

5 Secrets for Building Networks that Lead to Jobs

Webinar Outline

- **Creating and Extending Your Network (Elizabeth K. Briody)**
- **Exploratory Networking and the Unexpected (Ann Reed)**
- **Networking as Daily Praxis (Elizabeth Wirtz)**
- **The Value of Connections (Beth Holland)**
- **Energizing Your LinkedIn Presence (Keith Kellersohn)**
- **Chat Q&A and Summary**

We will get started at 1 pm EDT!



AMERICAN ANTHROPOLOGICAL ASSOCIATION
Advancing Knowledge, Solving Human Problems

Game-Changing Job Search Strategies as an Applied Anthropologist

Welcome to the AAA Career Webinar Series!



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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
- See postings on the AAA website: 1) Career webinar recordings, 2) PPT slide decks, 3) Resources, 4) Chat Q&As



5 Secrets for Building Networks that Lead to Jobs

Thursday, July 16th



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Elizabeth Briody 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.



5 Secrets for Building Networks that Lead to Jobs

Webinar Outline Review

- **Creating and Extending Your Network (Elizabeth K. Briody)**
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Creating and Extending Your Network

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



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Read: Granovetter (1973), “The Strength of Weak Ties”

Weak ties = personal/professional relationship is casual

- Bridge to different networks by tapping into weak ties
- Make sure your strong *and* weak ties know 1) the key points of your elevator pitch, and 2) that you are looking for work
- Use your weak ties, or links from your strong ties, for informational interviews



Note the Value of Weak Ties If They Are Not Too Far Removed

- ✓ Elizabeth to Ann (strong) to Chloe (weak)
- ✓ Elizabeth to Elie (weak) to Bob (weak)
- ☒ Elizabeth to Inga (strong) to Jay (weak) to Sam (weak)



Leverage Weak Links through Informational Interview Questions

Learn about your work

+

Get some career advice

1. Type of work you do?
2. Typical/composite day?
3. Like best/least?
4. Challenging aspects?

1. Critical skills to acquire?
2. How does hiring work?
3. Others I might speak to?
4. May I follow up later?



Insert Your Elevator Pitch into the Informational Interviews

- Act relaxed while showing interest and energy
- Intersperse your questions throughout the discussion
- Connect one of your interviewee's "challenges" with your elevator pitch to emphasize your potential and relevance
- Take notes, keep to the allotted time, and be appreciative
- Write a thank you note (handwritten is best)



Be Systematic: Keep a Log for Motivation and Recall

Contact and Email	Date	Background	Advice and Referrals	Follow Up
Dawn Lehman, dawnlehman11@gmail.com 	7/16/20	Medical anthro	Contact Jo Aiken , about NASA jobs; jonieaiken@gmail.com	Introduced via email; request brief call next week
Jo Aiken				



Ann Reed Visual Description

I am Ann Reed, a woman with long, red hair. I am sitting in my home office with a painting of a truck on the side of the wall.



Exploratory Networking and the Unexpected

Ann Reed, Wellmark Blue Cross and Blue Shield



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Leaving Academia Can Be Hard

- Recognize the law of diminishing returns of staying in academia
- Identify what feeds your soul: working on a team, impact?
- Brainstorm your skills
- Consider your economic & personal needs



Practicing Anthropology

- Connect with supportive colleagues: hustle for contacts
- Start networking in Anthropology, but don't end there
- Check out [NAPA Mentoring Program](#)
- Hone in on specific interests (Business anthropology, UX)
- Identify those with whom you can do informational interviews



Networking by Any Means Necessary

- Identify long-term goals (e.g., consulting firm)
- Use LinkedIn for finding individuals and organizations that fit with your ideal job
- Find out who is doing applied research in your own backyard & connect (SBDCs, Research Centers that connect universities to businesses)



Pounding the Pavement

- Call organizations in your region to find out their methodologies & approach to doing research
- Join organizations to learn the language, network: EPIC
- Educate people on why you would be an ideal fit, if the organization's mission is attractive,
- Connect with recruiters on LinkedIn vs. applying cold



Elizabeth Wirtz Visual Description

I am Elizabeth Wirtz. My pronouns are she/her/hers. I am a white woman with long blonde hair. I am wearing a blue shirt. I am sitting at my kitchen table with a plain white wall behind me.



