

# *Building Research Networks*

*Dean Hogan*



# Agenda

- Networking perceptions and word association
- Why Network?
- Benefits and challenges
- Characteristics of good networkers
- Networking plan
- Different approaches
- Your elevator pitch
- Networking Opportunities
- Online tools
- Fame Lab
- Online networking
- LinkedIn search engine
- Your online content

Practical Networking  
Networking Exercises

# Networking Generalisations

## Natural Networkers & Reluctant Networkers



# Networking Types

**Passive / Avoider:** Does not want to network.

**Conservative:** Will network but only with certain people.

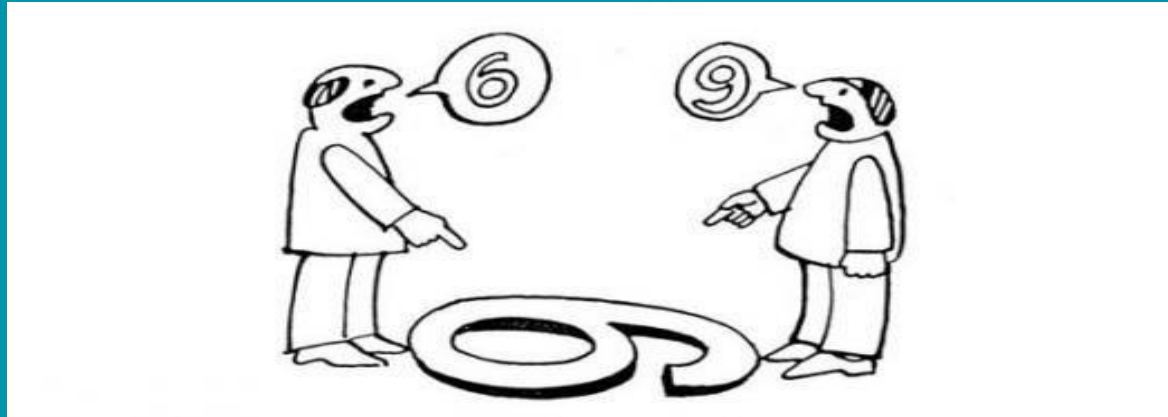
**Reactive:** Open to networking but selective, controls his / her network.

**Proactive:** Goes out to develop the network he / she wants, is selective. Takes responsibility for making it happen. Focuses on quality / priority.

**Hyperactive:** Networks with anyone. Focuses on quantity over quality.

# Networking Perceptions

To some researchers, the word "networking" sounds like an activity associated with business and is viewed with suspicion or seen as deceitful or insincere.



Others are hesitant or reluctant because they find the concept/idea somewhat intimidating.

Meeting new people can sometimes take us out of our comfort zone (awkward)

# Networking Word Association

Competition – Pushed by Fear – Different Strengths

**Positive:** Team - Exchange - Efficiency

**Negative:** Clan (closed group) - Manipulation - False  
Bringing Business Principals to Science

# Why Networking?

**Networking is a vital component of the lifelong learning process, especially within the academic careers of emerging or early career researchers (Coromina et al. 2011; Kiefer, J. 2011).**



# Why Networking?

Young researchers are aware, or at least they are constantly told, that a good network is essential for:

Professional collaboration,

Participation in international research grant schemes, and more broadly, to becoming part of the greater scientific community.



# Why Networking?

Networking is a necessity.

It's very difficult to contact potential partners or collaborators directly.

We all get unsolicited contacts from people or companies we do not know.

