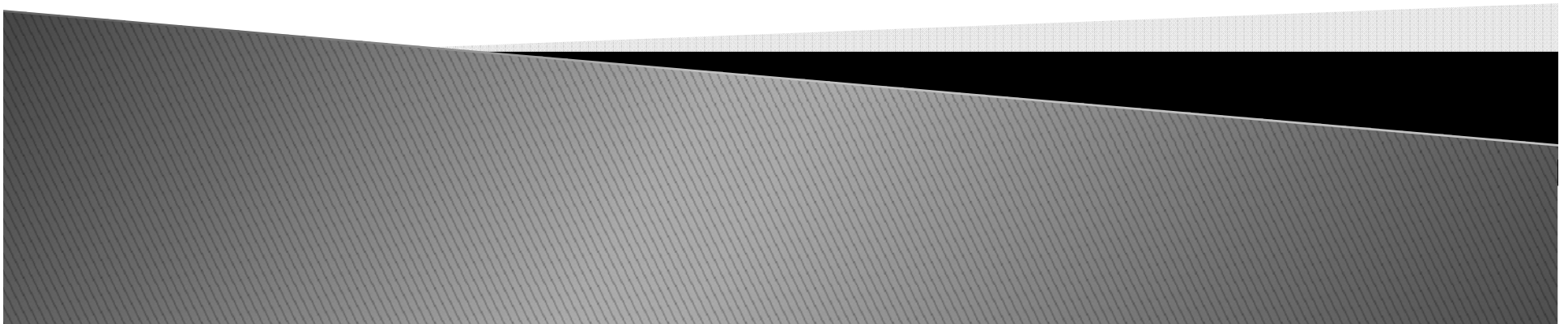


# Session 2: Professional Network Development and Strategy

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?*



# Career Transition Planning

<p>I. ID info about yourself</p> <ul style="list-style-type: none"><li>■ Work-setting Preferences</li><li>■ Personal Skills Inventory</li><li>■ Motivational Factors</li></ul>	<p>III. Targeting your employer</p> <ul style="list-style-type: none"><li>■ Narrowing the field</li><li>■ Aligning credentials</li><li>■ Optimizing documents</li></ul>
<p>II. ID info options</p> <ul style="list-style-type: none"><li>■ Researching Industries &amp; Companies (e.g.'s)</li><li>■ Identifying Prospects</li><li>■ <b><i>Informational Interviews &amp; Networking</i></b></li></ul>	<p>IV. Securing an offer</p> <ul style="list-style-type: none"><li>■ Determining “Fit”</li><li>■ Submitting Materials &amp; Refs</li><li>■ Interview Preparation</li><li>■ Negotiation</li></ul>



About the Career Advisory Network (CAN) - Career Center - Stanford Medicine - Windows Internet Explorer


http://med.stanford.edu/careercenter/join/

File Edit View Favorites Tools Help

About the Career Advisory Network (CAN) - Career C...

Home About Us Community Career Management Partners & Affiliates Career Networking Jobs Calendar

Stanford Medicine » School of Medicine » Career Center (SoMCC) » Join CAN



CAREER CENTER

Home

About Us

Community

Career Management

Partners & Affiliates

Career Networking

→ About Career Advisory Network (CAN)

Join Career Advisory Network (Med Alumni login required)

Search Career Advisory Network (CAN)

Connect through the Stanford Medical 'Linked-In' Group

Job Postings

Calendar

## 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 trainees 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:



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 Linked-In account and search for the group:



[Stanford School of Medicine Alumni, Faculty & Staff](#)

Internet 100%



## Homework for Next Week:

- Take SII
- Establish a LinkedIn profile and join the Stanford School of Medicine Alumni, Faculty & Staff group

Explore People Search: Harvard - Vice President at Google - Accounting

Search People

Search

- Home
- Groups
- Profile
- Contacts
- Inbox
- Applications

Add Connections



**Stephanie Eberle**

Manager of Educational Resources and Client Services, Stanford School of Medicine Career Center

Stephanie is working on developing her upcoming seminar: "Career Transition Planning: Action Today for a Successful Tomorrow" 20 days ago [Edit]

## People

« Go back to Home

### Scott Roberts 1st

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!

see all...

