Career Launch and Acceleration

http://coach.uoregon.edu
The presentation today is comprised of four parts:

- Enhancing your communication skills
- Career launch: tips and tactics
- Persuasive presentations
- Effective negotiation
To get us started:

Introduce yourself and describe one of your best attributes.
It’s never too early to start thinking about the next career stage

Explore your interests

Know your strengths

Prepare your documents

Develop your networks

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Take a few minutes and reflect on your strengths

1. Creativity
2. Curiosity
3. Open mindedness
4. Love of learning
5. Perspective
6. Bravery
7. Persistence
8. Integrity
9. Vitality
10. Analytical
11. Kind
12. Social intelligence
13. Problem solver
14. Fair
15. Leadership
16. Self Control
17. Gratitude
18. Optimistic
19. Entrepreneurial
20. Humorous
21.
22.
23.
Reflect on your most satisfying accomplishment

1. Why do you consider it satisfying?

2. Were there special circumstances that contributed to these accomplishment?

3. What does your choice tell you about yourself?

4. Does it tell you anything about your aspirations for future successes?
If you want to be heard, you must:

- Project your voice
- Use good breathing techniques
- View your whole body as an instrument of sound:
  - the larynx and pharynx, the mouth, and the nose
Effective communication includes body language

Up to 93% of communication is non-verbal.

The eyes communicate more than any other part of the human anatomy.
An effective speaker looks like this:

- Tall, open posture and gestures
- Head up
- Eye contact with the room
An ineffective speaker looks like this:

- Gestures small, close to body, or hands in pockets or on face
- Eyes avoiding the audience
- Standing small with stooped posture
What image are these people projecting?
Exercise 2:

Reintroduce yourself to the group
Communicating with confidence requires thinking of yourself as a leader.
Unfortunately, leadership is gendered.

Men are leaders.

Women are female leaders.
Research shows that it is more difficult for women than men to be leaders.

Women face barriers at all levels.

It is tougher for women to be selected for leadership roles.

Women are evaluated more harshly in leadership roles.

(Eagly and Carli, Harvard Business Review, September 2007)
Realities of communicating as a female

1. What is effective for men is not necessarily effective for women.

2. What is effective for women depends on the context in which leadership is enacted.

Women in leadership roles are expected to act consistent with culturally defined gender roles

(Eagly and Carli, Harvard Business Review, September 2007)
For women, there is a narrow band of acceptable communication and leadership behavior

Women are evaluated negatively for both masculine and feminine leadership behaviors.

What’s a woman to do?

How has effective communication and leadership evolved?

<table>
<thead>
<tr>
<th>TIMELINE</th>
<th>EXPECTATIONS</th>
<th>COMPETENCIES</th>
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</thead>
<tbody>
<tr>
<td>POST WORLD WAR II</td>
<td>LEADER AS EXPERT</td>
<td>PLANNING, CONTROLLING, ORGANIZING</td>
</tr>
<tr>
<td>1970’S</td>
<td>LEADER INVOLVES PEOPLE</td>
<td>CREATING VISION, SETTING DIRECTION, EMPOWERING</td>
</tr>
<tr>
<td>1990’S to Present</td>
<td>LEADER AS LEARNER</td>
<td>MANAGING UNCERTAINTY, FINDING RESOURCES, LEVERAGING LEARNING</td>
</tr>
</tbody>
</table>
Models that work for male leaders

OPERATING STYLE: Competitive

ORGANIZATIONAL STRUCTURE: Heirarchy

BASIC OBJECTIVE: Winning

KEY CHARACTERISTICS: High Control, Strategic, Unemotional, Analytical Standards

From Loden, Marilyn. *Feminine Leadership or How to Succeed in Business Without Becoming One of the Boys*, 1985
Models that work for women leaders

<table>
<thead>
<tr>
<th>OPERATING STYLE:</th>
<th>Cooperative</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORGANIZATIONAL STRUCTURE:</td>
<td>Team</td>
</tr>
<tr>
<td>BASIC OBJECTIVE:</td>
<td>Quality Output</td>
</tr>
<tr>
<td>KEY CHARACTERISTICS:</td>
<td>Lower Control</td>
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<tr>
<td></td>
<td>Empathic</td>
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<td></td>
<td>Collaborative</td>
</tr>
<tr>
<td></td>
<td>High Performance</td>
</tr>
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<td>Standards</td>
</tr>
</tbody>
</table>
Use transformative behavior that is proven to be effective for men and women