# Networking Benefits

Sharing and exchange of information

New opportunities

Exciting to meet like-minded people

Support & reinforcement

Start-ups and New Products

# Networking Challenges

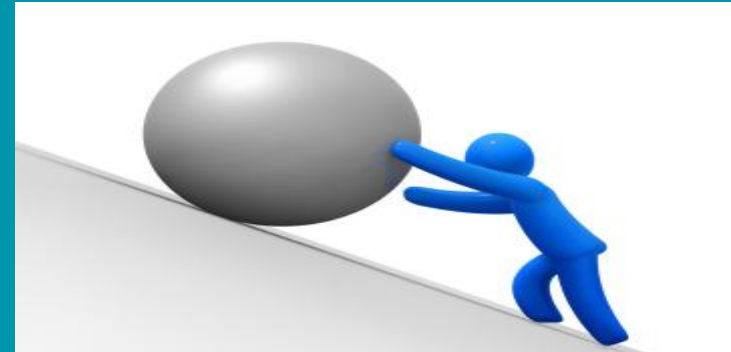
Nervous and / or lack of experience

## Perceived Challenges

Lack of technical knowledge

“Lack of interest in what I have to say”

Cultural reasons



Confidence



## What makes a good networker?

Think of Networking as an opportunity for you. A set of circumstances that makes it possible to do or achieve something.

Keep in mind what you are looking for, what you might or probably will be looking for in the future.

Be sincere: On a conscious or subconscious level, people will nearly always perceive insincerity.

## What makes a good networker?

Be Grateful – Always look for opportunities to return a favour or assistance given. It makes a lasting impression on people when you do and a lasting impression when you don't.

Listen effectively and learn, establish relationships.

Thank others at every opportunity.

# What is effective listening?

1. Face the speaker & maintain eye contact.
2. Be attentive but relaxed.
3. Keep an open mind.
4. Listen to the words & picture what they are saying.
5. Don't interrupt & don't impose your solutions.

## What is effective listening?

6. Wait for a pause to ask clarifying questions.
7. Ask questions only to ensure understanding.
8. Try to feel what the speaker is feeling.
9. Give the speaker regular feedback.
10. Pay attention to non-verbal cues.

# Characteristics

Be Positive – It makes people want to associate and co-operate with you. Positivity contributes to, and is a necessary ingredient of, success.



Enthusiastic and motivated people make things happen for them and for those around them.



# Characteristics

Trust – You have to be able to trust your referral partner and be trusted in return. Trust is developed over time – it is earned!



Most importantly, follow through on your promises. It builds your credibility. With that, people recommend you and others will seek you out based on your reputation for doing so.

# Where can we network?

Workplace  
Meetings  
Events (conferences, seminars)  
Workshops / Training  
Remotely (Email, Telephone, Social Media)  
Socially

# Networking Plan

What end result do you want?

Build a relationship.

Solidify a relationship.

Mutually exploit a relationship.

Plant and idea and follow-up.

Plant and idea that will inspire them to follow-up.



# Networking Plan

What do you want from participating in an event?  
What message(s) are you trying to get across?

## Promotion

Promote yourself  
Promote your project / research work  
Promote your organisation



# Networking Plan

Review the agenda

- What is the working language?
- Who will be presenting/speaking?
- Understand the setting

Is your accommodation in the same venue?

How will the room be laid out?

Where is the coffee / lunch area?



# Networking Plan

Context – Pre Event Preparation

Obtain a participant list:

Who do you know?

Who would you like to know?

Not just people but organisations too.



# Networking Plan

## Potential networking opportunities

Registration

Coffee breaks

Meals (breakfast, lunch, dinner)

Slide activities / event presentations / demonstrations

Field trips or tours, bar / social activities





# Networking Plan

## Other opportunities

In line at the coffee station

During breaks outside (smoking area / fresh area)

Somebody you already know can introduce you to others





# Networking Plan

In the absence of meeting somebody you are looking for, talk to everybody and anybody. Don't judge people by their appearance or job title.

## Lunch / Dinner

Try to join a partly full table where there are people you would like to network with.



If the people at a table look like they are engaged in a business discussion they will probably not appreciate it if you interrupt them or sit down and listen in.

## Lunch / Dinner

If you sit at a table where you don't know anybody, introduce yourself and where you are from, ask them where they are from. Try to introduce yourself to everyone at the table. Smile, shake hands and make eye contact.



