Session 2: Professional Network Development and Strategy

INDE 228
School of Medicine Career Center & Scott Roberts, Sr. Director of Business Development, LinkedIn
Topics Covered:

• Assessment instructions and homework for next week

• The importance of developing extensive professional networks in a global economy

• Methods for building and getting the most out of your social capital both online and at the Biotech Industry Day event

• Appropriate use and leveraging of online network tools; how managers use these tools

• Addressing the common myths and concerns about networking
  • Anything else?

LinkedIn
## Career Transition Planning

<table>
<thead>
<tr>
<th>I. ID info about yourself</th>
<th>III. Targeting your employer</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Work-setting Preferences</td>
<td>- Narrowing the field</td>
</tr>
<tr>
<td>- Personal Skills Inventory</td>
<td>- Aligning credentials</td>
</tr>
<tr>
<td>- Motivational Factors</td>
<td>- Optimizing documents</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>II. ID info options</th>
<th>IV. Securing an offer</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Researching Industries &amp; Companies (e.g.’s)</td>
<td>- Determining “Fit”</td>
</tr>
<tr>
<td>- Identifying Prospects</td>
<td>- Submitting Materials &amp; Refs</td>
</tr>
<tr>
<td>- <em>Informational Interviews &amp; Networking</em></td>
<td>- Interview Preparation</td>
</tr>
<tr>
<td></td>
<td>- Negotiation</td>
</tr>
</tbody>
</table>
The Stanford Medical 'Career Advisory Network' (CAN)

Information about your career background and experience is high in demand! Through joining the network, you will be able to share information with other Stanford community members regarding your industry, professional areas of interest, and pathways travelled within your career.

In order that the network works properly, we invite you to join and make use of this system for your own career-related purposes. In this way, our alumni can serve as their own best resource for one another, and provide a means for current students to learn about the career pathways traveled by our extended community of Stanford medical alums.

- Join Career Advisory Network
- Search Career Advisory Network (CAN)

Stanford Medical 'Linked-In' Groups

Linked-in can be a valuable tool for networking. It is a place where professionals from all backgrounds can maintain a profile, and where individuals can connect with one another directly or through introductions made via colleagues and/or associates shared in common. To get started, simply establish an account and profile at

[LinkedIn]

Once you have an account and a profile established, you can become a member of selected Linked-In 'Groups' where persons that share educational backgrounds and/or professional experiences and interests can connect with each other. To join the Stanford Medical 'Linked-In Group', simply log-in to your LinkedIn account and search for the group:

Stanford School of Medicine Alumni, Faculty & Staff
Homework for Next Week:

- Take SII

- Establish a LinkedIn profile and join the Stanford School of Medicine Alumni, Faculty & Staff group
Scott Roberts
Senior Director of Business Development at LinkedIn
San Francisco Bay Area  |  Internet

Scott Roberts is proud to be partnering with AdWeek on our new poll series: http://polls.linkedin.com/poll-results/29015/vuxaq
2 days ago

Current
• Sr. Director, Business Development at LinkedIn

Past
• Board Member at Live Oak School
• Director of Business Development, Newspaper Consortium at Yahoo!
• Director, Yahoo! Voice at Yahoo!

Education
• Yale University
• Hackley School

Recommendations
31 people have recommended Scott

Connections
500+ connections
Stanford School of Medicine: Professional Networking

April 7, 2009
Introductions
Who Am I?

Scott Roberts
Senior Director of Business Development at LinkedIn
San Francisco Bay Area

Scott Roberts
Senior Director of Business Development at LinkedIn ... See who you and Scott Roberts know in common; Get introduced to Scott Roberts ...
www.linkedin.com/in/scotthroberts - 17k - Cached - Similar pages -

Scott Roberts's Summary
Dynamic management executive with 16 years progressive experience driving growth in new markets. Strong team building, leadership, communication, negotiation and analytical skills. Decisive, solutions-focused and results-oriented. Experienced in Internet businesses, enterprise software, investment banking and strategy consulting. Entrepreneurial attitude, energy and approach.

Scott Roberts's Specialties:

Search for people you know from over 35 million professionals already on LinkedIn.
First Name
Last Name
(example: Scott Roberts)
Search

Save Big on TruGreen®
Get Your Lawn Ready for Spring! Schedule Your Free Lawn Analysis.
www.TruGreen.com

Cargill Associates
Providing full service capital fundraising for over 30 years.
www.cargillassociates.com
How did I Get Here?


Yahoo!

