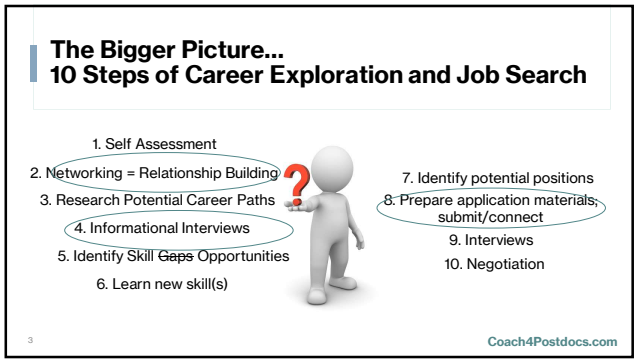

Artful Connections...
Elevator Pitches and LinkedIn
Tracy Costello, PhD

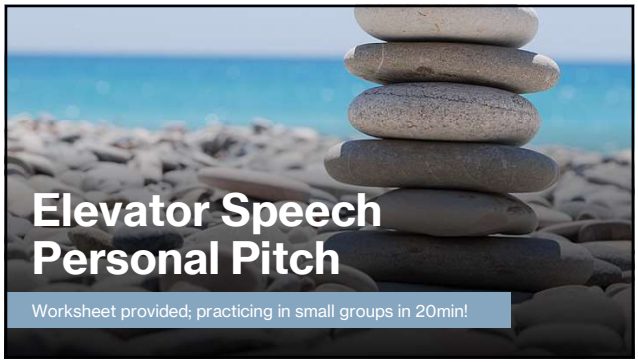
1


thank you
danke
gracias
merci
obrigado
dziękuję
My sincere appreciation...
2
Coach4Postdocs.com

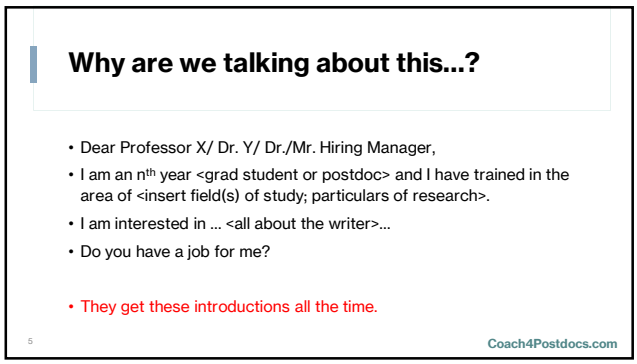
2


The Bigger Picture...
10 Steps of Career Exploration and Job Search
1. Self Assessment
2. Networking = Relationship Building
3. Research Potential Career Paths
4. Informational Interviews
5. Identify Skill Gaps Opportunities
6. Learn new skill(s)
7. Identify potential positions
8. Prepare application materials; submit/connect
9. Interviews
10. Negotiation
3
Coach4Postdocs.com

3


Elevator Speech
Personal Pitch
Worksheet provided; practicing in small groups in 20min!

4


Why are we talking about this...?
• Dear Professor X/ Dr. Y/ Dr./Mr. Hiring Manager,
• I am an nth year <grad student or postdoc> and I have trained in the area of <insert field(s) of study; particulars of research>.
• I am interested in ... <all about the writer>...
• Do you have a job for me?
• They get these introductions all the time.
5
Coach4Postdocs.com

5


Grab their attention
So What?
Who Cares?
A good elevator pitch
• Is a conversation starter
• Makes a connection with individual or audience
• Uses common language and a good analogy
• Creates a vivid example or image
• Is enthusiastic
• Science for Non-Scientists
• Often ends in a question to gauge interest
It does not
• Explain everything about everything
• Use jargon, acronymns

6

Basic Pitch Structure

- Introduction
  - Name, affiliation
- Engage/Grab interest/Problem
  - Have you ever? Did you know?
- Educate/Why it matters/Potential Solutions
  - What and How; Tell a story
- Closing/Benefits of fixing problem
  - Make it memorable!