Minimize hierarchy

Be inclusive

Work toward consensus

Build trust

From Loden, Marilyn. *Feminine Leadership or How to Succeed in Business Without Becoming One of the Boys*, 1985
Be careful not to fall into common female behaviors

When things go wrong,
Women tend to see it as their personal responsibility
(Men tend to put it on external factors)

When things go well, take credit
Women often attribute success to luck

From Loden, Marilyn. *Feminine Leadership or How to Succeed in Business Without Becoming One of the Boys*, 1985
Sometimes adopting the male model can be a good thing

Men are more willing to put themselves and their ideas forward. self nominate for plum assignments and awards.

Women expect to be tapped for things, based on merit.

From Loden, Marilyn. *Feminine Leadership or How to Succeed in Business Without Becoming One of the Boys*, 1985
There are a number of small steps you can take to increase your success

**Improve your communication skills**

- Increase your vocal projection
- Use your body to enhance your message

From Loden, Marilyn. *Feminine Leadership or How to Succeed in Business Without Becoming One of the Boys*, 1985
Stop using words that undercut your power

I’d just like to say something

I’m a bit concerned

Perhaps we should

I may not be right but what if we….

Ending most sentences as a question.

Others?
Use powerful and strong statements

<table>
<thead>
<tr>
<th>Use</th>
<th>Instead of</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’m confident</td>
<td>I think</td>
</tr>
<tr>
<td>I know</td>
<td>I hope</td>
</tr>
<tr>
<td>I believe</td>
<td>I feel</td>
</tr>
<tr>
<td>I will do</td>
<td>I’ll try</td>
</tr>
<tr>
<td>I’m certain</td>
<td>I’m not sure</td>
</tr>
</tbody>
</table>
Don’t diminish your message

“You may already know this but…”

“I could be wrong…”

“It’s just my opinion but…”

“This is probably a stupid question…”

“Your probably know more about this than I do but…”

“It’s like…it’s like….”

From Loden, Marilyn. *Feminine Leadership or How to Succeed in Business Without Becoming One of the Boys*, 1985
Research shows that you can summon a surge of power and confidence with simple exercises.

Holding a “power body pose” for 2 minutes:
- increases feelings of power
- increases tolerance for risk

The powerful postures allowed subjects to gain confidence due to psychological, physiological, and behavioral changes.

Research by Prof. A.J.C. Cuddy published in Psychological Science, 2011
Be expansive with your body to show and build confidence
Career Launch:
Tips and tactics for success

http://coach.uoregon.edu
First rule:
Self-Promotion is not a bad thing
Be proactive in going after jobs, awards and acknowledgements for your work.

Awards build on themselves so go after early ones.
Rule 2:

Always keep your CV updated and easy to follow.

COACH
http://coach.uoregon.edu
Develop a resume that can be easily adapted for different job applications
There is no set form for the perfect CV but there are different types

**Chronological**
- Most common
- Listing of your jobs and experience with most recent first
- Resume type most preferred by employers

**Targeted**
- Focuses on a specific position or job target
- Presents your capabilities supporting this position
- Allows you to project your abilities if you don’t have direct experience
- It is easy to prepare a different version for each different position
- Helps you look like you are a natural for the position

Or a combination of these
The academic and industrial CVs are often quite different

**Academic**
- 2-4 pages
- Very detailed description of education and work experience
- May begin with an objective or summary statement

**Industrial**
- 1-2 pages
- Presents your capabilities supporting the position, eliminating unrelated data
- Must follow the 10 second rule
- Begins with an objective or summary statement
There are key elements of an industrial CV

• Convince employer that you are worth an interview
• Target your qualifications for a specific job
• Keep as brief as possible without sacrificing qualifications
• Use an easy-to-read format
• Do not lie, exaggerate or use words that require a dictionary
• Focus on strengths and accomplishments
• Keep it to two pages or less and label your second page
The first few lines of your resume are particularly important for an industrial CV.