Networking as Daily Praxis

Elizabeth Wirtz, PhD, U.S. Dept. of Veterans Affairs
Center for Access and Delivery Research and Evaluation
Iowa City VA Health Care System
U.S. Dept. of Veterans Affairs



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Disclaimer

- *This material is the result of work supported with resources and the use of facilities at the Center for Access and Delivery Research and Evaluation, Iowa City, IA VA Healthcare System.*



My Networking Journey

- The path to my current career involves an expansive network of people who opened doors for new opportunities, including:
 - Graduate Advisors
 - Engineers Without Borders
 - Polytechnic Institute
 - Engineering Education
 - National Association for the Practice of Anthropology



My Approach to Networking

- Networking is ***NOT a discreet task***
- Networking as ***Praxis*** – should be embedded into daily activities
- Expect the unexpected – you never know where your career will take you so ***cast a wide net*** and search for diverse opportunities
- ***Mobilize*** your network – let your contacts know what your goals are and how they can help you reach those goals



Beth Holland Visual Description

I am Beth Holland, a middle-aged, white woman with eyeglasses and long brown hair. Today I am wearing a blue shirt with a black sweater. I have silver earrings and a silver necklace. I am in my office in my house. The wall behind me is a grouping of framed black and white prints.



The Value of Connections

A Serendipitous Journey to Pet Health Research

Beth Holland, MS Candidate, University of North Texas



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Keith Kellersohn Visual Description

I am Keith Kellersohn. I'm a big guy in a yellow shirt, with glasses and dark blond hair. I'm in my bedroom with a bookshelf behind me.



Energizing your LinkedIn Presence

Keith Kellersohn, MS, Wicomico Co. Board of Education



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Work on Your LinkedIn Profile

- Select a good picture and meaningful background graphic.
- Choose a headline – “Applied Anthropologist” etc.
- Detail your job history: Think of your profile as “Thick Data” with Keywords
- Include your skills (Qualitative & Quantitative Research, Teaching, Training, Coaching, Teamwork, etc.)



Post Content on LinkedIn

- Post articles you find online about Anthropology, Qualitative Research, Diversity, HR, Non-Profits, business/anthropology related, etc.
- Repost what others have posted if relevant to your profile
- Write your own LinkedIn articles! Yes, you can! (No citations or IRB needed)



Post Content (cont.)

- Increase your visibility by using hashtags when you post
 - Examples: #anthropology, #management
 - Insert no more than 5 hashtags
- Posting content helps you and others
 - Promotes Anthropology
 - Exposes organizations to anthropology's contributions



Build your LinkedIn Network

- Don't be afraid to connect with total strangers.
- Send connection requests, with a small note, to people in places or areas where you'd like to work.
 - Use a casual, friendly tone: "Hi, Thought I'd connect with you as I'm trying to expand my network of people in the _____ field. Thanks!"
 - You can send an "INmail" to anyone



Set Goals for Yourself

- Post something at least once per week
 - Sunday Afternoon/Evening is the best time
- Give yourself a goal – “10 new connections per week.”
- Conduct informational Interviews or just message contact and say “Hey, I’d love to talk to you sometime about your work in_____ I’m really interested in this....”



Chat Q&A and Summary



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Summary: 5 Secrets for Networking

1. Identify members of your personal/professional network
2. Use “weak ties” to bridge to different networks
3. Learn what you/others want during informational interviews, particularly as you try out your elevator pitch
4. Create a presence on LinkedIn and/or other networking sites
5. Think of networking as praxis, as “the field,” as a way of life



Closing Remarks

- Complete evaluation of this webinar, emailed to you
- See postings on the AAA website: 1) Career webinar recordings, 2) PPT slide decks, 3) Resources, 4) Chat Q&As
- Register for the last two career webinars:

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

July 30: Facing the Interview Squad: Strategies that Impress



AAA Career Webinar Series – Next Week

July 9: Get Hired! Showcase Your Unique Value

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

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