

Game-Changing Job Search Strategies as an Applied Anthropologist

Welcome to the AAA Career Webinar Series!



AMERICAN ANTHROPOLOGICAL ASSOCIATION
Advancing Knowledge, Solving Human Problems

AAA Career Webinar Series, July 2020

July 9: Get Hired! Showcase Your Unique Value

July 16: 5 Secrets for Building Networks that Lead to Jobs

July 23: This Is Not Your Parents' Resume: New Ways to Tell Your Story

July 30: Facing the Interview Squad: Strategies that Impress



Webinar Logistics

- “Accessibility features” appear in slide deck along with presenters’ self-introductions and comments
- Open and use the Chat function; write **QUESTION** to pose a question and feel free to respond to any chat
- Respond to the poll so we can customize our remarks
- Provide feedback on emailed evaluation after webinar ends



Get Hired! Showcase Your Unique Value

AAA Career Webinar #1



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Elizabeth Visual Description

I am Elizabeth Briody, a white woman with eyeglasses and short hair. Today I am wearing a blue top. I am in my alcove, a little space in my house with a window.



Why Market Yourself?

Elizabeth K. Briody, PhD, Founder and Principal, Cultural Keys
and Secretary, American Anthropological Association



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Your goal: Differentiate yourself from others

- Write about your ideas (e.g., Op-Eds, LinkedIn posts, Twitter)
- Talk about your ideas (e.g., podcast, YouTube video, webinar)
- Build and extend your media networks (e.g., HARO)
- Develop your website
- Pass out business cards and promotional brochures (post COVID-19)



Designing An Anthropology Career: Professional Development Exercises

Sherylyn Briller, PhD, Professor at Purdue University, President of the Society for Applied Anthropology

Amy Goldmacher, PhD, Anthropologist & User Experience Research Professional



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Sherri & Amy Visual Descriptions

I am **Sherri Briller**; pronouns: she/her. I am a middle-aged white woman with curly dark hair - that conveys a frenetic pace of working in my home office now on applied anthropology, aging and social justice issues.

I am **Amy Goldmacher**. I am a middle-aged white woman. I have bright purple eyeglasses and shoulder length brown hair. I am sitting in my home office, which is where I run my solo research and consulting freelance business from.



What remains true:

- Social science is needed more than ever
- Anthropologists can, should and do work in many different realms
- Most anthropologists will work under different job titles
- Anthropology offers much that is good for change-making



What you must be able to talk about:

- What anthropology is and why it is useful
- How your knowledge and skills are valuable for a specific job role
- What you can do that is needed for a particular situation or problem
- What your goals are and how they fit with an employer's goals



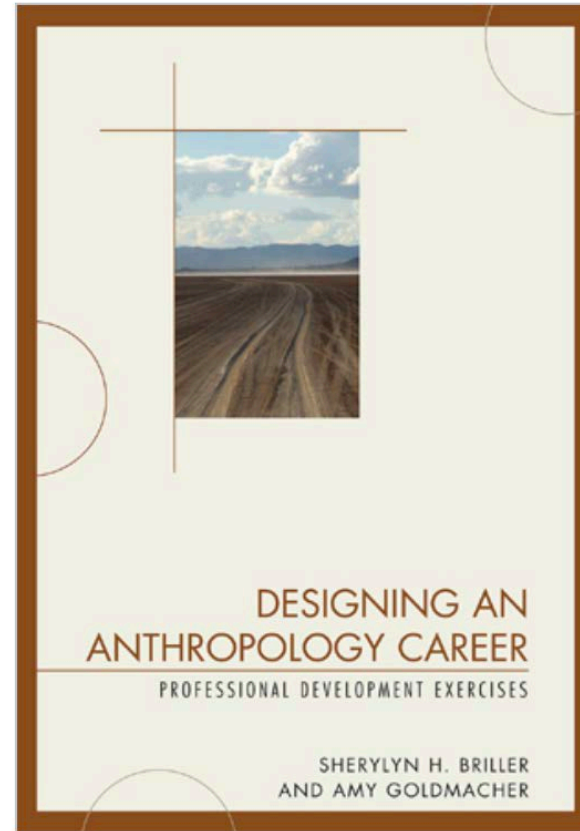
Workbook

Part I: Framework

- Positioning anthropology
- Creating and developing careers over time

Part II: Career Exercises

- Understanding yourself
- Representing yourself



NEW
Second Edition
this Fall!