Objective statement: “This is what I want”
- Brief clear statement that outlines the type of employment you seek
- Must be quite specific

OR

Profile or summary statement: “This is what I have to offer”
- Details 3-5 key strengths, experiences and interests that one has to offer
- Can be called Profile, Summary, Strengths, Skills or Highlights
Jane Pearlman  
163 Appleton Terrace  
Oklahoma City, OK 73102  
617-555-5183  
jpearl@juno.com

OBJECTIVE  
Seeking a position in a university or firm specializing in advanced biochemistry for the development of human immune system vaccines.

SUMMARY  
· Nearly ten years of experience in biochemistry.
· Served as a guest lecturer in biochemistry at the University of Oklahoma.
· 12 published articles in respected biochemistry and medical journals, including the Journal of the American Chemical Society and the American Scientific Review.

EMPLOYMENT  
Jensen Labs, Oklahoma City, OK  
Biochemist, January 1997 to Present  
Concentrated largely on membrane based lateral flow immunochemistry. Worked with product development from concept through product transfer and full scale manufacturing. Prepared documentation packages. Gained valuable experience with project management, product launch, and gained familiarity with FDA requirements and procedures.

InTex Pharmaceuticals, San Diego, CA  
Research Associate, 1996 - 1998  
Served as a research associate in the Enzymology group of the InTex Biochemistry Department. Held responsibility for enzyme characterization, including catalytic and physical properties, inhibitor characterization, compound potency and mechanism, data reduction, and protein purification and characterization for enzyme and inhibitor characterization.

Biomedical Laboratory Research, San Diego, CA  
Lab Technician Intern, 1991 - 1996  
Responsible for documentation of new lab research. Served as an assistant for 10 biochemists, performing various research functions.

Education  
University of California, San Diego, CA  
Ph.D., Biochemistry, 1996  
M.A., Chemistry, 1993

Reed College, Portland, OR  
B.A., Biology, 1990

http://www.resumetemplates.org/templates/biochemist.asp
An academic CV follows a standard format

- Name at the top with contact information
- Summary or objective statement (optional)
- Education (including thesis)
- Professional Appointments
- Awards and Honors
- Publications
- Patents and other accomplishments

Use reverse chronological order
You should avoid doing the following:

- Avoid abbreviations and acronyms
- Never use pronouns such as: “I”, “me”, “my”, “our”
- Don’t use fancy fonts, binders, layouts
- Avoid lists of boring sentences
- Don’t add photographs
- Don’t add personal, family or health information
For both the CV and cover letter, pay attention to details

- Proof, proof and proof again
- Have others proof-read and provide suggestions
- Convert final versions to a pdf format
- Make certain that it can be scanned legibly
Write a compelling cover letter

- Needs to be clear and concise (1-2 pages)
- Gives a personal touch to your application
- Don't repeat what is already in your resume
- Sheds a new perspective or emphasizes what is in your resume instead
- Draws attention to your strengths
- Sparks interest in the reader
Help your references with their letters

• Give them an updated resume or CV

• Provide a set of bullet points of your strengths

• Offer to give them a summary of your accomplishments

• Provide them with a description of the job, why you want it and what makes you qualified for the job
Rule 3

Create a positive internet presence for yourself and career advancement

• Your online presence will eventually replace a resume.

• Use your website presence to communicate your competence and aspirations.

• Use your website for networking with others.
Additional reasons for a website

• Having a website makes you “findable”.
• Helps you to establish your “personal brand”
• It shows that you have skills to develop the website and confidence to show it publically.
Webpage Elements:

- Updated picture with professional look.
- Update publications and accomplishments on the site.
- CV should available in pdf format.
- Short bio in pdf format.
It can be a very simple form:

Dr. Alison Engstrom

Graduate Student Researcher
Department of Materials Science 
210 Hearst Memorial Mining Building
University of California Berkeley, CA, 94720
alison.engstrom@berkeley.edu

Educational Background
B.S. in Materials Science and Engineering at Arizona State University (2008)
M.S. in Materials Science and Engineering at the University of California, Berkeley (2010)

Research Interest
Alli’s research involves the electrochemical synthesis and characterization of electrodeposited vanadium oxides electrochemical capacitor electrodes. Among the research objectives are the degradation mechanisms in aqueous environments, the optimization of aqueous and nonaqueous electrolytes as well as the cycle behavior of whole-cell systems.

Publications, Patents and Conference Talks
A. M. Engstrom, F. M. Doyle, Exploring the Cycle Behavior of Electrodeposited Vanadium Oxide Supercapacitor Electrodes In Various Aqueous Environments, ECS PRIME meeting, Honolulu, HI (2012) poster.