David Tamburri

Woody Marshall

Anthony Soohoo

Michael Demetrios

Robert Abbe

Broadview

Yale

LinkedIn

LinkedIn
LinkedIn Overview
LinkedIn is the world’s most powerful business network

- Built upon trusted professional relationships & connections
- Business-focused
- Provides access to people, jobs & opportunities
- Helps professionals be more productive
LinkedIn Network Statistics

Network Membership & Reach

- **Over 38 million professionals**
  - ~2 million members join per month
  - Roughly 1 new sign-up per second
- 200 countries
- English, Spanish, French and German
- 150 industries
- Members from all five hundred of the Fortune 500

*As of February, 2009*
### Best and Broad Demographics

#### Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>41</td>
</tr>
<tr>
<td>Average HHI</td>
<td>$109,762</td>
</tr>
<tr>
<td>HHI &gt;$150K</td>
<td>27%</td>
</tr>
<tr>
<td>College Grad</td>
<td>78%</td>
</tr>
<tr>
<td>Portfolio $250K+</td>
<td>28%</td>
</tr>
</tbody>
</table>

#### 13M University Alumni

<table>
<thead>
<tr>
<th>School</th>
<th>Alumni</th>
<th>HHI &gt;$150K</th>
<th>College Grad</th>
<th>Portfolio $250K+</th>
<th>1.2M Small Business Owners</th>
<th>2.2M Senior Executives</th>
<th>VPs at every F500 company</th>
</tr>
</thead>
<tbody>
<tr>
<td>HBS</td>
<td>17K</td>
<td>27%</td>
<td>78%</td>
<td>28%</td>
<td>13M</td>
<td>2.2M</td>
<td></td>
</tr>
<tr>
<td>GSB</td>
<td>8K</td>
<td>27%</td>
<td>78%</td>
<td>28%</td>
<td>1.2M</td>
<td>2.2M</td>
<td></td>
</tr>
</tbody>
</table>

#### 1.9M F500 Employees

<table>
<thead>
<tr>
<th>Company</th>
<th>Employees</th>
<th>Alumni</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM</td>
<td>116K</td>
<td>71K</td>
</tr>
<tr>
<td>Microsoft</td>
<td>58K</td>
<td>23K</td>
</tr>
<tr>
<td>NOKIA</td>
<td></td>
<td>31K</td>
</tr>
<tr>
<td>Morgan Stanley</td>
<td>13K</td>
<td>9K</td>
</tr>
<tr>
<td>Pfizer</td>
<td></td>
<td>19K</td>
</tr>
<tr>
<td>P&amp;G</td>
<td></td>
<td>12K</td>
</tr>
</tbody>
</table>

Source: @plan Winter 2007/2008, internal data
How can Professional Networking on LinkedIn help you?
LinkedIn interviews Dr. Robert Sapolsky about stress

http://www.youtube.com/watch?v=TtjU0-dOTLM
Find yourself somebody to groom.
Grooming on LinkedIn

Activities

- Events
- News/Info
- Career Research
- Mentoring
- Job Seeking
- Professional Development
- Access to Service Providers
- Fundraising
- Polls
- Member Recruitment
The objective of this group is to bring together people who are involved in developing, running, advising and investing in Web-based companies or businesses. The group aims to offer its members the ability to connect with peers, partners and competitors who can provide access to information, ideas and opportunities. It should stimulate discussions (both private and public) around valuable topics and issues and be a resource for those searching for business partnerships, research, advice and career opportunities.

**About this Group**

- **Created:** March 24, 2009
- **Type:** Networking Group
- **Members:** 430

**Owner:** Scott Roberts

**Group Members in Your Network**

- **Mary Ellen (Whelan) Sheehy**, Group Vice President, Strategy and Product Development, Worldwide Events at Gartner
  
  Greater Boston Area

- **Don Pillsbury**, Vice President at GMR Marketing
  
  San Francisco Bay Area

- **Bernadette Lee**, VP, Products and Partners
  
  Toronto, Canada Area

- **Karl Florida**, Vice President, Strategy and Business Development at FindLaw
  
  Greater Minneapolis-St. Paul Area
What are the top 2-3 blogs or news sources that you read everyday?

I have added feeds from Techcrunch, PaidContent and Reuters Internet feed to this group but am interested in what is on your must read list. If you have your own blog I am happy to add it to the list of feeds.

Posted 12 days ago | Delete discussion

Comments (18)

Mashable, ReadWriteWeb, Silicon Alley Insider

The Daily Beast (almost without fail), Politico.com, and the usual TechCrunch, NYT, Valleywag and Reuters feeds.

Posted 11 days ago | Reply Privately | Delete comment

TechCrunch, VentureBeat, Engadget Mobile

Posted 11 days ago | Reply Privately | Delete comment

TechCrunch, Paid Content

Posted 11 days ago | Reply Privately | Delete comment
Final Thoughts
Summary

Establish and take control of your professional identity
- Search for yourself
- Build and maintain your profile
- Enhance your identity with your actions

Establish and build your network over time
- Determine your own rules for connecting based upon your comfort
- Build and manage your relationships

Leverage and strengthen your network
- Tap your network for help
- Feed and contribute to your network
Thank you