



# ACS Webinars™

We will start momentarily at 2pm ET



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# Upcoming ACS Webinars™

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Thursday, August 26, 2010, 2-3 p.m. EDT

**Tapping into the Chemistry of Beer and Brewing**

Charles Bamforth, Anheuser-Busch Endowed Professor of Malting & Brewing Sciences, University of California, Davis



Thursday, September 2, 2010, 2-3 p.m. EDT

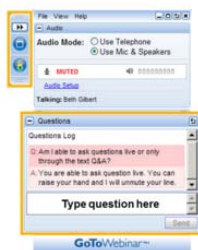
**Programs and Funding Opportunities for Manufacturers and Small Chemical Businesses**

Doug Devereaux, Senior Industrial Specialist, National Institute of Standards and Technology.



# Got Questions?

Please use the Question Panel to ask the speaker



Or tweet us using #acswebinars



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**ACS WEBINARS™**  
***Propel Your Career – Networking Tips and  
Strategies for Success***



Speaker: Dr. Cheryl Martin  
Kleiner, Perkins, Caufield and Byers



Moderator: Dr. James Burke  
Rohm & Haas Company (Ret.)

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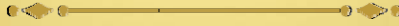
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# Networking Tips and Strategies for Success



Cheryl Martin  
19. August 2010

## Networking – a Thriving Skill



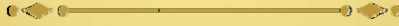
- ✦ Everyone has a network
- ✦ Just like any other skill, though, it gets stronger with use
- ✦ Should be as natural, and effortless, as breathing
- ✦ World we live in is more dynamic than ever
  - ✦ M&A, downsizing, spin-outs, start-ups, jobs skills evolving
- ✦ You need a bigger, more established network to give yourself more control and options

## Networking – a Dynamic Skill



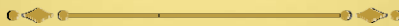
- ✦ Networking helps you know, and be known by, more people
- ✦ Everyone's career is moving at the same time as yours
- ✦ Networking requires thought and action
- ✦ Ongoing networking can help you refine what are your strengths and see how you might fit new opportunities
- ✦ Networking gives you input through another's eyes

# Networking – a Sharing Skill



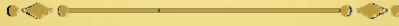
- ✦ My network becomes your network
- ✦ Networking is 'building-up' – not a 'zero sum' game
- ✦ The strength of my network should be measured by who it can connect – how many can benefit
- ✦ Keep a mental list of who needs what
- ✦ Silicon Valley – next conversation will connect the dots

# Getting Started



- ✦ Conduct a personal inventory
  - ✦ Who do you know?
  - ✦ What are their associations (ACS, company, school etc)?
  - ✦ How well do you keep in touch?
  - ✦ How concentrated is your network?
- ✦ Set up a plan
  - ✦ What do you want from your network?
  - ✦ Determine connections
  - ✦ What can you offer?
  - ✦ Have an 'elevator speech' – or two
  - ✦ What will you do today, next week, next month, ongoing?

# Tips and Tools



- ✦ Do your research, find the connection – however small
- ✦ LinkedIn, ACS Network
- ✦ ACS Meetings (or any other meeting venue)
  - ✦ Go to a new session / reception that you have an interest in
  - ✦ Listen to a speaker in a new area (or listen to the webcasts post meeting)
  - ✦ Reach out during and after the meeting
- ✦ Volunteer
  - ✦ Be on that new committee at work or school – especially if cross-functional
  - ✦ Get involved via local section, national levels of ACS, non-profits, schools
- ✦ Engage a mentor for ideas / coaching
- ✦ You never know who you will meet (or who needs to meet you)

# Take-Away Messages



- ✦ Networking can be a thriving skill
- ✦ Invest in networking relationships
- ✦ Find connections
- ✦ Focus on others
- ✦ View your skills/experiences as” building blocks”
- ✦ Be open to unplanned opportunities / discussions
- ✦ Say ‘thank you’ – a lot!
- ✦ Enjoy the journey!

# Thank You



## **Q&A SESSION**

### ***Propel Your Career – Networking Tips and Strategies for Success***



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