

BUILDING CONNECTIONS:

THE POWER OF

NETWORKING

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About Emmeline Paintsil



- **Doctor of Pharmacy (PharmD), Diabetes Concentration – 2018**
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- **PGY1 Pharmacy Practice Residency - 2019**
 - Mount Auburn Hospital, Cambridge, Massachusetts
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 - Robert Wood Johnson University Hospital, New Brunswick, NJ



Iowa Pharmacy Association

➤ Mission Statement

+ *The Iowa Pharmacy Association empowers the pharmacy profession to improve the health of our communities.*

➤ Vision Statement

+ *The Iowa Pharmacy Association is the respected voice for all pharmacy professionals in Iowa and the leader in transforming the practice of pharmacy.*



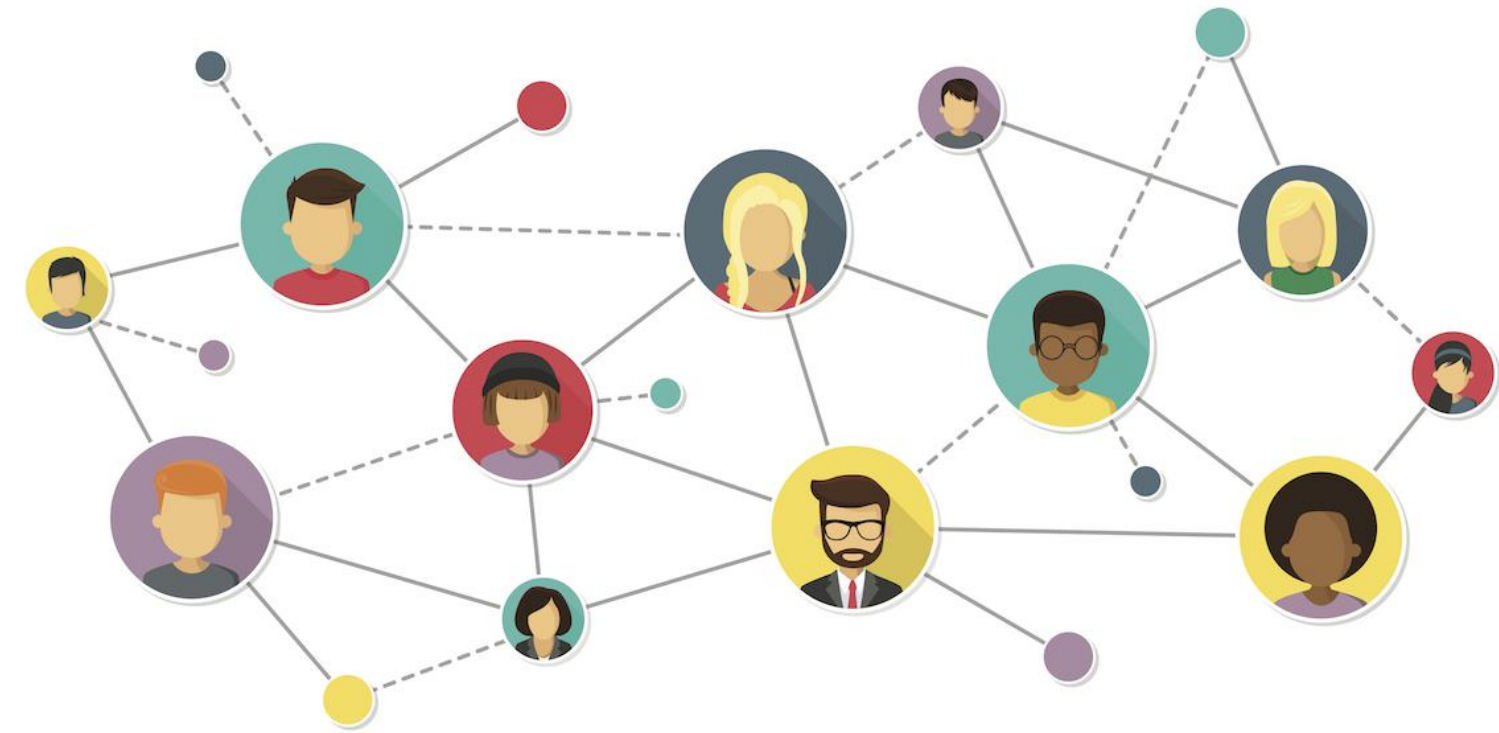
THE WHY BEHIND NETWORKING

- ✓ Share ideas
- ✓ Stay up-to-date on trends
- ✓ Find new opportunities
- ✓ Grow and learn from others
- ✓ Meet prospective mentors and mentees
- ✓ Learn what others are working on or have accomplished
- ✓ Develop a support network



PREPARATION FOR NETWORKING

- ✓ Networking happens at on and off campus events, conferences, meetings
- ✓ Network to meet someone new or if looking for a job/residency/fellowship
- ✓ Talk to people in your fields of interest
- ✓ Get involved!
 - + Professional Organizations
 - + Volunteer
 - + Run for a leadership position



<https://www.lenfestinstitute.org/diverse-growing-audiences/the-art-of-effective-virtual-networking/>

Preparation is an important part of appearance! First impressions are everything.