# Different Approaches

## The Individual

Will probably be just like you, looking for a way to meet people.

Wondering how they are going to do it.

A great way to begin networking at an event, they are looking to meet some people too.



# Different Approaches

## The Open Group



A number of individuals who may or may not know each other. Usually loosely arranged with space for another person to join. Even better if the group has an uneven number.

# Different Approaches

## Closed Group

Look at the body language.

Are in deep conversation? Probably know each other.

Not open to approach, best avoided. Highly likely they will not want anybody joining them.

Only approach if you already know somebody in the group who can introduce you.

# Different Approaches

## Approaching the individual or open group

Again, make eye contact and smile.  
Request permission to join them.

Be polite and wait for the positive response.  
Shake hands and briefly introduce yourself.

## What to talk about?

If you can briefly explain who you are and what you do in a way that they can relate it to their own work, it will be relevant and interesting to them.





## What to talk about?

Write your elevator pitch, practise it and present it to your friends or peer group.

No more than 10 seconds. Be concise. Less is more.

Informative, make an impact. If you can, use it to raise curiosity.



**PRACTICE**

## It should include...

**“My name is...”** Don’t forget to smile, make eye contact, speak with confidence.

**“I work for / with...”** Best not to wait for recognition.

**“I am based at...”** Large city or country if you are at an international event.

# Be Yourself

## Your specialisation/offering

- You are different so be different. Stand out from the crowd, think positive, be positive.

## End in a firm, positive, constructive way

- Be aware of his/her body language to gauge for interest and reaction.

## End with a question

This enables more to happen than letting the discussion tail off or run into small-talk:

*“What do you do?”*

*“What's your interest here/at this event?”*



## End with a question

*“What are you most wanting to get out of this event/your visit here?”*

*“What do you think of ...?”*

Know what your own colleagues/network are looking for. Help others to connect. It will be appreciated.

# How to Perfect Your Elevator Pitch

## Allison Gregory

123 Main Street, San Francisco, CA 94122  
Home: 000-000-0000 | Cell: 000-000-0000  
email@example.com

### Professional Summary

Pharmaceutical Researcher seeking an opportunity to help people with medical conditions through pharmaceutical advancement. Extremely analytical in all research and experiments in order to be as efficient as possible.

### Core Qualifications/Skills

- In-depth understanding of pharmaceuticals and their applications
- Years of experience working in a lab environment
- Capable of research in the lab and with patients and medical personnel
- Ability to learn and apply new technology
- Exceptional writing skills in forming reports of findings
- Eloquent in speech when making presentations of research results

### Professional Experience

Pharmaceutical Researcher 10/1/2004 – Present  
PharmaCorp, Atlanta, GA

- Perform research in a lab setting on new medication formulas or solutions
- Research the effects of different medications on patients and present findings
- Test the way that medication is taken absorbed and expelled from the body
- Look into other options of medication to make comparisons

Pharmaceutical Researcher 1/1/2000 – 10/1/2004  
Wellington Labs, Nashville, TN

- Visited and spoke with patients using the medication in question to determine its positive and negative effects
- Performed research on the dosage of medication in relation to the patient's condition weight and other medication
- Drafted reports on research findings and presented to medical staff

### Education

**Bachelor's Degree**  
**XXXX – XXXX**

Pharmacy Tennessee State University  
Nashville, TN



## Listen and Learn

It is not that you can talk a lot ...  
but that you can get people to talk a lot.



## Events

Give a presentation, it gives you exposure to a wider audience.

If possible, chair, facilitate or rapporteur a session - credibility by association.

Ask a question, give your name and where you are from.



# Events

Social activities around the event.

If an opportunity arises, go for a night cap or social drink/coffee after dinner.

Important to remain friendly, objective and do not criticise others.

## It's not all about work

Not necessarily straight to business, converse, find a common cause.

Don't be looking around the room – what do we have in common?

Think about different cultures, etiquette, what is the norm?

Greetings / Leaving (business card, handshake, kisses)

## It's not all about work

Be interested in, and curious about people.

