

# Career Launch and Acceleration



**COACH**  
<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





# 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?



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## 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.

1. Boldry, Wood, & Kashy, 2001; Eagly, Johannesen-Schmidt, & van Engen, 2003
2. Biernat & Fuegen, 2001; McColl-Kennedy & Anderson 2005)

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# 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?

## TIMELINE

## EXPECTATIONS

## COMPETENCIES

POST WORLD  
WAR II

LEADER AS EXPERT

PLANNING, CONTROLLING  
ORGANIZING

1970'S

LEADER INVOLVES  
PEOPLE

CREATING VISION  
SETTING DIRECTION  
EMPOWERING

1990'S to  
Present

LEADER AS LEARNER

MANAGING UNCERTAINTY  
FINDING RESOURCES  
LEVERAGING LEARNING

# Models that work for male leaders

OPERATING STYLE:	Competitive
ORGANIZATIONAL STRUCTURE:	Heirarchy
BASIC OBJECTIVE:	Winning
KEY CHARACTERISTICS:	High Control Strategic Unemotional Analytical Standards



# Models that work for women leaders

OPERATING STYLE:

Cooperative

ORGANIZATIONAL STRUCTURE:

Team

BASIC OBJECTIVE:

Quality Output

KEY CHARACTERISTICS:

Lower Control

Empathic

Collaborative

High Performance

Standards

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Use transformative behavior that is proven to be effective for men and women

Minimize hierarchy

Be inclusive

Work toward consensus

Build trust

# 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

# 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.

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

# 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

<u>Use</u>	<u>Instead of</u>
I'm confident	I think
I know	I hope
I believe	I feel
I will do	I'll try
I'm certain	I'm not sure

# 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...”

“You probably know more about this than I do but...”

“It's like...it's like....”



# 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

Strong body poses



Weak body poses



Be expansive with your body to show and build confidence



# Career Launch: Tips and tactics for success



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# First rule: Self-Promotion is not a bad thing



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**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.

**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

# 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:

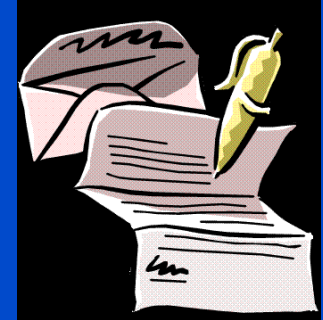
- Avoid abbreviations and acronyms
- Never use pronouns such as: “I”, “me”, “my”, “our”
- Don’ t use fancy fonts, binders, layouts
- Avoid lists of boring sentences
- Don’ t add photographs
- Don’ t add personal, family or health information

# 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:



## Allison Engstrom

Graduate Student Researcher  
Department of Materials Science & Engineering  
210 Hearst Memorial Mining Building  
University of California Berkeley, CA, 94720

[allison.engstrom@berkeley.edu](mailto:allison.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 oxide 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.

F. M. Doyle, A. M. Engstrom, Electrochemical Synthesis of Nanostructured Vanadium Oxides for Use as Supercapacitor Electrodes, TMS Meeting, Orlando, FL (2012) presentation.

A. M. Engstrom, E. Lim, J. A. Reimer, E. J. Cairns, Kinetics of COads Oxidation on Pt Black, ECS Fall Meeting, Boston, MA (2011) presentation.

E. L. Engstrom, A. M. Engstrom, C. Friesen, Tri-Continuous Manganese Oxide Electrodes Demonstrating Ultra-High Capacity, ECS Spring Meeting, Montreal, Canada (2011) presentation.

Friesen, C. A., Engstrom, A. M., Engstrom, E. L., Hayes, J. R., Electrode For a Charge Storage Device and Method of Manufacture. Arizona Board of Regents for and on behalf of Arizona State University, assignee. U.S. Patent Application 20100243459. 29 March 2010.

J. R. Hayes, A. M. Engstrom and C. Friesen, "Orthogonal flow membraneless fuel cell" J. Power Sources 182 (2008) 257-259.

