemiology
- Patsy Kelso: State Epidemiologist @ Vermont Department of Health, 1991, 2000, Bachelor of Arts, Biology, Bloomberg School of Public Health, Doctor of Philosophy, Epidemiology, Krieger School of Arts and Sciences
- Rachael Staatsenberg-Solomon: Senior Investigator @ National Institutes of Health - National Cancer Institute, 1999, Bloomberg School of Public Health, Doctor of Philosophy, Epidemiology
- Pankaj Sadaphal: Consultant (Public Health / Epidemiology) @ University Research Co., LLC, 2009, Bloomberg School of Public Health, Doctor of Public Health, Epidemiology
- J Kevin McKinney: Ophthalmologist, Glaucoma Specialist @ Eye Health Northwest, 1989, Bloomberg School of Public Health, Epidemiology, Master of Public Health
- Israel Olorundare: Post-doc Fellow @ Johns Hopkins University, Epidemiology, MBA/Master of Public Health, 2013, Bloomberg School of Public Health
- Anthony Leung: Assistant Professor @ Johns Hopkins University