Dress to care and build trust with those you are serving.

Dress for success and dress the way you want to be addressed.

TEDx Talk -- Dress Like You Mean It:

https://youtu.be/wE8i4_J-kyY (~11 min)



Business Professional

This is a standard but may not apply to everyone

SUIT

- Conservative: solid or subtle pinstripes
- Neutral colors: blue, black, grey
- Buttoned when standing, unbuttoned when sitting.

SHIRT

- White or neutral color button up dress shirt or blouse
- Be mindful of necklines for tops

SHOES

- Clean and polished dress shoes that match suit
- Heels or flats appropriate
- Socks should match shoes and be at least calf-length
- Hosiery should be a neutral color

ACCESSORIES

- Ties typically conservative color, non-distracting simple pattern
- Keep jewelry simple and avoid statement pieces
- Belts should match color of shoes
- Small simple purse or professional bag

Business Casual

JACKET

- Sports coat or blazer without a tie
- Trendier or casual jackets may be appropriate
- Sweaters/cardigans

SHIRT & DRESSES

- Shirt with collar or nice blouse
- Polo shirt in some situations
- Be mindful of necklines and sleeves for dresses
- Ties are usually optional

PANTS

- Slacks, khakis, skirts
- Best to avoid capris/short pants

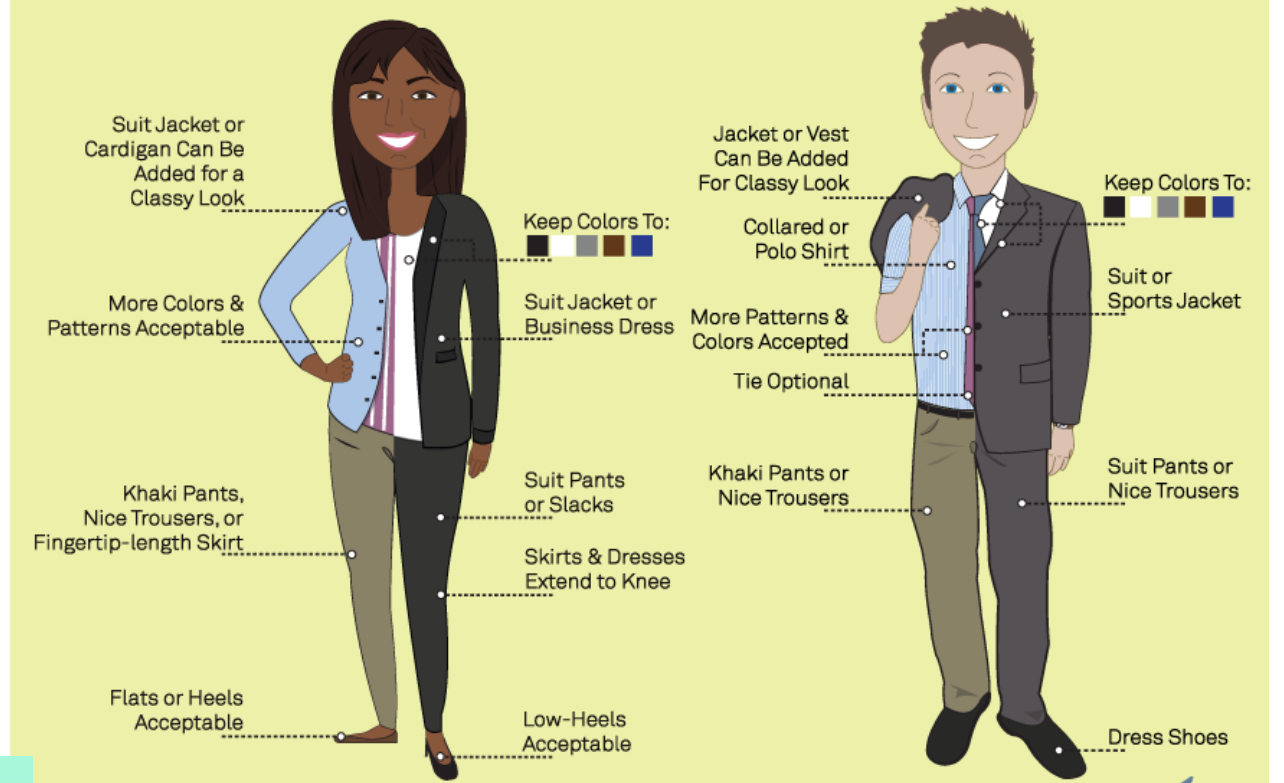
SHOES

- Oxfords or loafers
- Avoid open-toed shoes or sandals
- Heels or flats are usually acceptable
- Solid color tennis shoes may be appropriate



Business Casual vs. Professional

Have an interview or professional event coming up? Learn how to decode dress code.

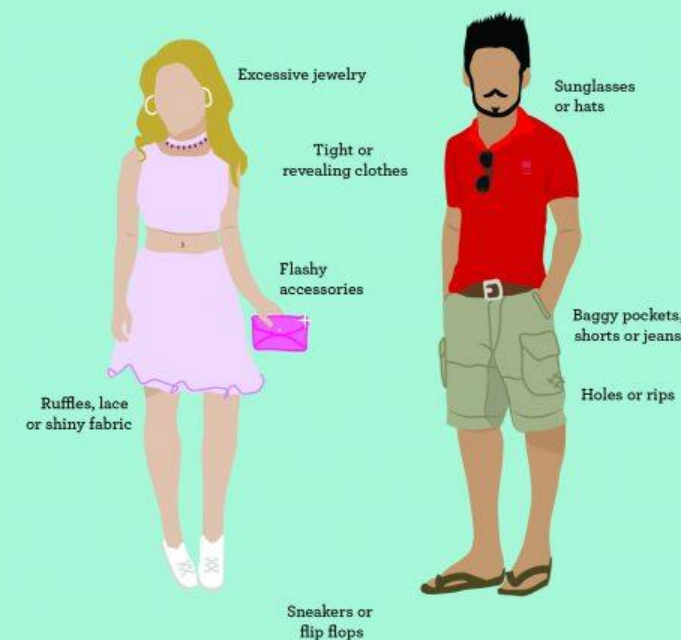


ATTIRE FOR BUSINESS PROFESSIONAL EVENTS AND INTERVIEWS

WHAT TO WEAR



WHAT NOT TO WEAR



Tips for Success in Any Business Situation

- 1 When in doubt, dress conservatively.
- 2 A suit (suit & tie for males) will suffice in most situations