### 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)

## 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](mailto:fmdoyle@berkeley.edu)

Phone: 510-642-5771

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
- 2005-2009 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!**



UNIVERSITY OF  
ARKANSAS

Name  
Title  
Department  
*(optional line here)*

Room & Building  
(optional street address)  
Fayetteville, Arkansas 72701  
e-mail: name@uark.edu

479-575-5555  
479-575-5555 (FAX)  
(optional phone number)  
www.uark.edu



# 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





## 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



# Rule 9

## Take control of your destiny

- Make the most out of feedback and criticism
- Get out and make contacts
- Its 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



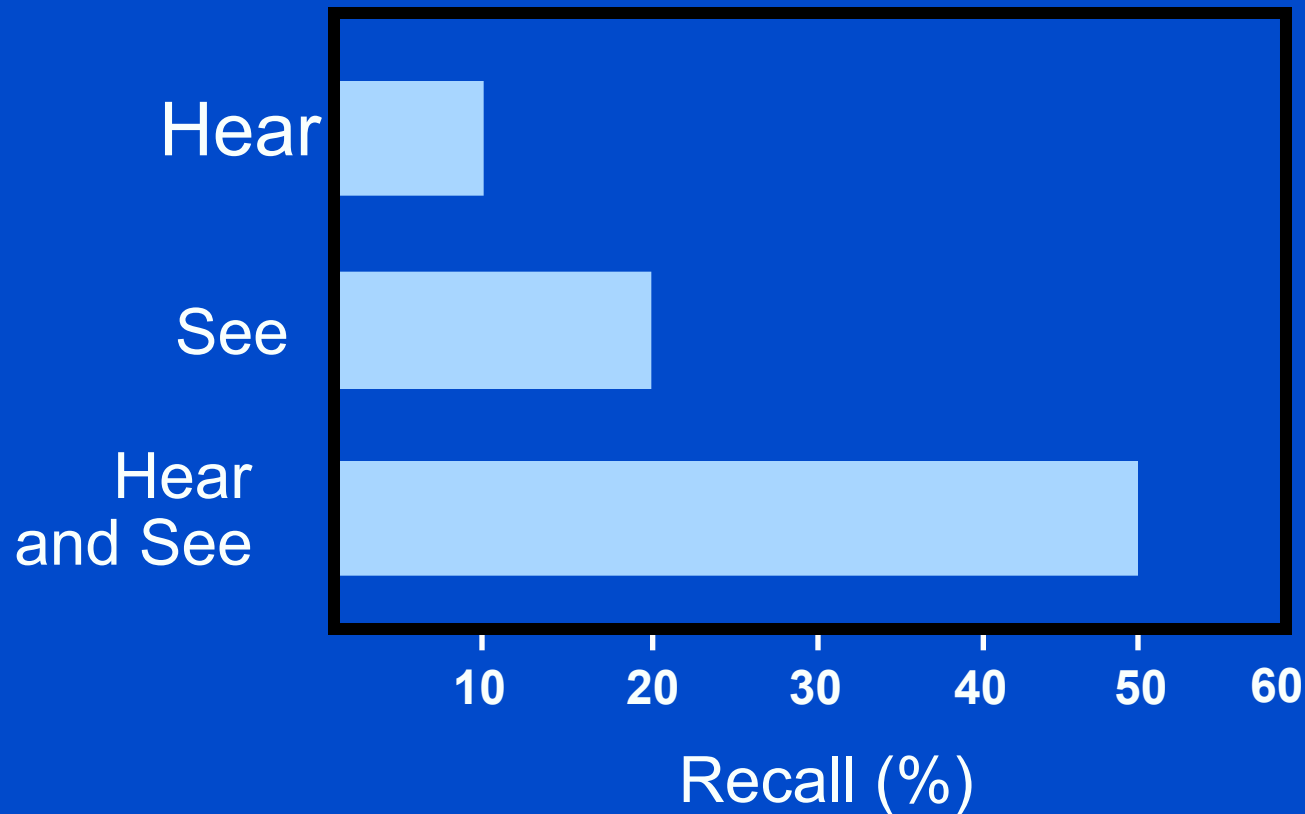
# Persuasive Scientific Presentations



www.flickr.com



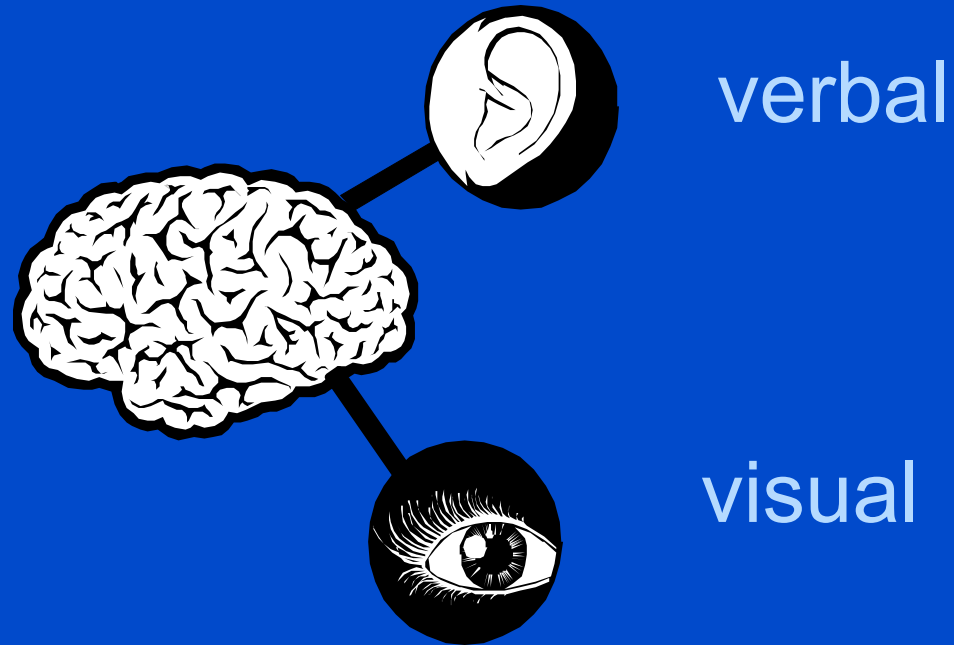
The best retention occurs for presentations that are both vocal and visual



Research shows that the brain is good at reading, good at listening, but not doing both simultaneously.