#### Education

- Yale University
- Hackley School

**Recommendations** 31 people have recommended Scott

**Connections** 500+ connections

- Send a message
- Recommend this person
- Forward this profile to a connection

Flag profile photo as...

#### Ads by LinkedIn Members

##### Serious About CRM?

Recruiting, retention & fundraising matter more than ever to Higher Ed  
[www.campusmanagement.com/](http://www.campusmanagement.com/)

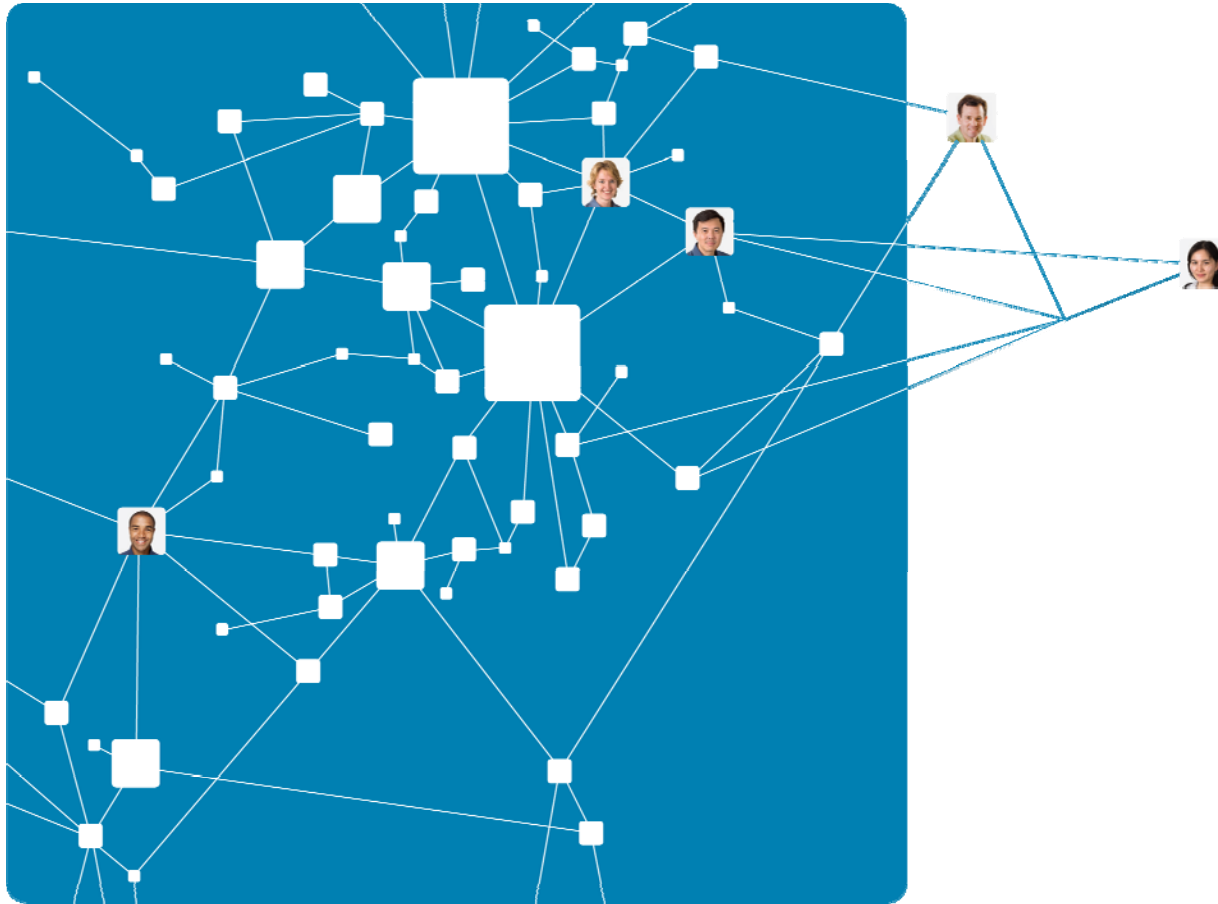
From: Tim Gilbert

##### Find Only Executive Jobs

Europe's leading career network  
Connect with over 4.500 headhunters  
[www.eu.experteer.com](http://www.eu.experteer.com)

