Session 3

Professional Network Development and Strategy I: Developing Your Professional Image

INDE 228

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3 Types of Skills:

- Content
- Transferable
- Personal Characteristics
Your SoM training is really only directly applicable to the academic education sector.

The best way for me to get a job in a different sector is for me to acquire further education.

Employers usually hire based on who has the most content skills – everything else is just “fluff”.

Employers only consider your personal traits and transferable skills when the market is going well.
Topics Covered:

- Applying the information learned from the last two sessions to understand how to learn more about options and opportunities

- The importance of developing extensive professional networks in a global economy, regardless of market conditions

- Appropriate use and leveraging of online networking tools; how hiring managers use these tools

- Key professional and personal skill sets employers seek; tactics for marketing your unique training experiences and qualifications

Anything else?
# Career Transition Planning

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<th>I. ID info about yourself</th>
<th>III. Targeting your employer</th>
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<td>■ Work-setting Preferences</td>
<td>■ Narrowing the field</td>
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<td>■ <strong>Personal Skills Inventory</strong></td>
<td>■ Aligning credentials</td>
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<td>■ Motivational Factors</td>
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<tr>
<th>II. ID info options</th>
<th>IV. Securing an offer</th>
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<tr>
<td>■ Researching Industries &amp; Companies (e.g.’s)</td>
<td>■ Determining “Fit”</td>
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<td>■ Identifying Prospects</td>
<td>■ Submitting Materials &amp; Refs</td>
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<td>■ <em>Informational Interviews &amp; Networking</em></td>
<td>■ Interview Preparation</td>
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<td>■ Negotiation</td>
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Next Week:

TARGETING YOUR EMPLOYER

- Session 4 – *Professional Network Development and Strategy II: Navigating Job Fairs, Conferences, and other Professional Events*
- Presenter: Tia Phillips, Consultant, McKesson

- Homework:
  1) Establish a LinkedIn profile and join the Stanford School of Medicine Alumni, Faculty & Staff group
  2) Questions in preparation for CVs/Resumes, Cover Letters