

# Career Launch and Acceleration



**COACH**  
<http://coach.uoregon.edu>

# It's never too early to start

Explore your interests

Know your strengths

Prepare your documents

Develop your networks



The presentation today is comprised of two parts:

Enhancing your communication skills

Job search tips and tactics

Scientific presentations



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# Take a few minutes and reflect on your strengths

1. Creativity
2. Curiosity
3. Open mindedness
4. Love of learning
5. Perspective
6. Bravery
7. Persistence
8. Integrity
9. Vitality
10. Analytical
11. Kind
12. Social intelligence
13. Problem solver
14. Fair
15. Leadership
16. Self Control
17. Gratitude
18. Optimistic
19. Entrepreneurial
20. Humorous
- 21.
- 22.
- 23.

To get us started:

Introduce yourself and describe one of your best attributes.

# If you want to be heard, you must:

Project your voice



Use good breathing techniques

View your whole body as an instrument of sound:

- the larynx and pharynx, the mouth, and the nose

# Effective communication includes body language

Up to 93 % of communication is  
non-verbal.

The eyes communicate more than any  
other part of the human anatomy.



# An effective speaker looks like this:

Tall, open posture and gestures

Head up

Eye contact with the room





# An ineffective speaker looks like this:

Gestures small, close to body, or hands in pockets or on face

Eyes avoiding the audience

Standing small with stooped posture



Communicating with confidence  
requires thinking of yourself as a  
professional.



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**Develop a resume that can be easily adapted for different job applications**



# There is no set form for the perfect CV but there are different types

## Chronological

- Most common
- Listing of your jobs and experience with most recent first
- Resume type most preferred by employers



## Targeted

- Focuses on a specific position or job target
- Presents your capabilities supporting this position
- Allows you to project your abilities if you don't have direct experience
- It is easy to prepare a different version for each different position
- Helps you look like you are a natural for the position

Or a combination of these



# The academic and industrial CVs are often quite different



## Academic

- 2-4 pages
- Very detailed description of education and work experience
- May begin with an objective or summary statement

## Industrial

- 1-2 pages
- Presents your capabilities supporting the position, eliminating unrelated data
- Must follow the 10 second rule
- Begins with an objective or summary statement

# There are key elements of an industrial CV

- Convince employer that you are worth an interview
- Target your qualifications for a specific job
- Keep as brief as possible without sacrificing qualifications
- Use an easy-to-read format
- Do not lie, exaggerate or use words that require a dictionary
- Focus on strengths and accomplishments
- Keep it to two pages or less and label your second page

# The first few lines of your resume are particularly important for an industrial CV

## Objective statement: “This is what I want”

- Brief clear statement that outlines the type of employment you seek
- Must be quite specific

OR

## Profile or summary statement: “This is what I have to offer”

- Details 3-5 key strengths, experiences and interests that one has to offer
- Can be called Profile, Summary, Strengths, Skills or Highlights

**Jane Pearlman**  
163 Appleton Terrace  
Oklahoma City, OK 73102  
617-555-5183  
jpearl@juno.com

#### **OBJECTIVE**

Seeking a position in a university or firm specializing in advanced biochemistry for the development of human immune system vaccines

#### **SUMMARY**

- Nearly ten years of experience in biochemistry.
- Served as a guest lecturer in biochemistry at the University of Oklahoma.
- 12 published articles in respected biochemistry and medical journals, including the Journal of the American Chemical Society and the American Scientific Review

#### **EMPLOYMENT**

##### *Jensen Labs, Oklahoma City, OK*

Biochemist, January 1997 to Present

Concentrated largely on membrane based lateral flow immunochemistry. Worked with product development from concept through product transfer and full scale manufacturing. Prepared documentation packages. Gained valuable experience with project management, product launch, and gained familiarity with FDA requirements and procedures.

##### *InTex Pharmaceuticals, San Diego, CA*

Research Associate, 1996 - 1998

Served as a research associate in the Enzymology group of the InTex Biochemistry Department. Held responsibility for enzyme characterization, including catalytic and physical properties, inhibitor characterization, compound potency and mechanism, data reduction, and protein purification and characterization for enzyme and inhibitor characterization.

##### *Biomedical Laboratory Research, San Diego, CA*

Lab Technician Intern, 1991 - 1996

Responsible for documentation of new lab research. Served as an assistant for 10 biochemists, performing various research functions.

#### **Education**

##### **University of California, San Diego, CA**

Ph.D., Biochemistry, 1996

M.A., Chemistry, 1993

##### **Reed College, Portland, OR**

B.A., Biology, 1990

<http://www.resumetemplates.org/templates/biochemist.asp>



# An academic CV follows a standard format

- Name at the top with contact information
- Summary or objective statement (optional)
- Education (including thesis)
- Professional Appointments
- Awards and Honors
- Publications
- Patents and other accomplishments

Use reverse chronological order



# You should avoid doing the following:

- Avoid abbreviations and acronyms
- Never use pronouns such as: “I”, “me”, “my”, “our”
- Don’t use fancy fonts, binders, layouts
- Avoid lists of boring sentences
- Don’t add photographs
- Don’t add personal, family or health information