- Where are they from?
- What is their background?
- What are their hobbies/interests/passions outside work?
- How did they get into this area?
- How did they travel, what route. When are they going?

## Other Tips

If you attend an event with a colleague do not cling to each other, work separately.

Have a business card for distribution.

Getting Away!

## Follow-up

Always follow-up: email or referral.

It shows commitment.

Builds trust, reputation & relationships.

If the contacts you made are not relevant to your work re-examine your approach.

Remember people next time you meet them.

## Recap

- Networking is not and does not need to be a cynical activity.
- Networking is all about relationships built on mutual trust.
- There are different types of networkers.
- There are different ways to network.
- Do your research, be prepared, plan and pitch.
- Look for individuals & open groups.
- Look for networking opportunities / situations but remember that it's not all about work.
- Always, always follow-up if you say that you will.

## Networking in one phrase

Malcolm Gladwell, *The Tipping Point: How Little Things Can Make a Big Difference*

He talks about individuals with a wide range of contacts. These people have a number of personal traits that include:

“a combination of curiosity, self-confidence, sociability and energy”.

## Networking Simplified

- Accept invitations to events
- Have a goal
- Try to meet a new person for coffee when you can
- Take the first step. Pick your time – people are always receptive at coffee breaks
- Do not hide behind your phone
- Don't avoid eye contact – smile
- Trust your own judgement
- Start with one-on-one meetings
- Don't stay passive or in comfort – move on
- Don't be negative, focus on positives
- Connect others – Give first, receive later



# Adopt a positive approach to Networking

- Think of it as building communities
- Your own network will become collection of dots that only you can see & connect
- You know somebody that someone else should know
- Enjoy it!

# “Traditional” Networking

- Exciting to meet like-minded people
- Support, reinforcement & affirmation
- Best option for cementing personal relationships



# FameLab

- FameLab is an international competition to find and support the world's most talented new science communicators. Participants have three minutes to win over the judges and audience with a scientific talk that excels for its content, clarity and charisma
- Could you inspire and educate a live audience about your work in science, technology, maths or engineering – in just three minutes? If so, why not take part in FameLab in your country?

## Social or Online Networking

- Networking is an ongoing process, it requires persistence, attention, organisation and good will
- Incorporate the art of networking into your job search and you will gain opportunities and build relationships that can last a lifetime
- Your personal network is not strong enough? No problem! Build one online!

## LinkedIn

- 40 million people use LinkedIn to search for jobs each week.
  - 3 people are hired through LinkedIn every minute
  - 61 million senior level influencers are on LinkedIn
  - 55 million companies are on LinkedIn
  - Most trusted business network in the world
- 722 million members in 200 countries and regions worldwide

# Social Selling

- The art of using social media to find, connect with, understand, and nurture relationships. It is an alternative way to develop meaningful relationships with potential colleagues / customers / employers, but this approach is based on the relevance of the content and the quest for trust and legitimacy (Anne Gilet-Hampton)

# Your online presence

- Establishing your brand: What do you stand for? **Being a thought leader**
  1. Ensure your LinkedIn profile is complete
  2. Optimise your profile with the end-user in mind. If you want your profile to be discovered on Google, you will need to make your profile public (Public Profile Settings)
  3. Add content that displays your thought leadership
  4. Increase your visibility by interacting with others, and their content, on LinkedIn
  5. Get endorsements from colleagues and others
  6. Upgrade

# Your online presence

- **Find the right people:** Build a network of like-minded people with common interests
  1. Identify the right people in less time with efficient search & research tools
  2. Know who you are looking for and the keywords that relate to them
  3. Who is looking at your profile and why? This is informative feedback



# Your online presence

- Engage with insights
  - Your posted content and your commentary on the content of others
  - Share relevant resources to strengthen your personal connections
  - Post timely or topical content. The more interaction with your shared content, the more relevant your online presence
  - You and your network should learn from each other
  - Are you adding value? Curate content from trusted sources
  - Join relevant and active groups

# Your online presence

- **Build relationships**
  - Connect and establish trust with decision makers
  - Personalise your connect messages
  - Build relationships with 'senior-level' people
  - Build your connection numbers and nurture the relationships
  - People are more likely to accept your invitation if you are already connected to people they know
  - Build trust and interest!

