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In collaboration with FORUM EPFL
Get your Net working…now!

Timing
17:15-17:35 Introduction, definitions & “icebreaker”
17:35-17:45 Research and surveys
17:45-18:35 Elevator Speech “speed-dating”
18:35-19:15 Impacts of culture, character, gender + do’s & don’ts for online and in-person networking
19:15-20:00 Optional Q&A at reception offered by Forum

"The best time to plant a tree was 20 years ago. The next best time is today."
- Chinese proverb
Definitions and role of a network

• A network is a dimension, a system of logic with multiple entry and exit points, comprised of different pathways, a portion of which remains invisible.

• A system in which each individual has a role to play without necessarily having a global vision of the whole.

• Network: a joint project which federates actors working together to form a system, an *intelligent apparatus*.

*Network of physical interactions between nuclear proteins in the yeast nucleus which interact with at least one other protein in the nucleus.*

-- Maslov and Sneppen 2002

Networking strategy (or attitude) consists of taking actions which create, activate or enhance connections formed during a shared experience (MSc program, e.g.), or while working on a project or team.
Connections via personal networks

- 3-4 intimate friends
- 30-40 people you contact regularly
- 100-200 people you could contact to facilitate finding someone of influence
- 2,000 people whose names you know
Not just trading meishi*

Networking is not just exchanging business cards with potential employers. You need to establish a relationship for exchanging information.

You have skills, knowledge and aptitude (potential) to sell and industry needs new talent worldwide. A networking relationship allows both parties to better understand what each has to offer.

A company with no vacancies today may win a big contract and need people next month. Maintaining contact enables you to:
- Learn what companies specialize and excel in;
- Find out when they, or their competitors, win contracts and will want more people (via their websites & biz media);
- Understand what particular skills each company is after.

Now is the time to start reading economic and business media: i.e. The Economist, Bilan, l’AGEFI...

* Japanese for “business card”
Icebreaker: stand up for your rights

**Introduce yourself** to at least two people, and get their names, too.
(30 secs. each)

**Choose a pro or con position** on one of the following issues & share your opinion with a partner: (5 mins.)
- Smoking should be completely banned from EPFL.
- All students should receive free tuition.
- Every MSc and PhD program should include business courses.
- EPFL grads should earn 20% more than HES-SO grads.
- This is a ridiculous exercise...

**Introduce your partner** to someone else, and describe his/her views.
(2 mins. each)
The real goal of networking

1. The goal of networking should be to help other people. Yes, it would be nice if they helped you out as well, but networking is a two-way street. And your side of the street is all about helping others, not asking them to help you. Asking for favors should only become a possibility once you have learned more about the person and provided some value to them.

2. It’s far more important to understand their needs before you tell them about your needs. Your goals should not be on the forefront of your mind. You’re trying to develop a relationship with someone, which means you should be thinking about them. It’s your job to understand the people in your network, where they are coming from, and what’s important to them.

--Excerpt from: “24 networking tips that actually work,” by James Clear
Switzerland: 20-30% of all jobs via…

Example 1: First source info leading to job (unemployed job-seekers in Vaud 2012-2013. N=737):

Example 2: Best channel used for finding jobs (PhDs EPFL 2014 cohort. N=159):

Graduate employment survey EPFL 2014: carriere.epfl.ch/telechargements
Putting it into practice

Start with the simple stuff:
• Greet and engage strangers; welcome and guide visitors.
• Speak to people at the coffee breaks and receptions at conferences.
• Offer to connect colleagues/friends.

Practice does make perfect:
• Set achievable goals & keep them.
• Note what works & what to change next time.
• Keep a networking journal (or Excel list)?

Manage
Every
Encounter
Thoughtfully

One-off or start of a relationship: do you know what’s possible yet?
Personality & needs vary

For each participant:

✓ His/her character (some Americans are shy 😊), and their needs or goals for the encounter.
✓ Level of awareness of others (cultural and specific situ).
✓ Degree of comfort (1\textsuperscript{st} or 50\textsuperscript{th} time in a similar situation).
✓ Introverts may use “Status” change button to inform contacts while extroverts choose "Communication" options.
✓ Extravert/Introverts will develop (and maintain) their networks according to their characters.

Key notions at the root of most social blockages:
- I'm afraid of not being liked
- I was taught to “Never talk to a stranger”
- Promoting oneself is not the “done thing”
- Acting like a supplicant is demeaning
Gender differences

Divergent approaches to networking between men and women:

- **Women** prioritize sympathetic connections (feelings), proximity and accessibility to a limited circle of people whom they trust. They have a more time-consuming view of the practice.

- **Men** have a relatively large circle of people with whom they exchange help and favors. A man will use his network more to express ideas and/or to promote projects he feels are of value, which women are less inclined to do.

- **Women** tend to have a smaller pool of contacts (50 on average vs. 72 for men), and to be less satisfied with their networks.

- **85% of all personal networks** are maintained via ongoing face-to-face meetings (for both sexes).