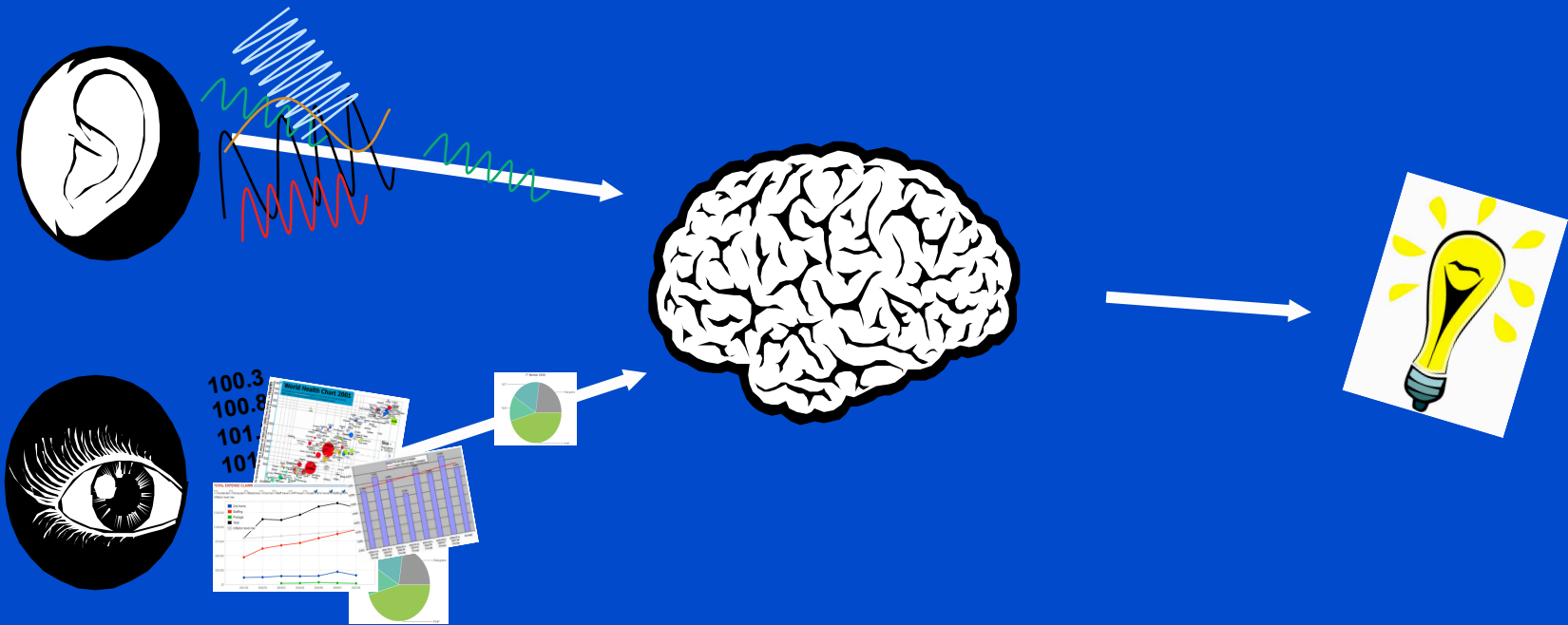


To resolve the problem we first have to understand how the brain works



Cognitive scientists say the mind processes information in 2 channels

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

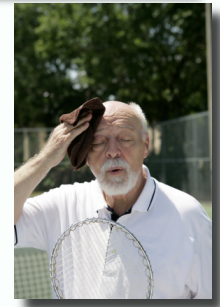
Use blank spaces to enhance readership

