

# Networking 101 (and maybe 102)

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# Networking as career strategy.

„Meetings are not an interruption of your work;  
they are your work“ (Brenda Bethman, Director of the UMKC  
Women’s Center, University of Missouri – Kansas City)

# Analysis

# You already have a network!

- 1. Motivation:** What is my goal?
- 2. Connection:**
  - a) Who's in my "inner circle"?
  - b) Who's part of my strategic network?
- 3. Strategy:**
  - a) Where are gaps between 1 and 2?
  - b) How can I close them?
  - c) Who are the people in key positions?

# Preparation

1. Create a portfolio of sources to stay up-to-date (Newsletter, Twitter, LinkedIn etc.)
2. Take the time to actually read those sources!
3. Create visibility with appropriate tools and in the appropriate media
4. Mobilize your personal network
  - Friends, Family, Colleagues
5. Mobilize your institutional network
  - Institutional Partners, Your PI's Network, etc.

# Practice



## (Some) Golden Rules

- 1. Awareness:** What do I have to offer?
- 2. Mutuality:** What's in it for them?
- 3. Professionalism:** How am I presenting myself? What is the code of conduct in this context?
- 4. Preparedness:** Have your pitch and cards ready!
  - a) Idea for another talk: Good business cards!
  - b) Idea for another talk: A good pitch!
- 5. Trust:** We're all in this together!

# Interpersonal Skills/ Awareness

- Observe the other person's comfort zone
  - Do they come in for a hug? Do they prefer handshake?
- Value the other person's time
  - Don't push yourself on them
  - Cool it with the self-praise – practice measure
- Pick proper circumstances
  - Don't interrupt private dinner or a meeting
- Cultural difference
  - Germans like titles and surnames
  - Americans like first names and no titles
  - What's your experience?

# Pitch

# My Networking Pitch

30 second pitch (elevator pitch)

3 minute pitch

30 minute pitch (well, conversation, really.)

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Note: A networking pitch has a different goal than a job market pitch or an investment pitch.

- Networking: Introduce yourself and make yourself memorable
- Job market: Introduce yourself and make your skills known in relation to a possible job
- Investment: Introduce yourself and make your project/product memorable.

# 30 second pitch

## 1. Their Name?

*Prof. Oreskes, I'm so glad to have a chance to introduce myself.*

## 2. Your name (duh)?

*My name is Gerrit Roessler.*

## 3. What you do?

*I'm the director of GAIN (maybe half a sentence about what that is).*

## 4. Why do you want to talk to them?

*I loved your keynote at the AAAS and your position on how researchers should take a political stance.*

## 5. How does what you do or who you are relate to the other person? What do you want them to remember about you?

*I help early-career researchers influence research policy by bringing them in contact with policy makers.*

# 3 minute pitch/ 30 minute pitch

Pretty much more of the same

But be prepared to elaborate!

Be able to go beyond the talking points!

*Something I sometimes have trouble with!*

# Review



# Follow Up!

- At least on LinkedIn or Xing or Research Gate etc.
- Preferably with an email

# Learn from the best!

- What was a successful “move” that worked on you?
- What did you like but can’t apply to yourself?
  - e.g. “witty wise cracks”
- What didn’t you like?
  - e.g. “witty wise cracks”

# Pro Tip: How to remember names?

- Repeat/try pronouncing their name when they introduce themselves
- Limit it to first names if necessary
- Match name and face to one fact (or factoid)
  - Won Nobel Prize in physics
  - Rescued a blonde dachshund
- Take notes on business cards
- Friend on LinkedIn after and see their picture
- If you know you will likely meet someone, look them up before and match face to name

# Remind yourself:

Don't take it personally if people can't immediately remember your name.

If they give you time and space to talk they're interested in you. If your paths cross several times -- even if they don't remember you -- there's a reason for that.

# Multiplication

## Become a facilitator

1. Organize events in your community
2. Introduce people, help make connections
3. Support the development of networks for your students, employees, or colleagues
4. Continue to develop institutional relationships
5. On a larger, global scale, meaningful networks will (ideally) live on beyond specific people holding specific positions
6. Remember how difficult it can be to network, if someone tries to network with you.

# Do enjoy it though!

Sometimes, idealistic people are put off the whole business of networking as something tainted by flattery and the pursuit of selfish advantage. But virtue in obscurity is rewarded only in Heaven. To succeed in this world you have to be known to people.

Sonia Sotomayor



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# Thanks!

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