

Strategies for Effective Career Management:
Part 2- Researching Job Opportunities,
Networking & Informational Interviewing

School of Medicine Career Center
Stanford University

December 5, 2005

Identifying Options: Part of a Larger Campaign

| | |
|--|--|
| <p>I. Identifying Information about yourself</p> <ul style="list-style-type: none">■ Work-setting preferences■ Personal Skills Inventory■ Motivational factors | <p>III. Targeting your employer</p> <ul style="list-style-type: none">■ Narrowing the field■ Aligning credentials■ Optimizing documents |
| <p>II. Identifying options</p> <ul style="list-style-type: none">■ Researching Industries & Companies■ Identifying Prospects■ Informational Interviews & Networking | <p>IV. Securing an offer</p> <ul style="list-style-type: none">■ Determining “fit”■ Submitting Materials & References■ Interview Preparation■ Negotiation |

Research*Network*Interview

Essential Job Search Skills



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Gail Schechter

**Ph.D. University of California San Francisco Medical Center
Specialize in neuroscience drug development**

Career path in government, academia and industry

- **Government: NIH researcher**
- **Academia: Clinical assistant professor at Stanford**
- **Biotech industry: Genentech**

President, BioIntelligence—grant writing & biomedical communications

Board member: UCSF Alumni, Mt Zion Auxiliary, WTC Life Sciences

Published book chapter on Alternative Careers in Science (2005)

Career development mentor and coach



Roberta Rosen

Certified Master Career Coach

Founded Career Coaching and Consulting Company

Helped 500 clients find greater satisfaction in work life

Specializes in job discovery, search, interview, & negotiation

Facilitate job search groups nationwide

Spent 15 years as account manager, mentor & trainer at HP

Strategic sales training for IBM

Supervisor of teacher training at Dartmouth

Graduate work in psychology and education



Three Career Management Techniques

Program Overview

- Step I: Researching Job Opportunities
- Step II: Networking Extensively
- Step III: Informational Interviewing



I. Researching Job Opportunities

- **Explore your options**
- **Clarify your direction**
- **Learn about alternative careers**
- **Refine your interests**
- **Face realities**



Start Your Job Research

- **Collect job ideas from many sources**

Utilize publications, conferences, internet/websites, colleagues

- **Target organizations in selected fields**

Identify, research, prioritize target markets

- **Focus on jobs/careers that excite you**

Consider emotional as well as intellectual factors

- **Develop personal career program**



Industry, Academia, Government

Career Opportunities in Life Sciences

Three major sectors:

- **PHARMA/BIOTECH INDUSTRY:**

www.BioSpace.com, www.craigslist.com

- **ACADEMIC MEDICAL CENTERS:**

<http://med.stanford.edu/employment/jobsearch.html>

<http://ucsfhr.ucsf.edu/careers/>

- **GOVERNMENT (Federal):** NIH, CDC, FDA, VA, DoD, DHS

<http://www.usajobs.opm.gov/>

- **GOVERNMENT (State and Local):**

California Institute of Regenerative Medicine (Stem Cells)

<http://www.cirm.ca.gov/jobs/>



More Career Categories

- Not-for-profit scientific organizations
www.oneworldhealth.org
- Law firms specializing in intellectual property
<http://www.townsend.com>
- Venture capital firms working in medical devices
<http://www.devicelink.com/links/venture.html>
- Classified ads (Science, Nature, newspapers)
- Job databases (general and specific)
- Position title searches (Medical Science Liaison)
- Local Career Fairs



Researching Specific Targets

- Research the organization
- Understand the goals, mission, issues
- Google key people, scientific advisory board
- Obtain publications, presentations, press releases
- Trace intellectual property, patents, tech transfer
- Read annual reports, government filings
- Obtain financial information from sites-Yahoo



Favorite Job Resources

What information resources will you use to build your target list?



Transition from Academia

- Transition from bench to beyond
- Re-frame skills to match job requirements
- Relate specific scientific expertise to new functional areas
- Learn new language
- Build bridge connecting you to new job
- Describe transition from current status to future position



Alternative Careers in Science

■ Academia

- Technology transfer
- Public relations, development, fund-raising
- Grants management

■ Industry

- Information technology
- Regulatory affairs
- Business development

■ Government (NIH, CDC, FDA, VA, DOD) Research administration



Transitioning Skill Sets

Bench to clinical

| | | |
|-------------------------|-------|------------------------------|
| Laboratory protocols | >>>>> | clinical trials protocols |
| Scientific publications | >>>>> | regulatory documents for FDA |

Bench to business

| | | |
|-----------------|-------|-----------------------|
| Grant proposals | >>>>> | fund raising from VCs |
| Research teams | >>>>> | project management |

Bench to marketing

| | | |
|--------------------------|-------|-------------------|
| Conference presentations | >>>>> | sales pitch |
| Professional colleagues | >>>>> | business contacts |



Researching Job Opportunities

QUESTIONS ???