- 3 Make sure your outfit is wrinkle-free.
- 4 Stick with solid colors and tighter-woven fabrics or simple patterns.
- 5 Accessories should be kept simple: basic pumps, modest jewelry, light make-up & light perfume.
- 6 Wear a belt and a watch.
- 7 Be sure your hair is neatly trimmed or groomed. Avoid the "messy" look.
- 8 Shirts with lettering or graphics should not be worn.
- 9 Check your outfit for missing buttons, lint, or a crooked tie.
- 10 A skirt should be no shorter than the tips of your middle fingers (or just above the knee for good measure).

PURDUE CCO

<https://purduecco.wordpress.com/2014/04/18/dress-to-impress-business-casual-vs-professional/>



UCF Career Services

Career Expo | Education Career Fair | Graduate and Professional Schools Fair | Job interviews with employers



<https://career.ucf.edu/students/prepare-before-the-job-search/professional-dress/>

Other Tips

- ✓ Make sure presentation is neat
 - ✓ Iron or press clothes
 - ✓ Carefully inspect for dangling threads, lint, missing buttons
 - ✓ Make sure hair is presentable (including facial hair)
- ✓ Best practice to cover tattoos and piercings (other than ears) in professional settings
- ✓ Be mindful of how much cologne or perfume you wear
- ✓ Don't forget your nametag!

Show up as your authentic self!



Handshake Etiquette...

Always ask permission before offering a handshake



Starting a Conversation

- ✓ Topic to discuss about yourself

- ✓ 30-45 second introduction
- ✓ Where you're from and what interested you in healthcare/pharmacy
- ✓ Give an example of how you helped someone in a class or on clinical rotations

- ✓ Questions to ask others

- ✓ Tell me about your work/current goals/challenges you're facing
- ✓ What is exciting you in your class/business/career/life right now
- ✓ What is your best advice for a student at my stage?



