

Networking

Who, What, When, Where, Why, and How?

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Speaker Conflicts

Nothing to Disclose



Learning Objectives

At the end of this presentation, pharmacist participants should be able to:

1. Identify the need for networking for a successful pharmacy career.
2. Review action steps one can adopt to immediately begin networking.
3. Select and apply at least one new networking concept during this ICHP meeting.

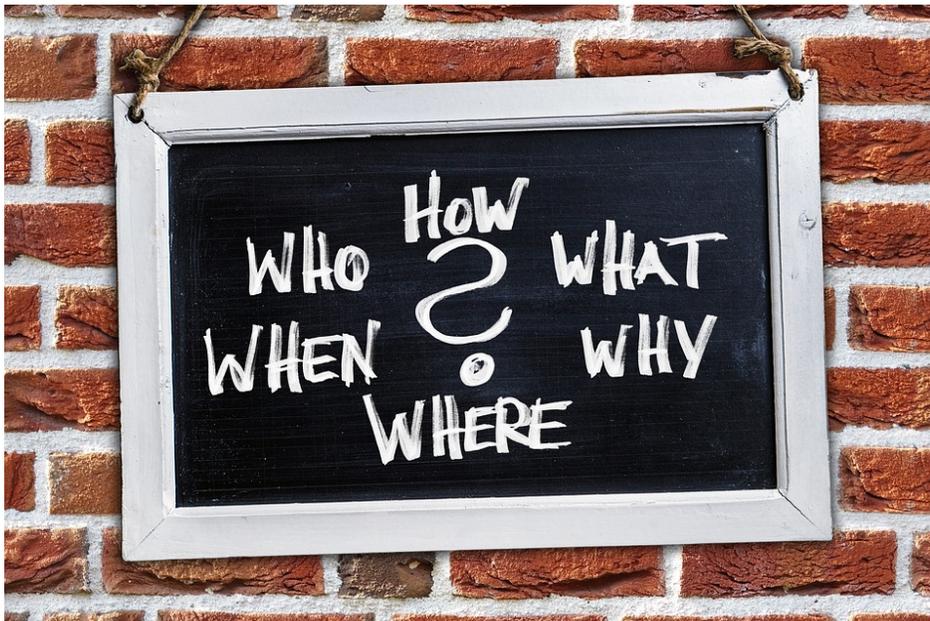
At the end of this presentation, technician participants should be able to:

1. Identify the need for networking for a successful pharmacy career.
2. Review action steps one can adopt to immediately begin networking.
3. Make a new connection with a colleague during this ICHP meeting.



Worksheets At Your Table

- **Networking**



- **Write Down:**

- What question/concern about networking do you have?

- **Likes/Dislikes/Comments**

- What went well?
- Areas of improvement?
- Questions you still have?



Let's Get Started

- Introductions!
 - Name
 - Where you work (or actively looking)
 - One passion/hobby



Self-Assessment

1. Most of the time, networking serves the following need:
 - A. Becoming more known in your field
 - B. Landing your next job
 - C. Meeting C-suite executives
 - D. Trying new restaurants



Self-Assessment

2. You can immediately begin networking by:
- A. Looking at your phone while at events
 - B. Introducing yourself to all new people in your life
 - C. Avoiding websites used for job searches
 - D. Declining involvement in any new projects to save time



Self-Assessment

3. What is one new networking tool you can apply at this ICHP conference?

- A. Only hang out with people who know you best
- B. Wait a few months after the meeting to send a follow-up email
- C. Boast about your latest endeavor to everyone you meet
- D. Exchange contact information with at least one person



Networking Who, **What**, When, Where, Why, and How?



Networking is not always:

finding out

WHAT

this person does

Networking is always:

finding out

WHO

this person is



What

Networking:

- a supportive system of sharing information and services among individuals and groups having a common interest (dictionary.com)

If you ask 10 people...

- Increasing visibility
- Get a job
- Expand my contact list
- Learn more about my field
- Make friends
- Discover new opportunities

Think back:
How did you get your
current job?



Networking Who, What, When, Where, **Why**, and How?