# Online Techniques

- Understand how the person you are trying to reach thinks. Why are you contacting them and how can you pique their interest?
  - “[I]nvisibility is a far greater threat to artists than piracy” – Tim O’Leary

# How to Find the Right People or Job for You

- Are you targeting a person or an organisation?
- What are the functions of the people I'm looking for and what sectors are they active in?
  - To refine your searches: Use AND – OR – NOT – “” – () ...
  - “Marketing” NOT “assistant”
  - “Marketing Director” OR “Head of Marketing”
  - “Marketing director” AND “Sales Director”
  - “CEO”
  - “Marketing director” OR “chief marketing officer” OR “CMO” NOT “assistant”
- Meet – Get in touch online!
- Search. Select. **Get in touch online**

# Create & Share Content

- Create and share content
  - Post content on your profile (to provide a service / position your expertise). Make yourself visible and establish a link.
- What to share? The triple strength of content
  - Your value proposition / offer. Data, advice and / or expertise. Your DNA, your values, who you are (EURAXESS Career Development training)

# ASSET Tool

European Commission > EURAXESS > Extranet > Tools > CD Training Materials > Researcher Career Development Training

## EURAXESS

Home JOBS & FUNDING CAREER DEVELOPMENT PARTNERING INFORMATION & ASSISTANCE NATIONAL PORTALS EURAXESS WORLDWIDE MY EURAXESS **EXTRANET** Search

[← BACK TO CD TRAINING MATERIALS](#)

### Researcher Career Development Toolkit

Training module for EURAXESS staff in Researcher Career Development with links to the relevant resources where applicable.

#### INTRODUCTION

This TUTORIAL was developed to train EURAXESS staff in the delivery of effective RCD services

[Career Path Guide](#)

Access self-service e-tool (ASSET)

- 1) Introduction to ASSET
- 2) Setting up a career development centre
  - (2b) Training Resources Bank
  - (2b) Models for Events & Activities

## RESEARCHER'S CAREER PATH GUIDE

### SECTION 1



#### TUTORIAL - PART C

### TRAINING RESOURCES BANK

Administration of the Training  
Preparation for the Training & Delivery  
Training Design  
Engagement & Energisers  
Training Aids

02:34

# Boolean Search

The screenshot shows a LinkedIn search results page for the query "research OR researcher NOT assistant". The page is divided into three main sections: Jobs, Promoted, and People.

**Jobs Section:**

- Executive Researcher** (Cpl, Dublin, County Dublin, Ireland) - Actively recruiting, 1 month ago, 2 applicants. [Save](#)
- Senior Talent Researcher / Sourcer** (Coyle Consulting, County Dublin, Ireland) - Actively recruiting, 2 weeks ago, 2 applicants. [Save](#)
- Research Associate** (National College of Ireland, Dublin, County Dublin, Ireland (Hybrid)) - 7 connections work here, 1 week ago, 5 applicants. [Save](#)

[See all job results in Ireland](#)

**Promoted Section:**

- Elevate Your Writing** (Grammarly) - Be the best writer on your team. Get Grammarly now—it's free!
- Do expenses. Differently.** (Retro) - Retro is cool. Except when it comes to doing your expenses.
- Free Repair Collection** - Save up to 60% on HMI, PLC, PCB, Servo Motor, Drives & Robotics Repairs.