From: Christoph Glöckler

What's this



**Linked in.**

April 7, 2009

## Stanford School of Medicine: Professional Networking



# *Introductions*



# Who Am I?

## Scott Roberts

Senior Director of Business Development at LinkedIn  
San Francisco Bay Area



 [Contact Directly](#)

 [Get introduced through a connection](#)



[Advanced Search](#)  
[Preferences](#)

Web [Books](#)

## [Scott Roberts - LinkedIn](#)

**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](http://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:

Strategic Business Planning, Business Operations, Business Development, Web Business Monetization, Graphical Web Advertising, Web Search Business, New Product Development, Business Model Development, Quantitative Analysis, Mergers, Acquisitions, Divestitures & Private Financing, Market Globalization, Strategic Alliances & Business Partnerships

**Search for people you know** from over 35 million professionals already on LinkedIn.

(example: **Scott Roberts**)

#### Ads by Google

##### **Save Big on TruGreen®**

Get Your Lawn Ready for Spring! Schedule Your Free Lawn Analysis.  
[www.TruGreenOffers.com](http://www.TruGreenOffers.com)

##### **Cargill Associates**

Providing full service capital fundraising for over 30 years.  
[www.cargillassociates.com](http://www.cargillassociates.com)





## How did I Get Here?

Dan Nye 1<sup>st</sup>

LinkedIn®

Woody Marshall 1<sup>st</sup>

YAHOO!