Don't wait to
NEED
your network

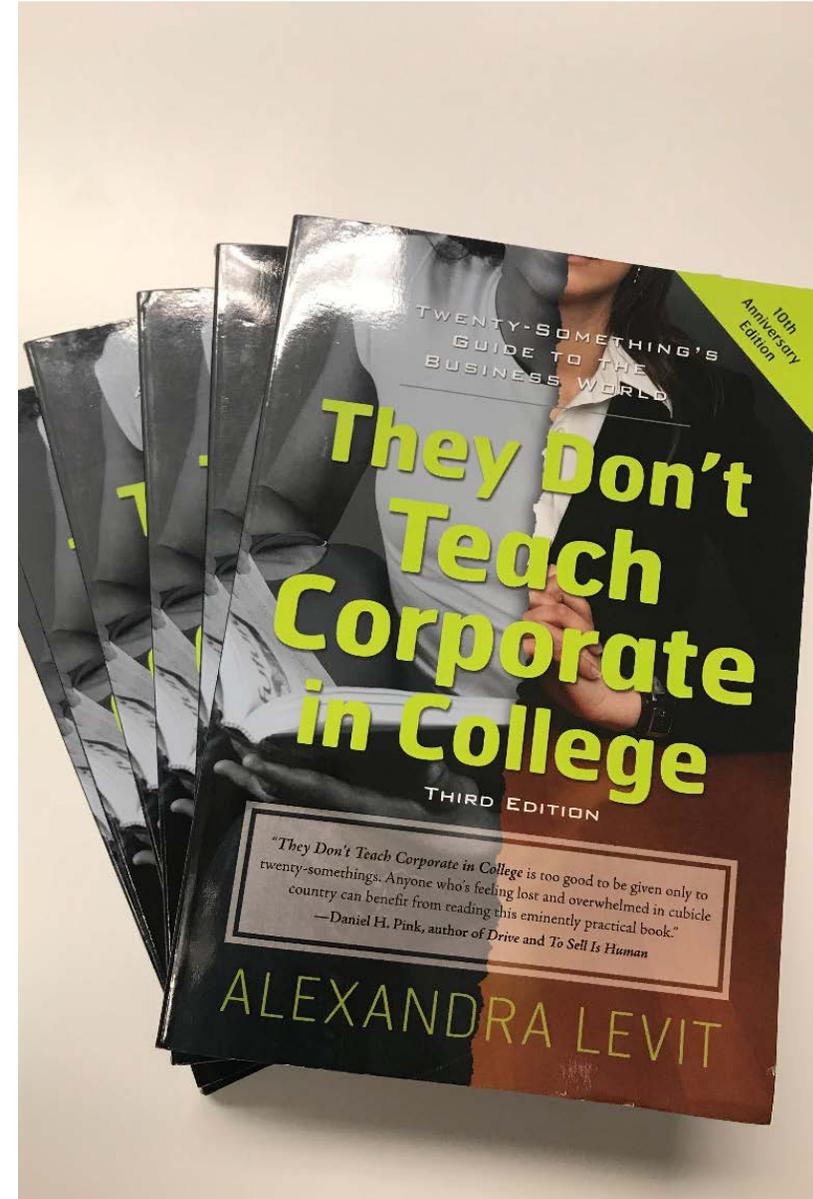
FEED
your network



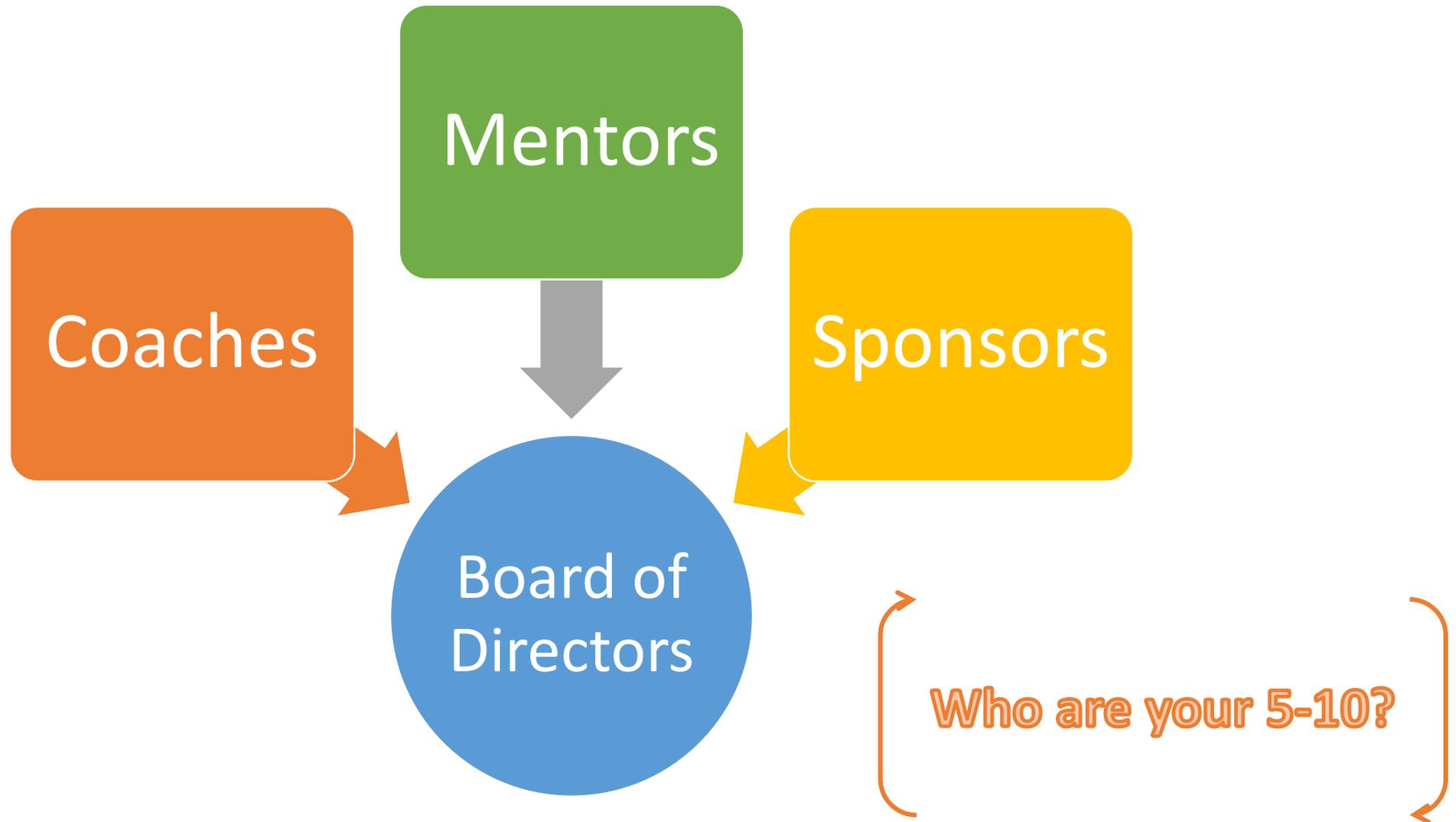
Why

3 Main Reasons to Network

1. Gain information
2. Increase visibility in your field
3. Establish personal connections



Why



Board of Directors

Coaches

Short-term Advice

- Someone who helps you through a specific project: presentation, resume review, interview prep
- Sets the stage for possible mentorship, but not to be confused with mentoring

Mentors

Long-term Advice

- Someone who you could share the good, bad, and the ugly
- Career advice as you move forward in your career

Sponsors

Opportunities

- Usually someone within your organization who has a seat at the “Decision Table”
- Someone who knows your skills and will vouch for you (and advocate for YOU)

Harris C. [Expect to Win](#). 2009



Networking Who, What, When, Where, Why, and **How**?



Networking is only
intimidating when you
show up as someone else



How

- “I don’t know how to get started with networking.”

You already **HAVE** a starter network!

- Think about your previous jobs, internships, rotations, and classes
- Teachers, professors, deans, supervisors
- Fellow alumni, pharmacists, technicians, students
- Previous co-workers and peers in other companies
- Neighbors, family members, and friends in different industries

Start with Tiny
Conversations



How

In Person

Join Ongoing Conversations

- Find people you already know + join in

Start with a Tiny Conversation

- “What brought you here?”
- “Did you see the keynote speaker?”
- “Tell me about your job”
- “I’d love to stay in touch – do you have a business card?”
- “Are there volunteer/committee opportunities within your organization?”