## Water has special thermal properties

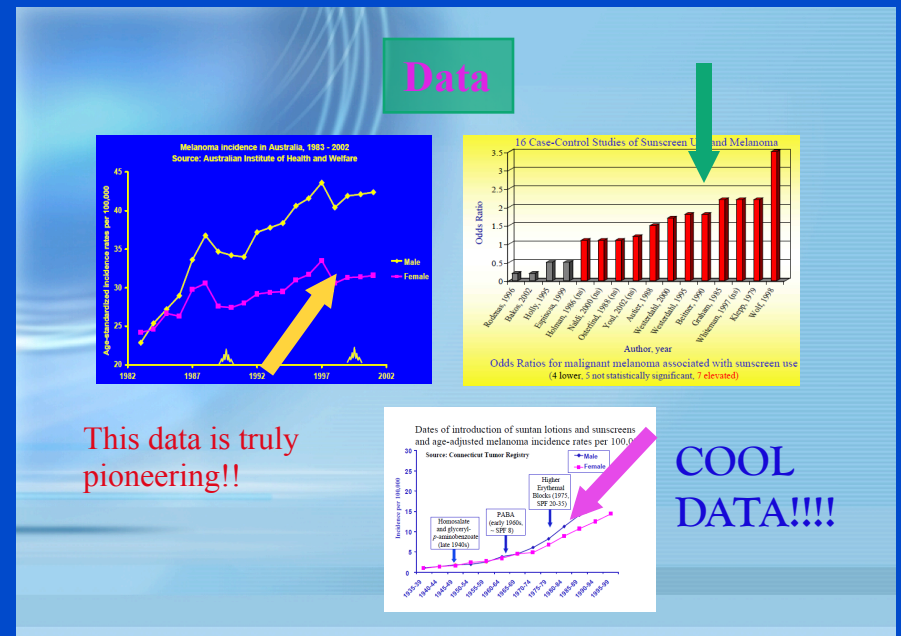
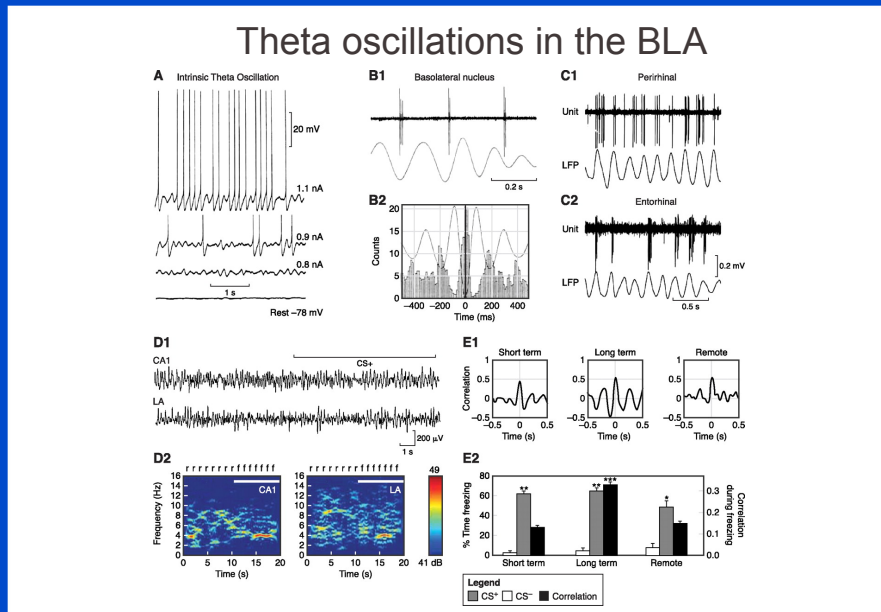
It helps to control the climate on our planet



It helps to maintain our body temperature



# Too much information and distractions can confuse and annoy your listeners



This data is truly pioneering!!