Broad → Narrow → Broad

7

Coach4Postdocs.com

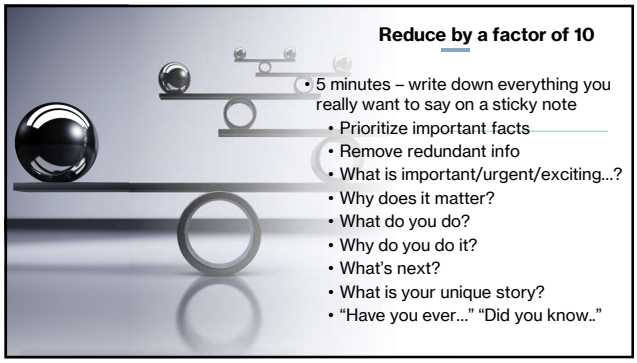
7

Tell me about yourself...



- 5-10 minutes – write down everything you want to say about yourself and your project
  - Don't hold back
  - Everything you would want someone you're meeting to know
  - What makes you different in your field?
  - How do you stand out?
  - What benefit would you like to bring to the world?
  - How do your skills/experience relate to where you want to be?

8



Reduce by a factor of 10

- 5 minutes – write down everything you really want to say on a sticky note
  - Prioritize important facts
  - Remove redundant info
  - What is important/urgent/exciting...?
  - Why does it matter?
  - What do you do?
  - Why do you do it?
  - What's next?
  - What is your unique story?
  - "Have you ever..." "Did you know.."

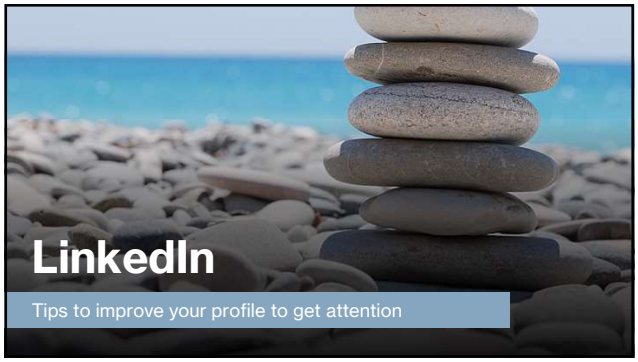
9

Test it... Tweak it...



- 10+++ minutes – practice, practice, practice
  - Breathe!!!
  - Speak slowly and enunciate!
  - Make eye contact and face the audience
  - Stand still
  - Be enthusiastic
  - Conversational, not like you're reciting something you carefully wrote and memorized
  - Eliminate jargon, acronyms
  - Keep it short – by using short sentences
  - Keep it simple – by using simple words and avoiding adverbs and flashy prose
  - Keep it focused – by making sure you are writing for your audience
  - End with something memorable

10



11

Major sections of LinkedIn



12

Coach4Postdocs.com

12

You never get a second chance at a first impression

Professional Headshot

Name, *degree*

Engaging headline
Not "Grad Student" or "Postdoc"
5 word intro!

Be positive and enthusiastic

13 Coach4Postdocs.com

13



14 Coach4Postdocs.com

14

Best Practices

Perfect spelling and grammar

Clear and easy to read

Consistent style throughout

Smart, sparing use of Bold, Italics, Underlining, Color

15 Coach4Postdocs.com

15

Summary Highlighting Key Skills & Interests

- What drives you?
- What makes you unique?
- *Targeted; specific about job(s) of interest
- 5-7 topics that are appealing for the jobs you're applying to

16 Coach4Postdocs.com

16

Tips for writing with impact

Use first person

Be personal – write it like a conversation with someone

Be Active – establish your expertise

Use target jobs to your advantage for keywords (tagcrowd)

17 Coach4Postdocs.com

17

Professional Experiences

- Paid and Volunteer Roles – what skills do they highlight?
- Describe *skills* involved in each role *relevant to job*
- Metrics show impact; skill level
- Chronological or by Relevance
- 185 Power Verbs (themuse.com)

18 Coach4Postdocs.com

18

Evidence of Skills...