Highlighted Awards and Activities
ECS San Francisco Section Daniel Cubicciotti Award (2012)
NSF Graduate Research Fellow (2008 - Present)
Chancellor’s Fellow, UC Berkeley (2008 - 2010)
Outstanding Graduate, Ira A. Fulton School of Engineering (2008)
Goldwater Scholar (2007 - 2008)
Presidential Scholar, ASU (2004 - 2008)

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Dr. Doyle, Fiona

Donald H. McLaughlin Professor of Mineral Engineering
Executive Associate Dean, College of Engineering
325 Hearst Memorial Mining Building, Mailcode 1760
320 McLaughlin Hall, Mailcode 1700
UC Berkeley
Berkeley, CA 94720
fmdoyle@berkeley.edu

Phone: 510-642-6771
Fax: 510-643-5792

Website:
http://www.mse.berkeley.edu/faculty/Doyle/fionadoyle.html

Research Areas:
Chemical and Electrochemical Materials; Electrical, Magnetic and Optical Materials, Structural Materials

Education:
1978 B.A. Metallurgy and Materials Science, University of Cambridge
1979 M.Sc. (Eng) Extractive Metallurgy, Imperial College of Science and Technology, London
1982 M.A. Natural Sciences, University of Cambridge
1983 Ph.D. Hydrometallurgy, Imperial College of Science and Technology, London

Professional Experience:
1983-present Assistant Professor, Associate Professor and Professor, UC Berkeley
2002-2005 Chair, Department of Materials Science and Engineering
2006-2009 Executive Associate Dean, College of Engineering
2009-2011 Vice Chair and Chair, Berkeley Division of the Academic Senate
2011-present Executive Associate Dean, College of Engineering

Major Awards:
2008-present Donald H. McLaughlin Professor of Mineral Engineering
Rule 4

Networking is important as the CV—especially for women

“A stunning CV and no networking is equivalent to playing lotto.”

Kevin Foley, Ph.D
Rule 5

Nominate others for awards and opportunities

What goes around, comes around
Rule 6

Get business cards and GIVE THEM OUT!
Rule 7

Develop good interview skills
There are many interview options

In person

By phone

On-line
Make the most of your interview

• Develop strong, clear and concise answers to the most common questions

• Do your homework about your potential employer and be ready to ask questions

• Learn to speak in a strong and authoritative tone

• Practice eye contact, a firm hand shake, positive body language and careful listening
Practice common interview questions

1. So, tell me a little about yourself.

2. What type of a job are you looking for?

3. Tell me of a challenge you have overcome that demonstrates your creativity?

4. What do you consider your strengths? Weaknesses?

5. Why do you want to work for this company?
Practice common interview questions

6. What motivates you to do a good job?
7. How do you work under pressure?
8. How would previous co-workers describe you?
9. Where else have you applied?
10. Do you have any questions you want to ask me?
Avoid Meltdowns

Yes I get along well with others
What kind of stupid question is that?
Preparing for a phone interview

• Keep your resume in clear view

• Have a short list of your accomplishments

• Use a land line

• Be ready to jot down any notes, names
During the phone interview

• Speak slowly and enunciate clearly
• Use the person’s title
• Give short and concise answers
• Avoid simple yes and no
• Avoid silence - if you need to think, say so

Smile
Preparing for the on-line interview

• Use a hard-wired internet connection
• Arrange the camera for your eye level
• Prepare as for an in-person interview
• Dress professionally
• Choose a professional environment
• IT troubleshoot and practice
During the on-line interview

- Sign on 15 minutes early
- Display confidence as much as possible
- Speak directly into the webcam
- Relax and show your personality
Follow up after the interview

- Thank the interviewer for giving you the opportunity to interview
- Provide any additional comments about what you learned from the interview
- Add a sentence or two stating why you are well-suited for the position
Rule 8

Sealing the deal

Learn, practice and use effective negotiation techniques

© COACH
Rule 9
Take control of your destiny

• Make the most out of feedback and criticism
• Get out and make contacts
• It's not all in the paycheck
• The way you look and talk matters
• Avoid meltdowns
• Don’t assume the workplace is fair
• Don’t assume that your good work will be noticed
• Don’t ask, don’t get
Rule 10

Be relentlessly pleasant-
It’s good for everyone.
Launching your Career: Tips and Tactics for Success

• Preparing for the job search
• Creating a strong resume or CV and website presence
• Helping your references write a compelling letter
• Network, network, network
• Practice interview questions
• Follow-up after the interview
• Develop strong negotiation skills
• Understand the dynamics of the workplace
Persuasive Scientific Presentations
The best retention occurs for presentations that are both vocal and visual.