IS COMING SOON



AMERICAN ANTHROPOLOGICAL ASSOCIATION
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Using the Elevator Pitch to Showcase Your Unique Value

Sabrina Nichelle Scott, PhD, MBA

Fullest Potential Consulting, Inc.



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Sabrina Visual Description

I am an African-American woman with eyeglasses, long black hair, and I look like I am in my 40s. I am smiling. I am in a room with the door closed.



What Is An Elevator Pitch?

- It is any kind of short speech that sells an idea, markets your business, or promotes you as an individual.
- You need to be able to say:
 - what you do in an interesting way,
 - showcase your value, and
 - how you can be a resource to your listeners.
- It tends to be short – 30 seconds or less (e.g., elevator ride)



In Thinking About Your Pitch Consider



Mindset: Optimistic or Pessimistic? Fearful or Confident?

Value: How can you benefit a potential employer or client?
What issues can you solve for them?

Template: The content of the template depends, and the time varies from 10, 30, or 60 seconds.



Showcase Your Value Statement

*I help **X** do **Y** by means **Z**.*

X: Who? People/organizations.

Y: What? Take action.

Z: How? By providing data; presenting alternatives;
addressing concerns; coordinating activities



Examples of Value Statements

*I help **X** do **Y** by means **Z**.*

- “I help hospitals **(X)** improve patient experiences **(Y)** by testing and implementing patient solutions **(Z)**.”
- “I work with women **(X)** to overcome imposter syndrome **(Y)** by facilitating support groups **(Z)**.”
- “I partner with non-profits **(X)** to reduce their costs **(Y)** by helping them coordinate common events **(Z)**.”



Template For 30-Second Elevator Pitch

1. First and last name, and specialty.

2. Value statement

X: Who? “I’ve been helping international students
Y: What? understand American values and norms
Z: How? through project-team exercises
and I hope to do the same for firms with expats in the U.S.

3. Call to action

I think you know Sandra Smith at ABC International. Can you introduce us?”



30-Second Elevator Pitch Example

Tracy: “Megan, it’s Tracy Stewart. It’s been a while since we worked at Car Corporation.”

Megan: “How are you?”

Tracy: “Great! I’ve been helping international students (X) understand American values and norms (Y) through project-team exercises (Z) and I hope to do the same for firms with expats in the U.S. I think you may know Sandra Smith at ABC International. Can you introduce us?”



Activity: It's Your Turn!

30-Second Elevator Pitch

- It is to be used for situations where only a brief introduction is possible.
- You will be assigned to a breakout room.
- A selected facilitator will assist in the 30-second pitch exercise.



Grace in Feedback

- Please demonstrate grace in giving and receiving feedback.
- Feedback Considerations:
 - What did you remember the most?
 - Did you want to ask, “tell me more?”
 - What did you like the most about the pitch?
 - What was the delivery style (e.g., showed enthusiasm)?



Breakout Groups

With Facilitators



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Group Debriefing

- Please use the Chat to share your 30-second elevator pitch.
- What did you learn from this exercise?
- Refine your elevator pitch by incorporating feedback you received today.
- Remember not to memorize it verbatim.
- Practice, practice, practice (e.g., record on a cell phone, ask others for feedback).



Closing Remarks

- Complete evaluation of this webinar, emailed to you
- Questions and resources can be found on AmericanAnthro.org (Attend AAA Webinars webpage)
- Register for: **5 Secrets for Building Networks that Lead to Jobs** Thursday, July 16, 1:00 pm EDT