Anthony Soohoo 1<sup>st</sup>

David Tamburri 1<sup>st</sup>



Michael Demetrios 1<sup>st</sup>

Robert Abbe 1<sup>st</sup>

BROADVIEW

YALE

1992

1995

1996

2003

2007

LinkedIn



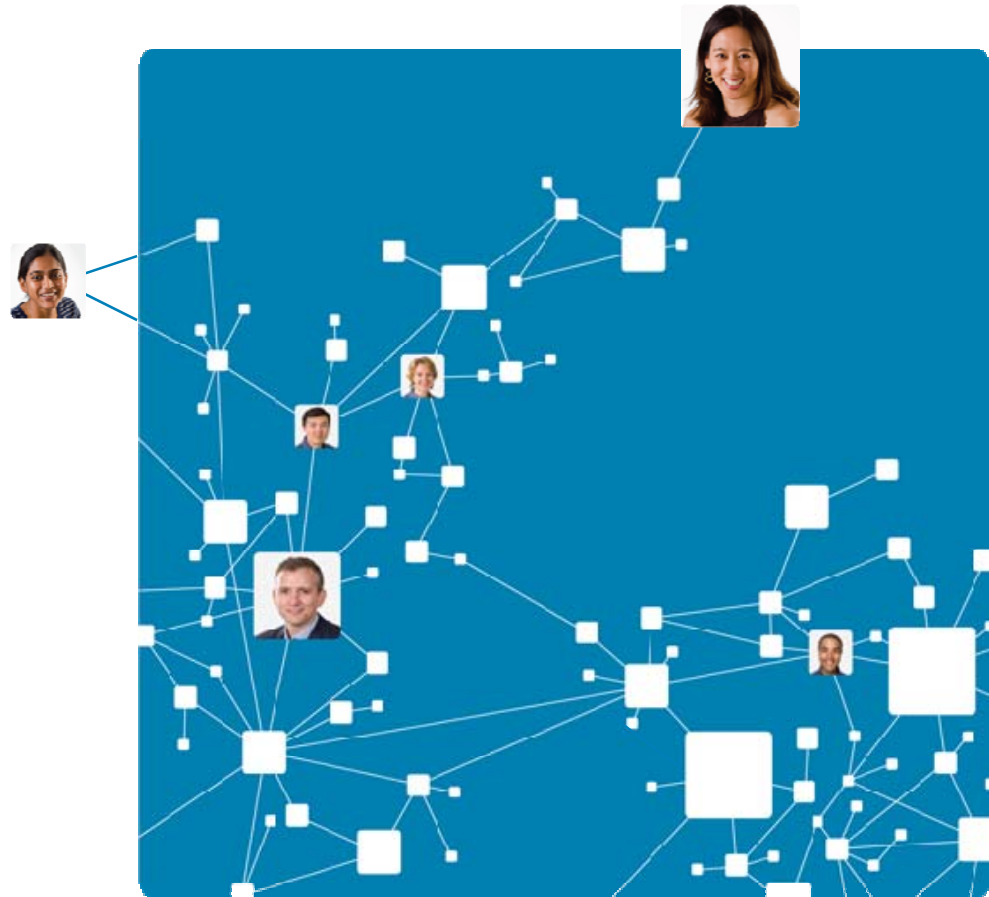
# *LinkedIn Overview*



# 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

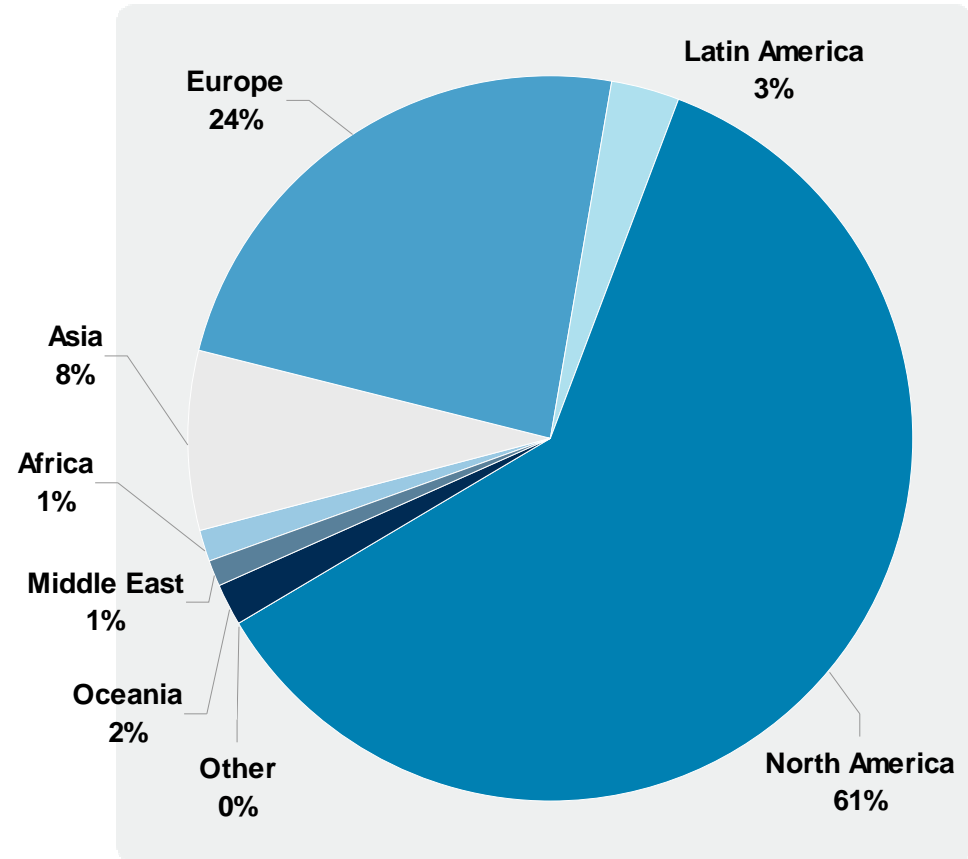




# LinkedIn Network Statistics

## 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











## Best and Broad Demographics

### Demographics

Average Age	41
Average HHI	\$109,762
HHI >\$150K	27%
College Grad	78%
Portfolio \$250K+	28%
1.2M Small Business Owners	
2.2M Senior Executives	
VPs at every F500 company	

### 13M University Alumni

	School: 58K HBS: 17K
	School: 50K GSB: 8K
	32K
	13K
	13K
	19K

### 1.9M F500 Employees

	Employees: 116K Alumni: 71K
	Employees: 58K Alumni: 23K
	31K
	Employees: 13K Alumni: 9K
	19K
	Employees: 15K Alumni: 12K



