BUILDING CONNECTIONS: THE POWER OF NETWORKING

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About Emmeline Paintsil

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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

<table>
<thead>
<tr>
<th>SUIT</th>
<th>SHIRT</th>
<th>SHOES</th>
<th>ACCESSORIES</th>
</tr>
</thead>
</table>
| • Conservative: solid or subtle pinstripes  
• Neutral colors: blue, black, grey  
• Buttoned when standing, unbuttoned when sitting. | • White or neutral color button up dress shirt or blouse  
• Be mindful of necklines for tops | • 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 | • 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

<table>
<thead>
<tr>
<th><strong>JACKET</strong></th>
<th><strong>SHIRT &amp; DRESSES</strong></th>
<th><strong>PANTS</strong></th>
<th><strong>SHOES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sports coat or blazer without a tie</td>
<td>• Shirt with collar or nice blouse</td>
<td>• Slacks, khakis, skirts</td>
<td>• Oxfords or loafers</td>
</tr>
<tr>
<td>• Trendier or casual jackets may be appropriate</td>
<td>• Polo shirt in some situations</td>
<td>• Best to avoid capris/short pants</td>
<td>• Avoid open-toed shoes or sandals</td>
</tr>
<tr>
<td>• Sweaters/cardigans</td>
<td>• Be mindful of necklines and sleeves for dresses</td>
<td>• Ties are usually optional</td>
<td>• Heels or flats are usually acceptable</td>
</tr>
<tr>
<td></td>
<td>• Ties are usually optional</td>
<td></td>
<td>• Solid color tennis shoes may be appropriate</td>
</tr>
</tbody>
</table>
ATTIRE FOR BUSINESS PROFESSIONAL EVENTS AND INTERVIEWS

WHAT TO WEAR

- Well-groomed, neat hairstyle
- Dark-colored, conservative suit
- Light-colored dress shirt or blouse with unembellished
- Matching dress shoes with matching dress shoes
- Slip on or dress shoes with matching dress shoes
- Comfortable, low-heeled shoes
- Light-colored dress or pants
- Necktie or no tie
- No jewelry
- No pockets

WHAT NOT TO WEAR

- Shrunken, neat collar
- Slacks or jeans
- Over-sized or patterned shirt
- Dark colors
- No tie
- Too short or too long

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 lighter-colored fabrics or simple patterns.
5. Accessories should be kept simple: basic pumps, modest jewelry, light makeup, and a light perfume.
6. Wear a belt and a watch.
7. Be sure your hair is neatly trimmed or groomed. Avoid the “messy” look.
8. Skirts with lettering or graphics should not be worn.
9. Check your outfit for missing buttons, lost, or a creased line.
10. A skirt should be no shorter than the tips of your middle fingers (or just above the knee for good measure).

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

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
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
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.