Don't force your audience to choose between listening to you - OR reading your slides

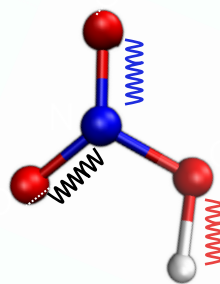


# The slides should follow several rules

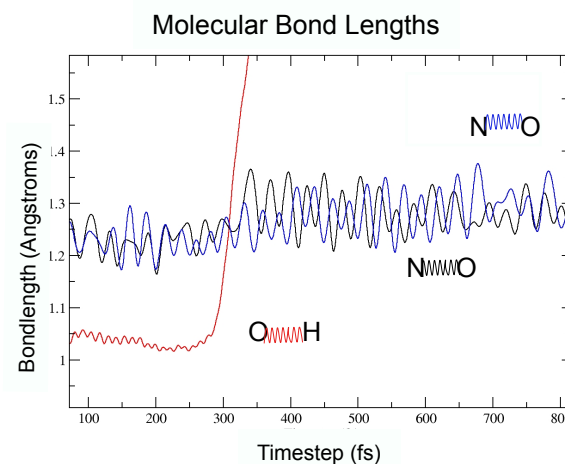
Use a sentence headline to state the slide's purpose

Use images to support the sentence

**MD simulations show that nitric acid readily dissociates in water**



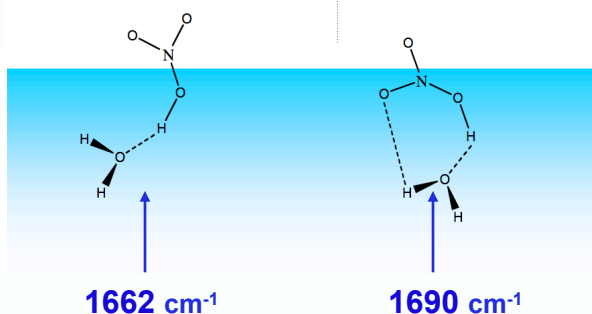
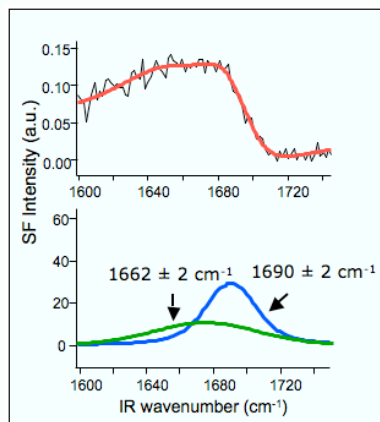
The OH bond breaks upon dissociation





# The statement at the top should have no more than two lines

The surface spectroscopy shows nitric acid in two different forms at a water surface



The two  $\text{HNO}_3$  molecules differ by the number of bonds to water.

Call-out, if necessary:  
keep to 1-2 lines

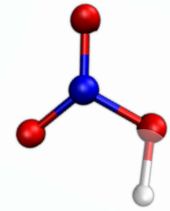
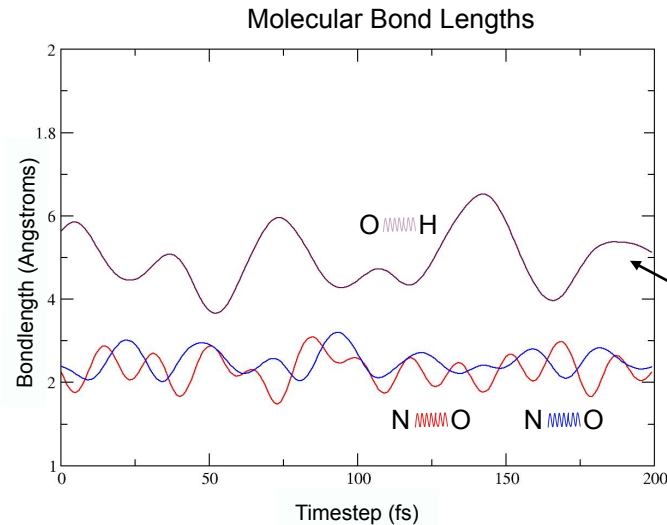
If necessary, identify key assumption or background for audience—keep to two lines (18–24 point type)