Data from the Wharton Research Center.
Research shows that the brain is good at reading, good at listening, but not doing both simultaneously.
To resolve the problem we first have to understand how the brain works.

Cognitive scientists say the mind processes information in 2 channels:
- Verbal
- Visual
The mind pays attention to only a few pieces of information in each channel.

Then it must select, organize, and integrate what's important.
To be effective, the audience must grasp the content quickly

Use short statements

Use images to increase comprehension

Use blank spaces to enhance readership

Water has special thermal properties

It helps to control the climate on our planet

It helps to maintain our body temperature
Too much information and distractions can confuse and annoy your listeners.

This data is truly pioneering!!

Data

COOL DATA!!!
Don’t force your audience to choose between listening to you - OR reading your slides
The slides should follow several rules

Use a sentence headline to state the slide’s purpose

MD simulations show that nitric acid readily dissociates in water

The OH bond breaks upon dissociation
The surface spectroscopy shows nitric acid in two different forms at a water surface

The two HNO$_3$ molecules differ by the number of bonds to water.
MD simulations show that nitric acid does not dissociate when on a water surface

The proton does not dissociate
Some fonts work for manuscripts but not for presentations

Times Roman Font is harder to read quickly

MD simulations show that nitric acid does not dissociate when on a water surface

© COACCh
Even italics can slow the reading and comprehension

**MD simulations show that nitric acid does not dissociate when on a water surface**

**The proton does not dissociate**
Understanding Environmentally Important Processes at Liquid Surfaces

Geri Richmond
Department of Chemistry
University of Oregon
Eugene, OR

ACS National Meeting
April 20, 2010

The title slide should draw interest

Use the title slide to connect with your audience
The “outline” slide should be a visual roadmap.
This presentation shows the unique structure and reactivity that is present at water surfaces:

- Hydrogen bonding at water surfaces
- Gaseous adsorption at water surfaces
- Surface acidity of HNO₃ solutions

Presentation Outline

1. Introduction
2. Background
3. Methods
   - Experimental
   - Theoretical
4. VSFS studies of water surfaces
5. Studies of how gases adsorb on a water surface
   - Room temperature studies
   - Low temperatures studies
6. Studies of nitric acid at a water surface
7. Conclusions and future studies
8. Acknowledgements

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The methods slide should follow the same format

To probe the water surface we use surface vibrational sum frequency spectroscopy (VSFS)

The technique selectively probes the topmost layers of the interface

Tunable pulsed lasers probe the surface species

The resulting vibration spectrum measures surface molecules
The most difficult part is to consider what to include and what to exclude on each slide.
The summary slide headline states the most important assertion of the presentation

This sentence summarizes the most important conclusion of the presentation.

Supporting point (no more than two lines)

Another supporting point (parallel to the first)

Image that supports conclusion

© COACH
Don’t use long lists that limit comprehension

Summary of the This Presentation
- The amazing discovery that no one knew about
- Another remarkable discovery that you maybe knew
- A third fact that you might not have noticed
- And a fourth finding that only few people ever heard of
- Throw in a fifth discovery that I particularly like
- A sixth discovery that I didn’t have time to talk about
- And two final smaller discoveries that are also important
  - the one found in the noise
  - a second found by turning the data upside down

Avoid lists with more than four items.
The summary slide headline states the most important assertion of the presentation

The surface of water has unique properties that control its chemical properties

- Water participates in weak H-bonding at the topmost surface layers

- SO$_2$ adsorbs at the surface whereas CO$_2$ quickly absorbs

- Nitric acid is a weak acid at aqueous surfaces
Identify and practice tactics to keep you calm
Keep your audience engaged

Don’t read your slides!
Don’t talk to your slides!
Don’t apologize for your slides!
Limit the number of slides

Max: 1 slide per minute

© COACH
And finally,

rehearse, rehearse and rehearse