© 2011 Winter 2007/2008, internal data



*How can  
Professional Networking  
on LinkedIn help you?*



## Social/Professional Networking

LinkedIn interviews Dr. Robert Sapolsky about stress



<http://www.youtube.com/watch?v=TtjU0-dOTLM>



*Find yourself  
somebody to groom.*



# Build Profile and Network

**Profile**  
Edit My Profile View My Profile Edit Public Profile Settings

**Scott Roberts** [Edit]   
Senior Director of Business Development at LinkedIn [Edit]  
San Francisco Bay Area [Edit] | Internet [Edit]  
[Edit]

Scott suggests answering this LinkedIn CBS Moneywatch poll  
<http://bit.ly/1OA13f> 23 hours ago [Edit]

**Current**

- Sr. Director, Business Development at LinkedIn [Edit]  
Add Current Position

**Past**

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

[see all...](#)

**Education**

- Yale University
- Hackley School

**Recommended** 46 people have recommended you

**Connections** 500+ connections

**Websites**

- LinkedIn is Hiring [Edit]
- My Favorite Small Business [Edit]
- My favorite private investment [Edit]

**Public Profile** <http://www.linkedin.com/in/scotthoberts> [Edit]

**Hi, Scott**

- Forward your profile to a connection
- Edit Contact Settings
- Create your profile in another language

100% profile completeness

**Only \$100k+ Jobs**  
  
**The Ladders** **FIND JOBS**

**Scott Recommends** edit  
People (64)

**Add Connections**  
Invite Contacts Import Contacts Colleagues Classmates View Sent Invitations

**Add friends or colleagues to your network?**  
TIP Add people to your network often? Try the Outlook Toolbar

First Name	Last Name	Email
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Edit/preview invitation text Send Invitation(s)

You have 1,306 connections

Check your address book to see who uses LinkedIn  
  
   
  
Check webmail contacts  
Don't use webmail?

**Add Connections**  
Invite Contacts Import Contacts Colleagues Classmates View Sent Invitations

**Import webmail contacts**

Find out which of your webmail contacts are already on LinkedIn.

Select your webmail service:

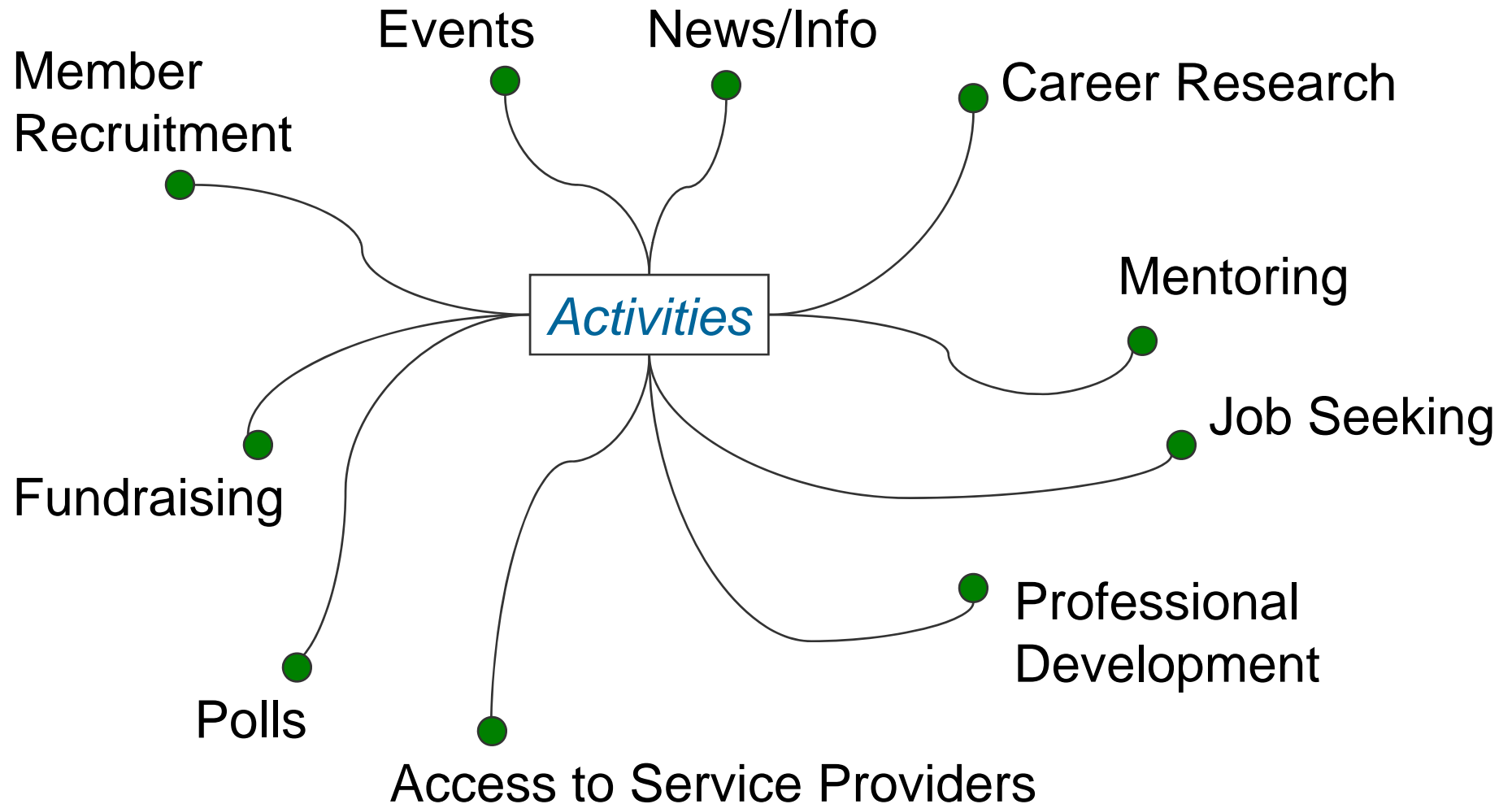
Login to Windows Live Hotmail

You will be taken to MSN Hotmail to enter your username and password.

**Your privacy is our top concern.** Your contacts are your private information. LinkedIn will not store your username and password and any information you upload will be securely imported for your own use. LinkedIn will not send your contacts any e-mail. For more information please see the [LinkedIn Privacy Policy](#).



## Grooming on LinkedIn





# Grooming on LinkedIn

**Groups**[My Groups](#) | [Groups Directory](#) | [Create a Group](#) | [FAQ](#)

## Internet Business Development

[Overview](#) | [Discussions](#) | [News](#) | [Jobs](#) | [Updates](#) | [Members](#) | [Settings](#) | [Manage](#)[Group Profile](#)

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.

[Share](#) [Flag as...](#)

### About this Group

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

---

**Owner:** [Scott Roberts](#)

### Group Members in Your Network

1st

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

1st

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

1st

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

1st

**Karl Florida**, Vice President, Strategy and Business Development at FindLaw  
Greater Minneapolis-St. Paul Area



# Grooming on LinkedIn

## Discussion

[Back to all discussions](#) | [Start a discussion](#) | [Next »](#)

★ Follow



**Scott Roberts** YOU  
Senior Director of Business  
Development at LinkedIn  
[See all Scott's discussions »](#)

Featured discussion [Undo](#)

### 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)

**Chris Vail**  
General Counsel at Six Apart  
Ltd. - Home of TypePad,  
Movable Type and Six Apart  
Media

Mashable, ReadWriteWeb, Silicon Alley Insider

Posted 12 days ago | [Reply Privately](#) | [Delete comment](#)



**Sue So**  
IP, Commercial and Product  
Attorney

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](#)



**Ian Berman**  
Vice President of Business  
Development, MobiMate

TechCruch, VentureBeat, Engadget Mobile

Posted 11 days ago | [Reply Privately](#) | [Delete comment](#)



**Parisa Afsahi**  
Director, AOL, Strategy &  
Business Development

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*