



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

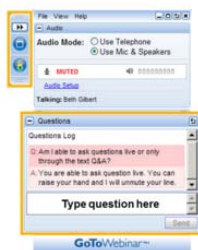
Programs and Funding Opportunities for Manufacturers and Small Chemical Businesses

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



Got Questions?

Please use the Question Panel to ask the speaker



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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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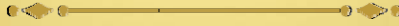
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Networking Tips and Strategies for Success



Cheryl Martin
19. August 2010

Networking – a Thriving Skill



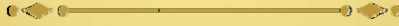
- ✦ Everyone has a network
- ✦ Just like any other skill, though, it gets stronger with use
- ✦ Should be as natural, and effortless, as breathing
- ✦ World we live in is more dynamic than ever
 - ✦ M&A, downsizing, spin-outs, start-ups, jobs skills evolving
- ✦ You need a bigger, more established network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

Networking – a Dynamic Skill



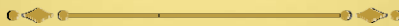
- ✦ Networking helps you know, and be known by, more people
- ✦ Everyone's career is moving at the same time as yours
- ✦ Networking requires thought and action
- ✦ Ongoing networking can help you refine what are your strengths and see how you might fit new opportunities
- ✦ Networking gives you input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

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Q&A SESSION

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