II. Strategic Networking

What Why Who When Where

What is it?

Pool of contacts to provide resources, referrals, and information

Why do it?

70% of positions are found through the unpublished job market, and the entry to them is through networking.

Who to include?

Colleagues, professors, friends, Aunt Tilly

When to do it?

All the time

Where should you start?

Let's start now



Networking Basics

Building My Network

Group Exercise



Networking Goals

- **Create personal action items**
- **Set “SMART” goals**

Specific
Measurable
Attainable
Realistic
Time- oriented

- **Put your career in motion today**



Prepare Your Elevator Pitch

- State your expertise
- Highlight distinguishing characteristics
- Ask for what you want
- Keep it simple (KIS)
- Know when to stop talking
- Tweak to fit each situation
- Practice in front of a mirror



Practice Your Elevator Pitch

Who am I?

What's my expertise?

What do I want?

Group Exercise



The Power of Networking

Networking helps to get you
where you want to go...

Group Exercise



Networking

QUESTIONS ???



III. Informational Interviewing

- **Informational interviews are a positive outcome of networking.**
- **Informational interviews are integral to ongoing career development.**
- **Informational interviews involve talking to people working in areas of interest to gain a better understanding of jobs, occupations, and industries.**



Why Informational Interviews?

- Explore career opportunities
- Define your interests
- Expand your professional contact network
- Gain interviewing experience and build confidence



Getting an Informational Interview

- **Hello, I was referred to you by Roberta Rosen who consults for your company.**
- **My name is Gail Schechter, and I have 5 years' experience in scientific research and medical writing.**
- **I am eager to learn more about your role as a science writer at Nature magazine.**
- **I am very interested in publishing and would appreciate 20 minutes of your time to ask a few questions about your work.**
- **What time would be best for us to talk?**



Job Interview

Informational Interview

| | |
|--------------------------------|-------------------------------|
| They contact you | You contact them |
| Difficult to get meeting | Easier to get meeting |
| More formal agenda | More relaxed atmosphere |
| They ask the questions | You ask the questions |
| Promote your strengths heavily | Promote your strengths gently |
| Small chance for referrals | Large chance for referrals |
| Extended time for interview | Limited time for interview |
| You are asking for a job | You never ask for a job |
| Talk about 50% of the time | Talk much less of the time |



Informational Interview Questions

- **How did you get into this field?**
- **Where did you work before you took this position?**
- **What skills are needed to succeed in this field?**
- **What aspects of your job are most satisfying?**
- **What do you like least?**
- **What are your greatest challenges?**
- **What does an average workday consist of for you?**
- **How can students obtain the necessary experience?**
- **Do you mind if I stay in touch regarding my progress?**
- **If you were in my shoes what would be your next step?**
- **Can you suggest other people in the field I might talk to?**



Mock Informational Interview

Practice informational interviewing...



Prepare Questions

- Research the organization
- Prepare relevant questions
- Be interactive
- Ask for additional information or clarification
- Guide the conversation



Listen and Learn

- Learn what the job is like from inside
- Find out about organizational culture
- Assess employment possibilities
- Learn more about the field in general
- Expand your network



Display Positive Attitude and Appearance

- Dress for success
- Be professional, gracious, courteous
- Be enthusiastic, animated, energetic
- Display warmth and sense of humor
- Smile and relax
- Enjoy the experience



Finish and Follow Up

- End on time and thank host
- Summarize what you learned
- Ask for referrals and new contacts
- Send thank you note
- Enclose some relevant information



Career Management Summary

- Manage your career development
- Expand your contact network
- Acquire new professional skills
- Remain open to new possibilities
- Update information continuously



* * * Career Coaching * * *

- Develop job search strategies
- Gain confidence in interviews
- Write resumes and cover letters
- Transition from bench to beyond
- Re-frame skills to match new job requirements
- Explore range of alternative careers in science, medicine, and healthcare
- Land your dream job



Good Luck!

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