Source: *Echos Business* (01.06.15), by, HEC au Féminin (HEC-Paris, Alumni Association), in collaboration with BCG & Ipsos
Cultural differences

Occupational sectors:
- Company and sector culture also both play a role in how networking is done. Business, high-tech and banking all have different norms.
- Networks of teachers function differently than one of stock traders (SECO study 2013).

Country:
The approach to networking can vary substantially according to the dominant cultural matrix. For political lobbying, e.g.:

- **GB:** with finesse, over the long term
- **USA:** with vigor, aiming at big results (and with big budgets)
- **FR:** focused on highly placed contacts, seen over copious lunches
- **IT:** smooth exchanges with multiple networks

Though of course the reality is always much more complex than this.
Impacts on use of social media

IMD study on cultural differences in Social Networking
Competing needs: safety and security vs. acquiring more skills and data

“Closed” societies less likely to use SN platforms:
• due to abundant ties (family/business),
• prohibitive controls and lack of privacy,
  = less trust in venturing beyond comfort zone.

“Open” or individualistic societies use SN to:
• establish more contacts, often superficial, easier to access
• for vested interests, e.g. getting insider info and opinions.

See: http://www.imd.org/research/challenges/TC093-07.cfm
Distances shorten over social media

“Danish researchers measured the degree of separation on social networks: their algorithm finds an average of 3.43 between two random Twitter users, requiring 67 info requests. A near-optimal solution of 3.88 can be found via only 13.3 requests.” -- Bakhshandeh et al (from Wikipedia)
“Each person in the world (at least among the 1.59 billion people active on Facebook) is connected to every other person by an average of three and a half other people.

The average distance we observe is 4.57, corresponding to 3.57 intermediaries or “degrees of separation.”

Within the US, people are connected to each other by an average of 3.46 degrees.”

--Facebook Research

https://research.fb.com/blog/2016/02/three-and-a-half-degrees-of-separation/
"Pedestrians who passed by One World Trade Center in 2015 are more closely linked than once thought, according to Facebook. The social media giant says its users in the United States are connected by an average of 3.46 people."

Image Credit: Michael Nagle for The New York Times

The art of Pitch-ing

Three elements necessary for a successful pitch (think, “PCP”):

- The public
  - Who is the (ideal) listener, what are your objectives, and what’s at risk?

- Contents or message
  - A short overview of your career interests and goals, your recent work, and your values (if applicable): what, why, and how you would contribute…

- Presentation style
  - The manner in which you communicate your ideas to your intended listener is crucial: get to the main points quickly (preferably with few or no external support; max 2-3 slides).

https://scriberecho.wordpress.com/2015/02/13/3-elements-cles-pour-pitcher-avec succes/
Mini-pitch (variations)

- Start with the “Me” version
- Add the “You”
- Dare to do the “Us?”

Encapsulate in just three sentences the essence of who you are as a young professional, why you are speaking to this company, and what you hope to contribute.

"Hello, I’ve just finished my Master’s internship at Logitech where I debugged codes in Adaptive Java for wearable consumer devices. My name is Alberta, and I’d like to know more about ABB’s focus on IIOT."

Rule of the Four C’s:
Clear – Cogent – Coherent – Credible

"La parole est un sport de combat," Bertrand Périer

Crafting Your Elevator Pitch

- a quick introduction
  (name, college you graduated from, degree)
  ↓
- what are you seeking?
  (career goals)
  ↓
- experience
  ("Currently I am working for..."
  Last summer I interned with...")
  ↓
- what can you offer?
  (skills and how you would benefit an organization)

Tip: Keep it Simple & Short
Homemade: your mini-bio

**ELEVATOR PITCH ESSENTIALS**

- **Floor 1**: Who Are You?
- **Floor 2**: What Do You Do?
- **Floor 3**: What Makes You Unique?
- **Floor 4**: How Do You Do It and Who Does it Affect?

Be clear, concise and cogent: leave them wanting more detail as part of the second phase of discussion!

- **Step One**: take 3 mins. to write your mini-pitch (5-7 lines, only); what message(s) do you want to get across to a potential decision-maker?
- **Step Two**: line up in front of room for the “Elevator Speed Dating” exercise, and give your pitch at least three times
- Feedback and Q&A will follow immediately.
Debriefing: improving your Pitch

- A successful pitch is one that has been repeated many times until reaching an optimum effect with regard to its objective
- More than 80% of your chances of being recruited depend on your energy and confidence
- Neuroscience shows us the importance of non-verbal language: “The impact of communication is much more related to gestures (55%) and voice (38%) than [your actual] words (7%)!”
- More than training, experience or know-how, it is often the feeling that will make the difference between candidates

https://www.lajauneetlarouge.com/article/le-leader-porteur-de-sens-bien-etre-tenir-discours-coherent-donner-exemple#.W_u1ehCNxaQ
Anti-networking behavior

“There are no hard and fast rules but here are some examples of bad networking:

• You move on after an intro, believing the person won’t be useful to you.
• You don’t allow the other person to speak in a 60-second period.
• You stay with a colleague / friend that you came with, or know already.
• You give a business card to people you haven’t spoken with.
• You forget to keep a note of who you promised to follow up with.
• You are there only for the food and/or the booze.
• You spend your time on your smartphone.
• You gossip about others at the event.
• You ask closed (yes or no) questions.
• You sell.”

