NETWORKING AND BUILDING A PERSONAL BRAND

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What is networking

What worries you about networking?

What motivates you to be here today?
IDENTIFYING YOUR NETWORK

- Who is in your network?

- Expanding your network
  - Opportunities and venues
  - Social media
  - Informational interviews

- Stay in touch
SUCCESSFUL NETWORKING STRATEGIES: SHOW A FIT

Show a fit

Genuiness

Know yourself

Know them
BRANDING

- What is a brand?
- Why do we need a brand?
- Ever heard of the “hidden job market”? 
Ways to Build a Brand

- Being intentional about your goals and those of your target audience
- Describe yourself in measurable, distinctive ways
- Develop an online presence
- PRACTICE, PRACTICE, PRACTICE -
ROLE PLAY 1: ELEVATOR PITCH

- Scenario A/Scenario B
- Your turn....
- Feedback
Hi, my name is ______________. I will be graduating/I just graduated from ______________ with a degree in ______________. I’m looking to ______________. I recently ______________. Can I take you out for coffee sometime to elicit discuss in more detail the opportunities within this field?

*Tailor to your needs/interests!!!!!*
ROLE PLAY 2: CLOSING THE “DEAL”

- Scenario A/Scenario B
- Feedback
- Your turn....
ROLE PLAY 3: INFORMATIONAL INTERVIEW/NEXT MEETING

- Scenario A/ Scenario B
- Feedback
- Thoughts/comments/questions?
CONTACTING AND FOLLOW-UP

INFORMATIONAL INTERVIEW REQUEST

EMAIL

THANK YOU NOTES

STAYING IN TOUCH: EMAILS, LINKEDIN, FACEBOOK, EVENTS
QUESTIONS?

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More info: