



NETWORKING & ADVANCING YOUR CAREER WITH MENTORS & ADVISORS

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Overview

- Networking: Top 10 Tips
- Finding & Sustaining Mentors
- Creating & Sustaining Your *Career Advisory Board*

Networking Definitions

“the exchange of information or services among individuals, groups, or institutions; *specifically* : the cultivation of productive relationships for employment or business < ... *networking* remains the No. 1 cause of job attainment”¹

“Creating a group of acquaintances and associates and keeping it active through regular communication for mutual benefit. **Networking is based on the question ‘How can I help?’ and not ‘What can I get?’** ”²

¹ Merriam-Webster.com/dictionary/networking

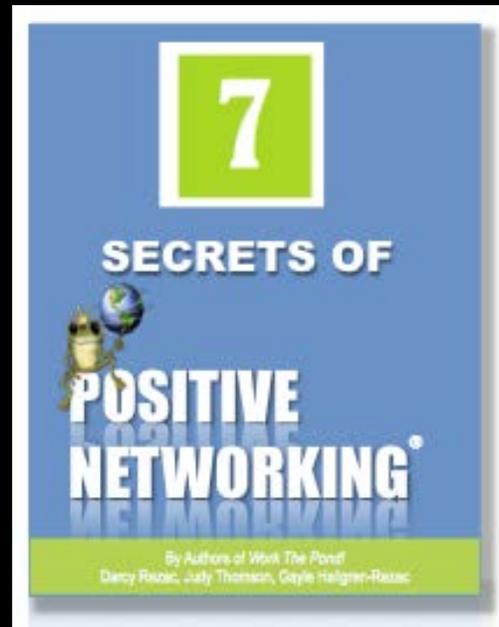
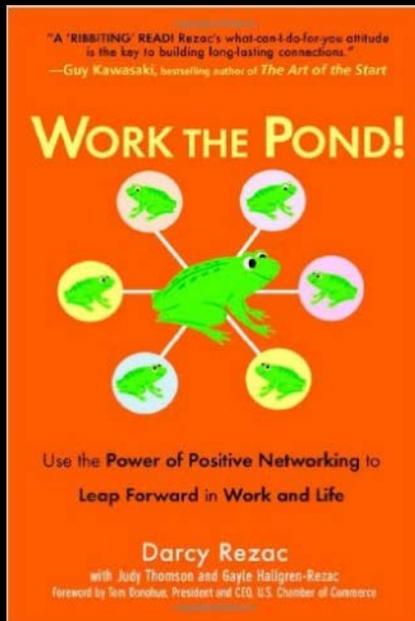
² BusinessDictionary.com/definition/networking.html

NETWORKING

Top 10 Tips



10. Adopt a Positive Networking Philosophy^{3,4}



- Positive networks are created and sustained *when we discover something we can do for someone else*
- Positive networking opportunities are *everywhere*
- People recommend, and want to work with, those they *know, trust and like*

³Rezac, D. (2005). *Work the Pond! Use the Power of Positive Networking to Leap Forward in Work and Life*. New York: Penguin Group (USA) Inc.

⁴Rezac, et al. (2013). *7 Secrets of Positive Networking*[®]. Online.

9. Get Clear on the Value You Bring



- What skills, knowledge, connections and ideas do you have *that could benefit others?*
- What is *unique to you*, that most other students/early career professionals in Public Health would not likely have?
- Put yourself in others' shoes – what do you bring that is of *real value* to them?

8. Create Your Personal Elevator Pitch

Crafting Your Elevator Pitch

a quick introduction

(name, college you graduated from, degree)



what are you seeking?

(career goals)



experience

("Currently I am working for..."
Last summer I interned with...")



what can you offer?

(skills and how you would benefit an organization)

Tip: Keep it Simple & Short

YLAKELAND

- Brief (<30 seconds) summary of who you are, value you contribute, what makes you unique, why they should care
 - *In the context of your career in Public Health*
- A conversation-starter: adjust your pitch based on your audience's interests
- Tailor your pitch for different audiences
 - *Employers*
 - *Mentors & Advisors*
 - *Volunteer organizations, etc.*
- Practice regularly

7. Be Prepared for Common Questions



For example

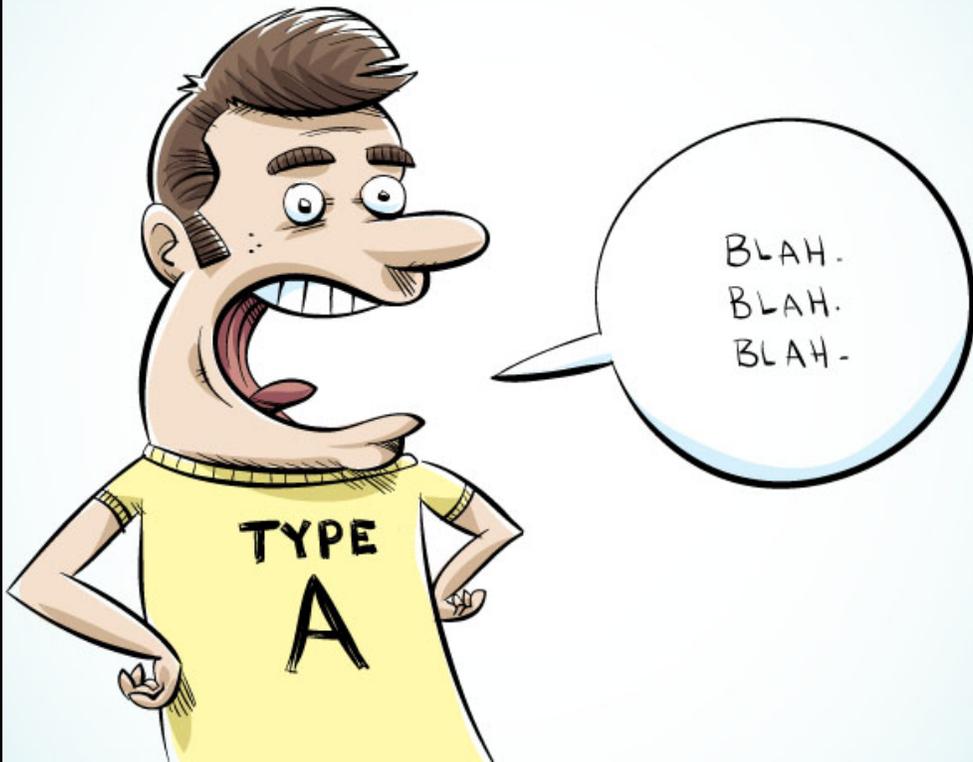
If you're looking for a job:

- When do/did you graduate?
- What areas of Public Health are you most interested in?
- What types of roles are you pursuing?
- Level and scope of responsibility you are seeking?
- What are your career goals?

If you're wanting to learn about career development opportunities:

- What are your specific development goals?
- What development have you already done?
- Who have you already received advice from?
- What resources have you already explored?

6. Pay Attention to Cues



- ✓ Read your audience and adjust accordingly
- ✓ Listen more than you talk
- ✓ Ask questions. Paraphrase what others have said to check your understanding
- ✓ Contribute something of value to the conversation

Avoid:

- ✗ Verbally detailing your resume
- ✗ Handing someone your resume immediately after meeting them
- ✗ Monologues (you or them)
- ✗ Clinging behaviour (you or them)
- ✗ Using excessive technical jargon

5. Start Early – While in School is Best

- ✓ Attend Public Health events, join clubs and sports teams
- ✓ Volunteer in Public Health associations; be a student member
- ✓ Take advantage of free resources, e.g., **Shepa Learning Company**
www.shepalearning.com/solutions-resources/for-students

*(Free Networking Guides,
Groups + Weekly Tips)*



4. Cultivate your Professional Social Media Presence



- LinkedIn Profile
 - Clear links to Public Health
- Consider incorporating Public Health into other aspects, e.g.,
 - Personal Blog
 - Twitter
 - Instagram
 - Online professional groups
- Be diligent about regularly scanning and removing any “unprofessional” online material

3. Think Critically About Who You Are Networking With



- ☑ Strive for a mix of ages, backgrounds, industries (not always exclusively Public Health)
- ☑ Interact with new people as well as those you know
- ☑ Be easy to contact (business cards or e-method)

2. Identify your personal networking preferences



- 1:1 or large groups?
- Quantity vs. quality?
- Public Health Academic vs. Practice focus?
- Public Health Generalist vs. Specialist focus?
- Morning, afternoon, evening, weekend?
- High, medium, or low energy activities?

1. Create Your Personal Networking Plan



- Quarterly, based on:
 - Your individual preferences
 - Anticipated needs of your network and the Public Health field
 - Your career goals and priorities
 - Existing and potential future networking opportunities
 - Maintaining awareness of current events and local happenings including links to Public Health
 - Balancing with other priorities and commitments

Networking: What Not to Do

URL: <https://www.youtube.com/watch?v=TPoXOoSUKfs>



FINDING & SUSTAINING MENTORS



Who are Ideal Mentors?

LONGER TERM CAREER MENTORS

- They are similar to you in style and strengths
- They are someone you aspire to be
- You can see yourself doing what they do, in your career future
- They are willing and able to invest time in your career development
- You both contribute something of value over a longer period of time (typically years)
- The desired outcome for you is learning from their wisdom and experiences so you can follow in their footsteps, and grow professionally and personally

JOB, CONTENT & SKILL-BASED MENTORS

- They are proficient or expert at a skill you want to develop or a Public Health job or content area you want to learn about
- They are available and willing to help you learn, typically over a short-term, defined period of time
- The desired outcome is you learning about a particular skill, Public Health job or content area
- *Much more common today*

Finding and Approaching Mentors

JOB, CONTENT & SKILL-BASED MENTORS

- Identify possible mentors who are proficient or expert at a skill you want to develop or a Public Health job or content area you want to learn about
- Connect with them directly or request an introduction from a shared colleague or friend
- Communicate your *Elevator Pitch* (from slide #8)
- Continue (or not) based on their response. Be flexible
- If they are not interested/available, ask if they can recommend someone else who would be suitable

Sustaining Mentoring Relationships

JOB, CONTENT & SKILL-BASED MENTORS

- Agree up front on what you want to learn and how they will help you
- Agree up front on the logistics of your interactions
- Listen, invest time in practicing and following up on what they teach
- If you don't agree with something, raise it for discussion
- Communicate your progress and how their guidance has helped you
- Keep confidences
- Express thanks and appreciation for their time and support
- Keep them in your network and contribute something of value

CREATING & SUSTAINING
YOUR *CAREER*
ADVISORY BOARD



What is a *Career Advisory Board*?

- Replacing longer term mentors as careers become more varied and less linear
- Instead of turning to 1-2 mentors for longer term wisdom, individuals are increasingly designing a personal *Career Advisory Board*
- Small, focused group of professionals you purposefully change over time based on your career goals, opportunities and challenges
- Provides candid, useful advice on specific career-related issues that you bring them, often over a period of years

Identifying & Approaching Potential *Career Advisory Board* Members

- Identify no more than 8 professionals (ideally 3-5) you would like to be on your *Career Advisory Board*
 - People you admire, who have your best interest in mind, who can provide you with candid, useful advice on career matters
 - Ideally a mix of those with strengths and styles that are similar to yours, and those who complement you and “fill your gaps”
- Approach them with your *Career Advisory Board Elevator Pitch (from slide #8)*

Sustaining Your Personal *Career Advisory Board*

- Seek targeted advice at key career milestones
- Re-assess your Board's composition and performance annually
- As needed, change the mix of people based on your goals and results
- Listen, follow through on advice, if you don't agree raise it for discussion
- Express thanks and appreciation for their advice and support
- Keep them in your network and contribute something of value on an ongoing basis

Additional Resources

SELF-AWARENESS, STYLE & STRENGTHS

www.truity.com www.personalityjunkie.com (Free online assessments & resources)

www.mindtools.com www.strengthsfinder.com

NETWORKING RESOURCES & EVENTS FOR STUDENTS/EARLY CAREER PROFESSIONALS

www.shepalearning.com (Shepa Learning Company – free online resources)

www.dnavancouver.com (women) <http://www.pwncanada.ca> (women)

<http://emerginghealthleaders.ca> (Emerging Health Leaders)

<http://www.cpha.ca/en/about/students.aspx> (Canadian Public Health Association Student Corner)

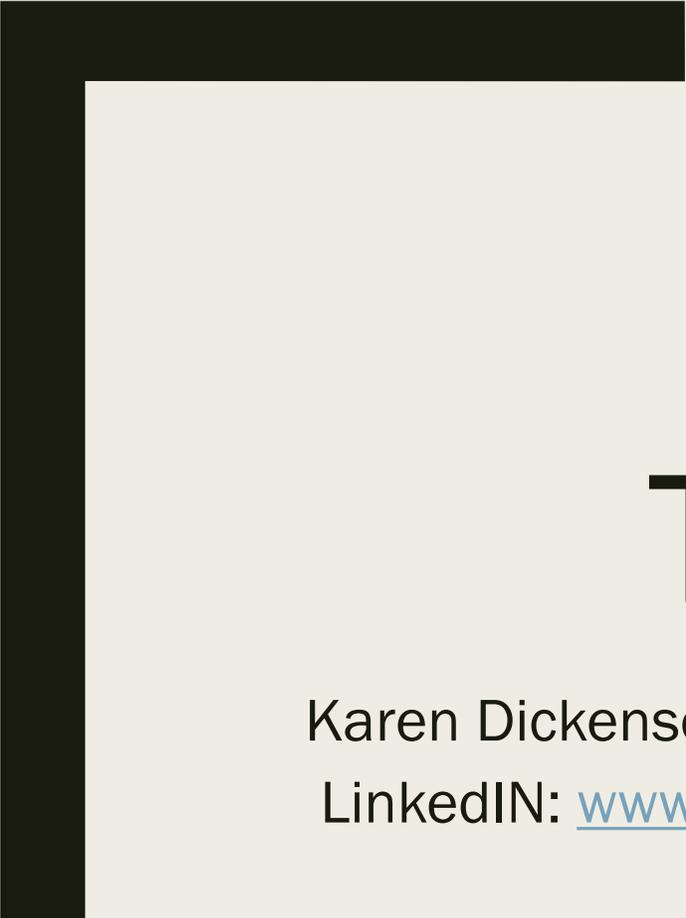
MENTORING RESOURCES

<http://superheroyou.com/good-mentee> <http://www.torontosun.com/2015/09/02/how-to-be-a-good-mentee>

<http://cchl-ccls.ca> (Canadian College of Health Leaders – Mentorship Program)

CAREER ADVISORY BOARD RESOURCES

<https://www.linkedin.com/pulse/7-people-you-need-your-personal-advisory-board-natascha-f-saunders>



THANK YOU

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