-- Jim Kelly, Director, O’Connor & Kelly (excerpted from his LinkedIn blog, April 2014)
Small events: big challenge?

- Not for everyone, due to forced proximity and interactions:
  - Shyer people find it easier to “hide in plain sight,” which is much easier with 500 than with 50, and impossible with 5.
  - Extroverts might dominate entire group (stymying actual exchange).

- Which role do you want to play?
  - Create a public persona for networking and interviews…
  - How can you align it with who you are in the rest of your life?
  - Authentic voice but changing roles (= normal).
Big events: unequal opportunities

Working a conference or a job fair

- Plan and target while practicing
- Your focus can focus others
- A priori ideal for extroverts, but they may forget their goals while introverts relying on careful planning, choose targets strategically

- Official vs. personal agendas: maximize your chances.
- Maximizing the number or focusing on the quality of contacts?
- Piggy-backing on other people’s experience/meeting their friends.
- Don’t forget the social parts of the program
- “Lunch is the most important meal”/evening receptions, tours, etc.

A priori ideal for extroverts, but they may forget their goals, while introverts, relying on prudent planning, choose targets more strategically...
On-campus events: here & near

**Swiss Robotics Industry Day 2020**
- 5 Nov. 2020, STCC
- Every Tuesday, Puur Café, Innovation Park, EPFL

**FORWARD**
- 3 March 2020 – SwissTech

Career Center Industry Roundtables and Company Presentations:

**Puur Café**
- Every Tuesday, Puur Café, Innovation Park, EPFL

**SwissTech Convention Center**
- Mar. 2020, SwissTech Convention Center

**Salon des Technologies et de l'Innovation de Lausanne**

**IMD**
- www.imd.org/calendar/map.cfm

**Graduate Institute**
- http://graduateinstitute.ch/home/relations-publiques/les-manifestations-publiques.html

**Haute École d'Ingénierie et de Gestion**
- www.heig-vd.ch

**University of Neuchâtel**
- https://agenda.unine.ch/

**University of Lausanne**
- www.unil.ch/ethos/en/home/menuinst/evenements

**Career Center Industry Roundtables**

- 3 March 2020 – SwissTech
- 5 Nov. 2020, STCC

- Often free to students; sometimes you can volunteer at paid conferences…
Professional associations

EPFL Alumni Association (for grads of EPFL)
https://www.epflalumni.ch/

EPFL Post-doc association
http://sv-postdoc.epfl.ch/

MaNEP Switzerland:
http://www.manep.ch/

BioScience Network Lausanne
https://bsnl.ch/

Swiss association for biomed lab techs
http://www.labmed.ch/en/home/

Healthcare Businesswomen’s Association
https://www.hbanet.org/

Swiss Association of Pharmaceutical Professionals
http://www.swapp.ch/news/
Networking with LinkedIn

Launched in 2003, LinkedIn is a worldwide platform facilitating professional relations:
- A database of profiles,
- A Job Board,
- A social network.

- 610 million members (260 million Monthly Active Users, April 2017); 2 new members per second!
- 25 million profile views per day.
- 7th most visited site in CH (9th in USA; 29th worldwide)

Three ways to use LinkedIn for networking:
- Passive networking: be seen thanks to your profile (aim for “all-star” level)
- Do job search and prepare for job applications on LinkedIn using your network
- Active networking: enlarge your network and participate in groups

Next LinkedIn conference: Thursday, 7 November. Sign up online in October.
Shake it, don’t break it

Get customized business cards rapidly and affordably:

- **Online Printers**: 250 in 24 hours for 35-43 CHF, plus postage; [https://fr.onlineprinters.ch/](https://fr.onlineprinters.ch/)

- **VistaPrint**: 500 cards for 7.90-22.90 CHF + rapid delivery 19.90 CHF, 3 days; (standard 9.90 for 5 days): [https://www.vistaprint.ch](https://www.vistaprint.ch)

- **M-Print (Migros)**: 100 cards in 48 hours, 20 CHF for standard designs; order/pick up in person; nearest in Nyon: [https://www.migrosprintshop.ch/succursales/nyon-la-combe/](https://www.migrosprintshop.ch/succursales/nyon-la-combe/)
Be yourself!

There are as many ways of networking as there are individuals. It comes down to knowing yourself well, using your strengths and capacity in ways which make sense to you.

“Je réussis grâce à mon réseau;” A. Bosetti & M. Lahore; DUNOD; 2016

“Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.”

-Albert Einstein
Q&A will be at the apéro…

Don’t miss the “Pitch Practice” session on Monday, 8 October! Sign up directly on Forum website.

Staff Training Service workshops and online classes (PhD’s & Postdocs): https://sfp.epfl.ch/home

Future Forum events (MSc & PhD’s only), register and sign up for the skills weeks and seminars: https://www.forum-epfl.ch/

A copy of this presentation (in .pdf) should be posted on the Forum website by the end of this week.

In collaboration with:

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