**People Section:**

- Teresa Lynn** - 2nd [in](#) (PhD, Research Fellow in NLP, Fulbright Scholar, Ireland) - Current: Research Fellow at ADAPT Centre. [Connect](#)

# Search Filters

The screenshot shows the LinkedIn search interface with the search query "research OR researcher NOT assistant". The navigation bar includes Home, My Network, Jobs, Messaging, Notifications, Me, and Work. Below the navigation bar are tabs for Jobs, People, Posts, Groups, Companies, Schools, Courses, Events, Services, and All filters. The main content area is divided into three sections: Jobs, Promoted, and a filter sidebar.

**Jobs**

- Executive Researcher** (Cpl) at Cpl, Dublin, County Dublin, Ireland. Actively recruiting. 1 month ago • 2 applicants. [Save](#)
- Senior Talent Researcher / Sourcer** at Coyle Consulting, County Dublin, Ireland. Actively recruiting. 2 weeks ago • 2 applicants • [Apply easily](#). [Save](#)
- Research Associate** at National College of Ireland, Dublin, County Dublin, Ireland (Hybrid). 7 connections work here. 1 week ago • 5 applicants • [Apply easily](#). [Save](#)

[See all job results in Ireland](#)

**People**

- Teresa Lynn** • 2nd [in](#) [LinkedIn](#) [Connect](#)  
PhD, Research Fellow in NLP, Fulbright Scholar  
Ireland  
Current: **Research** Fellow at ADAPT Centre  
Brian MacCraith and Trudy Corrigan are shared connections

**Promoted**

- Elevate Your Writing. Be the best writer. Grammarly now.
- Do expenses. Retro is cool. Exc. doing your expenses.
- Free Repair Co. Save up to 60% on Servo Motor, Drive.

**Filter only Jobs ▾ by**

**Sort By**

- Most recent
- Most relevant

**Date Posted**

- Any Time
- Past Month
- Past Week
- Past 24 hours

**Experience Level**

- Internship
- Associate
- Director
- Entry level
- Mid-Senior level
- Executive

**Company**

- Cpl
- Google
- Accenture
- Covalen
- Morgan McKinley
- Citi
- ...



# Create & Share Content

- **Speak up! Mix the type of content you post**
  - Show your expertise by sharing content that will answer a problem or a need for your network or targeted company. Show your DNA by creating or sharing content that shows what you value. Never, ever share someone else's content without explaining how you feel about it or why you share it!
  - Illustrate! A picture is worth a thousand words
- **Be aware of your IPR and, more importantly, the IPR of others**

## Connecting

- It is best not to try the cold approach. Establish a presence first. Find common ground
- Be interesting before you try to attract interest
- Send as a message via internal messaging. Personalise the message and give it a purpose
- Depending on how successful perhaps you could later attempt to organise a meeting or appointment

## Mistakes to Avoid

- Party pictures!
- Massive and impersonal requests
- Immediate solicitation!
- Lack of regularity
  
- **Be interesting before showing your interest**
- **Anne Gilet-Hampton** recommends an action plan that requires 10 minutes of your time each day
  1. Improve your profile
  2. Search your targets and get in touch
  3. Speak up and share
  4. Maintain by spending 10 minutes a day networking

# The Value of Your Data & Privacy & How You Can Control It

- Take this cautionary tale detailed by [The Wall Street Journal](#)
  - After being contacted by a recruiter on LinkedIn, consultant Joshua M. Evans found out his job search had been revealed by a LinkedIn notification
  - Evans had not turned off his LinkedIn notifications to his network, so his boss saw his new connections with the recruiter and two managers at the company where he was applying
  - It created “a very awkward situation”

## Taking Control

- Who you are connected with can be valuable information. Beyond inquisitive bosses, there are also inquisitive recruiters, and maybe you do not want someone mining your network for potential hires without going through you first. If you want to keep your connections private for either reason, go to your LinkedIn account:
  - Top-right, in the tap underneath your “Me” tab, Click “Settings & Privacy”
  - Choose who can see your list of connections and select “Only you”
  - Under “Settings & Privacy”
  - You have the option to select “Share job changes, education changes, and work anniversaries from profile”
  - Choose “No” when asked if you want your network to be notified about activity

## Staying Under the Radar

- Ilana Gershon, an anthropology professor at Indiana University and the author of [\*Down and Out in the New Economy: How People Find \(or Don't Find\) Work Today\*](#), says that:

“limiting available information by going private or semiprivate is another job search strategy some people use: By withholding information on LinkedIn, like how you appear on viewer lists and what you list in your profile, the theory goes, you entice people in hiring positions to reach out to learn more about you. The privacy settings on LinkedIn, when you’re doing semiprivate or private, are kind of functioning like the reverse of the thirst trap in which you’re trying to withhold information so that people want to contact you.”