Making Connections

- ✓ **Taking/making a compliment**
- ✓ **Play the name game**
- ✓ **Do some research**
- ✓ **Ask open ended questions**
- ✓ **Be aware of body language**
- ✓ **Smile and be genuine**
- ✓ **Have an elevator pitch**



<https://www.agilitypr.com/pr-news/public-relations/why-professional-networking-is-critical-now-and-the-best-sites-for-doing-it/>

Elevator Pitch

- ✓ Know your audience
 - ✓ What's in it for me?
- ✓ Know yourself
 - ✓ What are your strengths?
 - ✓ Areas of improvement?
- ✓ Basic message strategy
 - ✓ Main message
 - ✓ Proof points
 - ✓ Anecdotes and stories
 - ✓ Bridging
- ✓ Expectations



<https://www.thebalancecareers.com/elevator-speech-examples-and-writing-tips-2061976>

Exiting a Conversation

- ✓ **Avoid fidgeting, short responses, avoiding eye contact to end a conversation**
- ✓ **Simply excuse yourself**
- ✓ **Make plans to reconnect**
- ✓ **Introduce a third person to the conversation**
- ✓ **Thank someone for their advice**
- ✓ **Ask permission to offer a handshake or business card**

To build relationships...

- ✓ Stay in contact with your network
- ✓ Ask someone to lunch, coffee, etc.
- ✓ Find a mentor that has a similar interest or background
 - + Meet regularly
 - + Be curious and ask questions



Photo by https://unsplash.com/@taisii_shestopal?

Don't Forget to Follow Up

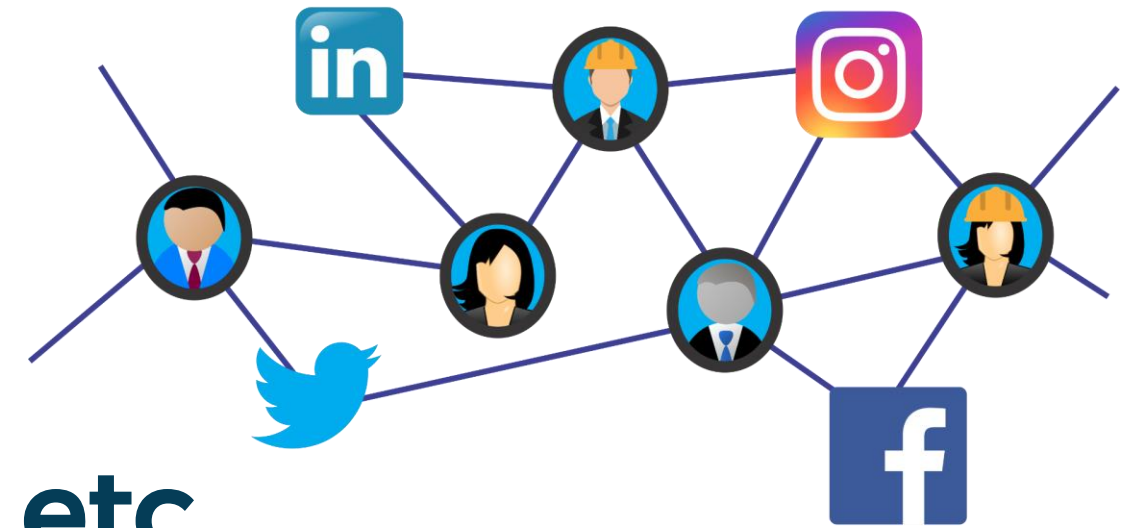
- ✓ Exchange business cards
- ✓ Connect on LinkedIn
 - + Personalize your message
- ✓ Send a thank you after meeting, interview, event, etc.
 - + Email or hand-written note



Photo by https://unsplash.com/@taisii_shestopal?

NAVIGATING THE DIGITAL SPACE

- ✓ **Be mindful of the image you present**
 - + **Regularly Google yourself to see what's out there**
- ✓ **Social media etiquette**
 - + **Personal vs. professional profiles**
 - + **Permission to add on Facebook, Instagram, etc.**



Zoom Etiquette

- ✓ Find distraction-free, quiet space
- ✓ Use clean/non-distracting background
- ✓ Log on early to test
 - ✓ **Make sure your name is appropriate**
 - ✓ **Include pronouns if comfortable**
- ✓ Position camera at eye level
- ✓ Mute microphone when not speaking



<https://money.com/virtual-networking-college-students-benefit/>

First impressions are lasting impressions.

Take time to develop meaningful relationships and remember...it's not what you know, it's who you know.

Pharmacy is a small world and you'll be calling your classmates 30 years into the future. Cherish the bonds you're making.