(under accomplishments)

- Honors and Awards
- Publications (weblink or add)
- Presentations (weblink or add)
- Course or project descriptions

19

Coach4Postdocs.com

19

Connecting with Potential Employers and/or Recruiters

- Use word clouds to compare profile vs job ad
- https://tagcrowd.com/ or http://www.wordle.net/
- Job Ad Word Cloud – highlights key words
- LinkedIn Word Cloud – what you're emphasizing

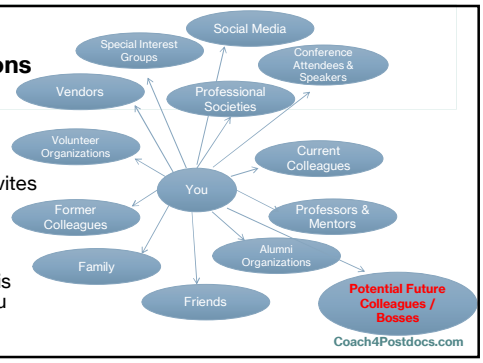
20

Coach4Postdocs.com

20

Mind Map connections

- 500+ connections
- Follows vs invites
- Always customize invitations
- Look at who is looking at you



21

Coach4Postdocs.com

21

Recommendations and Endorsements

- Congratulated for a project well done? Ask for one
- Be strategic – different people for different skills
- Poorly written recommendation? It's ok to ask for revisions OR decline or hide.
- Self defined skills list, connections provide feedback

22

Coach4Postdocs.com

22

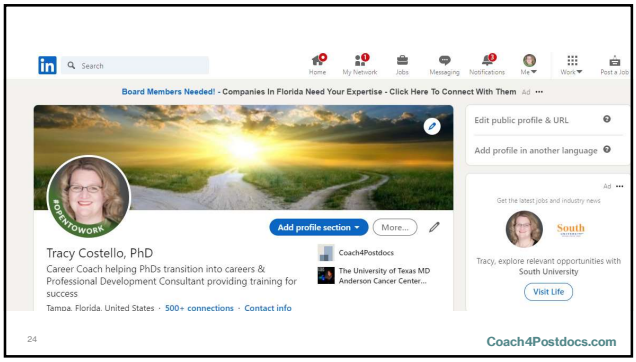
LinkedIn Tips to get noticed

- Customize your URL
- QR Code available!
- Notifications (turn off while editing)
- Customize top 3 skill – ask for endorsements

23

Coach4Postdocs.com

23

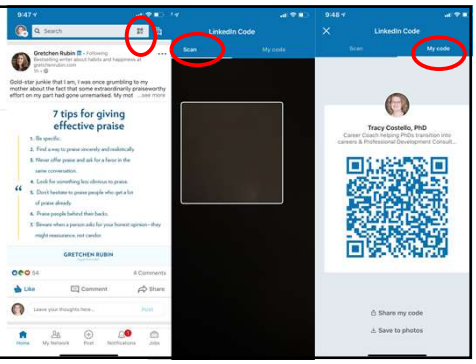


24

Coach4Postdocs.com

24

Connecting with others on LinkedIn



25

25

You are your Brand

Join groups

Follow companies & orgs

Share!

Write!

Keep profile updated!

Coach4Postdocs.com

26

26



- Thank you for the gift of your time and attention today!
- Slides will be available after the webinar.

https://www.linkedin.com/in/tracycostello
Twitter: @coach4postdocs
tracycostello@coach4postdocs.com

Coach4Postdocs.com

27

27

Michael McGuire 2min elev pitch UT-GSBS grad student https://www.youtube.com/watch?v=NBa0cnsRMUQ



Coach4Postdocs.com

28

28