# Use typography that is quickly and easily read

Use a readable simple font  
(Arial, Gill Sans)

Use a high contrast between  
words and background

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

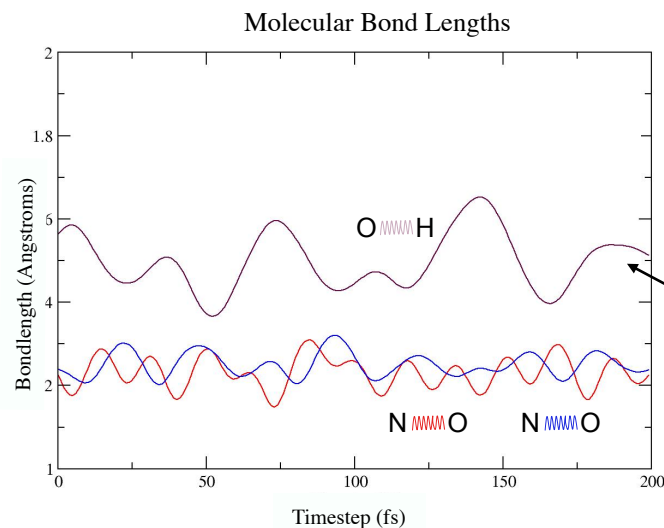


The proton does not dissociate

# Some fonts work for manuscripts but not for presentations

Times Roman Font is harder to read quickly

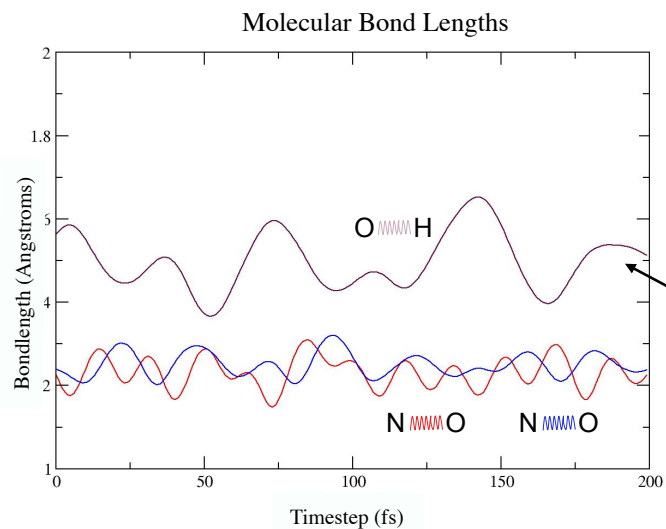
**MD simulations show that nitric acid does not dissociate when on a water surface**