Email/Social Media

Connect, Connect, Connect...and then connect with their connections

- Follow their online conversations; join in or start a tiny conversation when you want to

Keep the Tiny Conversation Going

- “Hey, I saw this article and thought of you.”
- “Hey, I’m going to the ICHP CE dinner, see you there?”
- “Hey, I’m working on this project, how have you handled this?”

If It’s Been a While – Own It:

- “I am horrible at keeping in touch, but I just want to say you made an impact on me and I’d love to have coffee and catch up.”



Email Etiquette

- **To:** Do you need to “Reply All” or “BCC” ?
- **Subject Line:** Be specific and concise
- **Body of Message:**
 - Treat emails like business letters - check spelling/grammar (ask a friend for help)
 - Be succinct; keep emails short
 - Consistent, black, easy-to-read font
 - Avoid using CAPITAL letters and emoticons
 - Ask before sending huge attachments
 - Write as if this email will be forwarded (consider private matters, names, and humor)
 - When talking about another person, use their first name
 - Ex. “I worked with Alex on this committee and he said...” vs. “I worked with Alex on this committee. Alex said...”
- **Closing:**
 - Include a clear question/ask in your closing
 - “Would you mind forwarding my email to...”
 - “Are there any volunteer opportunities within your organization...”
 - “I’d love to be more involved in XYZ; how would you suggest I learn more...”
 - Type OUT your name (don’t just rely on the email signature)



Other:

- Respond quickly; acknowledge email receipt
- Use “Out of office” for extended absences



Networking Who, What, **When**, Where, Why, and How?



“Networking is
hard.”

Not having a
network is harder.



When

When is the best time
to plant a tree?

- “I don’t have any time to network.”
 - **Start With** 15 min/day or **Start With** 30 min/week
 - Schedule it as a standing appointment
 - Let’s get real: how much time do we spend online “window shopping” or on social media sites?
 - Quick Activity: Everyone look at their text messages



Networking **Who**, What, When, Where, Why, and How?



Table Introductions – Recap!

- **How many names can you remember?**
- **Did you establish any future connection possibilities?**



Networking is not
asking for help
now

Networking is
building your
foundation for
help later



Who do YOU want to
learn more about?

Who

“Who should I network with?”

- Take advantage of being a student.
 - If you have ever taken a course, take advantage of being a *former* student.
- Be curious about everyone around you.
- Attend as many events as your schedule allows.

“Pharmacy is a small world”

- Take advantage of this!
- You will likely see the same faces at different times in your career.



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Where

Anywhere YOU are,
networking is possible

- **Every day job:**

- Who walks through? What other departments do you interact with? What project needs your help?

- **Outside interests:**

- What interests you? What hobbies do you have? What additional skills/training interest you?

- **Personal Events:**

- Parties, BBQs – who is attending? How can you practice networking?

- **Social Media Groups:**

- Who are you following? What types of content are you posting?



Where: Social Media Groups



- **LinkedIn:**

- Not just for job-hunting!
- One of the best tools for making connections
- Your industry + other industries
- Create a profile, update it regularly, and connect, connect, connect!

- **Facebook Groups:**

- Join your colleagues' groups
- No obligation to post; keeps your finger on the pulse of your peers

Keep it positive/constructive; think of every future employer reading what you write



CareerBuilder® 2018 Employer Survey

- 70% Employers use networking sites and search engines to research candidates
- 57% of those employers have found content that caused them NOT to hire candidates
- Nearly half of employers (47%) say they are less likely to call a candidate if they can't find the candidate online

<http://press.careerbuilder.com/2018-08-09-More-Than-Half-of-Employers-Have-Found-Content-on-Social-Media-That-Caused-Them-NOT-to-Hire-a-Candidate-According-to-Recent-CareerBuilder-Survey>, Accessed 8/15/19



The Small Things

- Wear your name tag on your right side
- Remember names
- A good handshake
- Practice your pitch
- Don't forget to follow-up



The 10 Worst Handshakes

- <https://www.youtube.com/watch?v=exUICjqQsDA>



Take Home Points

START building
your Board of
Directors

Schedule **TIME** in
your calendar for
Networking

Say **YES** to new
projects and
meeting new
people

JOIN at least 1
professional
organization...then
volunteer

Leave this
conference with at
least one **NEW**
contact



Feedback



- **Likes/Dislikes/Comments**

- What went well?
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Questions?

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