- You can also use incognito browsing if you search while being logged out of LinkedIn

## Reminders

- Networking is not, and does not need to be, a cynical activity
- Networking is all about relationships built on trust
- There are different types of networkers
- There are different ways to network
- Do your research, be prepared, plan and pitch

## Self-Awareness (1 of 3)

- Knowing who you are internally and how other people see you.
- “I am imperfect: I have strengths and weaknesses. I know and decide what I can work on.”
- Strong sense of self-acceptance; not blind self-esteem.
- There is comfort in being self-aware. Self-aware people are happier, more fulfilled and more effective leaders. It gives us power and a quiet, self-assured confidence.



## Self-Awareness (2 of 3)

- “How do others see me?”
- 7 Pillars of Insight:
  1. Values;
  2. Passion;
  3. Aspirations;
  4. A “Good Fit” recognised;
  5. Personality patterns;
  6. Reactions; and
  7. Impact we have on others.
- Ongoing, lifelong journey.

## Self-Awareness (3 of 3)

- By raising self-awareness and a better understanding of yourself, you can identify what you want professionally.
- 95% of people think they are self-aware.
- However, only 10–15% actually are.
- Dr. Tasha Eurich (Organisational Psychologist) has stated that self-awareness is the “Meta Skill of the 21st Century”.
- And that “it is underlying or foundational”.

# Emotional & Social Intelligence

In recent years there has been huge interest in what is called "emotional intelligence" (EQ as opposed to IQ).

Emotional intelligence is the ability to communicate with others at an emotional level, to use emotions to help guide decision making, to be able to regulate emotions, & possessing knowledge about emotions & emotional processes.

# Emotional & Social Intelligence

Is EQ related to leadership?

Yes, to some extent.

It's important for creating good relationships between leaders and followers, & charismatic leaders seem to have an extraordinary ability to communicate at the emotional level. Again, however, the relationship between EQ & leadership is significant but small.

# Emotional & Social Intelligence

There is another form of intelligence that is important for leaders, & it has not received much attention.

Social intelligence is the ability to understand social situations, to play social roles, and to influence others.

It involves being able to see others' perspectives & to understand the complex & abstract social norms, or informal "rules" that govern all types of social situations.

Social intelligence is what some refer to as "street smarts" or "everyday intelligence."

## Emotional & Social Intelligence

Research suggests that social intelligence may be the most important type of intelligence for leaders.

So, how does this relate to those of us in or aspiring to leadership positions?

The good news is that these two forms of intelligence, emotional & social, are pliable. They can be developed.

EQ and SQ both relate to interpersonal skills, & the more we develop our interpersonal or people skills, the more we will enhance our emotional & social intelligences.

## Group Exercise

- Write your elevator pitch, try to limit it to 20 second or less

OR

- FameLab
  - Use just one slide to support your 2 minute presentation on your research

# Group Exercise

## Elevator pitch:

- “My name is...” Don’t forget to smile, make eye contact, speak with confidence.
- “I work for / with...” Best not to wait for recognition.
- “I am based at...” Large city or country if you are at an international event.

## Your specialisation/offering

- You are different so be different. Stand out from the crowd, think positive, be positive.

## End in a firm, positive, constructive way

## Your presentation:

- Use one slide only
- Will begin with your elevator pitch
- Briefly introduce and explain your research
- 2 minutes



Questions?

*Thank you for your time and attention*