The proton does not dissociate

# 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*

# The title slide should draw interest

**Understanding Environmentally  
Important Processes at Liquid Surfaces**

**Geri Richmond  
Department of Chemistry  
University of Oregon  
Eugene, OR**

**ACS National Meeting  
April 20, 2010**

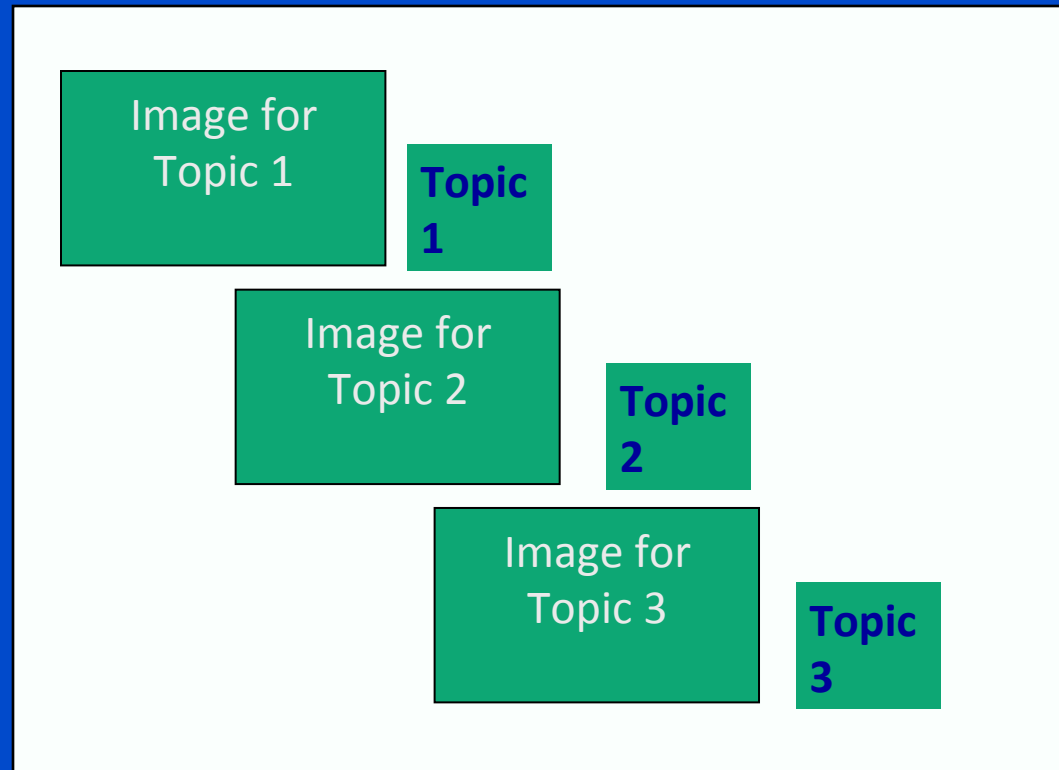
Understanding Environmentally Important  
Processes at Liquid Surfaces



**Geri Richmond  
University of Oregon  
ACS National Meeting**

Use the title slide to connect with your  
audience

# The “outline” slide should be a visual roadmap

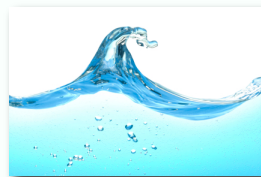


# The focus slide should be a visual roadmap

## 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

**This presentation shows the unique structure and reactivity that is present at water surfaces**



hydrogen bonding at water surfaces



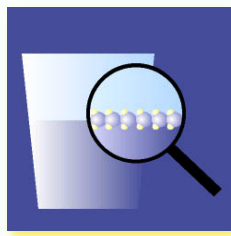
gaseous adsorption at water surfaces



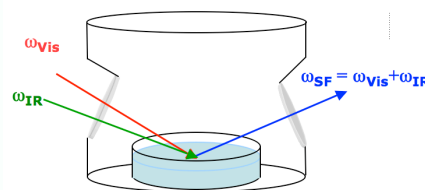
surface acidity of HNO<sub>3</sub> solutions

# The methods slide should follow the same format

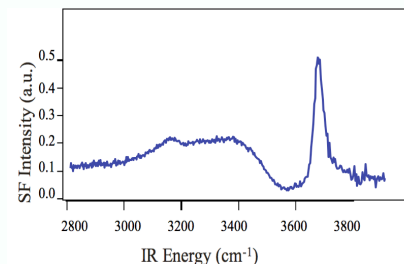
To probe the water surface we use surface vibrational sum frequency spectroscopy (VSFS)



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)**



# 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

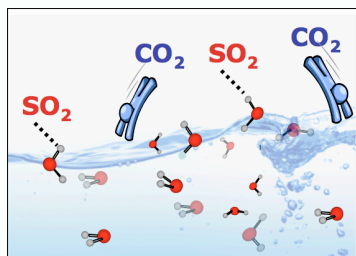
Avoid lists with more than four items.

# The summary slide headline states the most important assertion of the presentation

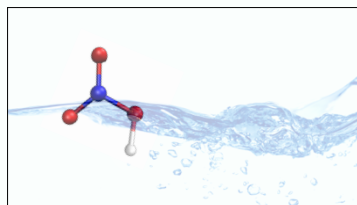
**The surface of water has unique properties that control its chemical properties**



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



**SO<sub>2</sub> adsorbs at the surface whereas CO<sub>2</sub> 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

And finally,

rehearse, rehearse and rehearse