## For both the CV and cover letter, pay attention to details



- Proof, proof and proof again
- Have others proof-read and provide suggestions
- Convert final versions to a pdf format
- Make certain that it can be scanned legibly

# Write a compelling cover letter

- Needs to be clear and concise (1-2 pages)
- Gives a personal touch to your application
- Don't repeat what is already in your resume
- Sheds a new perspective or emphasizes what is in your resume instead
- Draws attention to your strengths
- Sparks interest in the reader



# Help your references with their letters

- Give them an updated resume or CV
- Provide a set of bullet points of your strengths
- Offer to give them a summary of your accomplishments
- Provide them with a description of the job, why you want it and what makes you qualified for the job

# Networking is as important as the CV

“A mediocre CV (stylistically, not with respect to your actual expertise and accomplishments) and a lot of networking is guaranteed to get you a job.

A stunning CV and no networking is equivalent to playing lotto.”

Kevin Foley, Ph.D



# Create a positive internet presence for yourself and career advancement

- Your online presence will eventually replace a resume.
- Use your website presence to communicate your competence and aspirations.
- Use your website for networking with others.
- Use LinkedIn.

## Additional reasons for a website

- Having a website makes you “findable”.
- Helps you to establish your “personal brand”
- It shows that you have skills to develop the website and confidence to show it publically.



# It can be a very simple form:



## Allison Engstrom

Graduate Student Researcher  
Department of Materials Science & Engineering  
210 Hearst Memorial Mining Building  
University of California Berkeley, CA, 94720

[allison.engstrom@berkeley.edu](mailto:allison.engstrom@berkeley.edu)

### Educational Background

B.S. in Materials Science and Engineering at Arizona State University (2008)  
M.S. in Materials Science and Engineering at the University of California, Berkeley (2010)

### Research Interest

Alli's research involves the electrochemical synthesis and characterization of electrodeposited vanadium oxide electrochemical capacitor electrodes. Among the research objectives are the degradation mechanisms in aqueous environments, the optimization of aqueous and nonaqueous electrolytes as well as the cycle behavior of whole-cell systems.

### Publications, Patents and Conference Talks

A. M. Engstrom, F. M. Doyle, Exploring the Cycle Behavior of Electrodeposited Vanadium Oxide Supercapacitor Electrodes in Various Aqueous Environments, ECS PRIME Meeting, Honolulu, HI (2012) poster.

F. M. Doyle, A. M. Engstrom, Electrochemical Synthesis of Nanostructured Vanadium Oxides for Use as Supercapacitor Electrodes, TMS Meeting, Orlando, FL (2012) presentation.

A. M. Engstrom, E. Lim, J. A. Reimer, E. J. Cairns, Kinetics of COads Oxidation on Pt Black, ECS Fall Meeting, Boston, MA (2011) presentation.

E. L. Engstrom, A. M. Engstrom, C. Friesen, Tri-Continuous Manganese Oxide Electrodes Demonstrating Ultra-High Capacity, ECS Spring Meeting, Montreal, Canada (2011) presentation.

Friesen, C. A., Engstrom, A. M., Engstrom, E. L., Hayes, J. R., Electrode For a Charge Storage Device and Method of Manufacture. Arizona Board of Regents for and on behalf of Arizona State University, assignee. U.S. Patent Application 20100243459. 29 March 2010.

J. R. Hayes, A. M. Engstrom and C. Friesen, "Orthogonal flow membraneless fuel cell" J. Power Sources 182 (2008) 257-259.

### Highlighted Awards and Activities

ECS San Francisco Section Daniel Cubicciotti Award (2012)  
NSF Graduate Research Fellow (2008 - Present)  
Chancellor's Fellow, UC Berkeley (2008 - 2010)  
Outstanding Graduate, Ira A. Fulton School of Engineering (2008)  
Goldwater Scholar (2007 - 2008)  
Presidential Scholar, ASU (2004 - 2008)

## Doyle, Fiona



Donald H. McLaughlin Professor of Mineral Engineering  
Executive Associate Dean, College of Engineering

325 Hearst Memorial Mining Building, Mailcode 1760

320 McLaughlin Hall, Mailcode 1700  
UC Berkeley  
Berkeley, CA 94720

[fmdoyle@berkeley.edu](mailto:fmdoyle@berkeley.edu)

Phone: 510-642-5771

Fax: 510-643-5792

### Website:

<http://www.mse.berkeley.edu/faculty/Doyle/fionadoyle.html>

### Research Areas:

Chemical and Electrochemical Materials; Electrical, Magnetic and Optical Materials, Structural Materials

### Education:

1978 B.A. Metallurgy and Materials Science, University of Cambridge

1979 M.Sc. (Eng) Extractive Metallurgy, Imperial College of Science and Technology, London

1982 M.A. Natural Sciences, University of Cambridge

1983 Ph.D. Hydrometallurgy, Imperial College of Science and Technology, London

### Professional Experience:

1983-present Assistant Professor, Associate Professor and Professor, UC Berkeley

2002-2005 Chair, Department of Materials Science and Engineering

2005-2009 Executive Associate Dean, College of Engineering

2009-2011 Vice Chair and Chair, Berkeley Division of the Academic Senate

2011-present Executive Associate Dean, College of Engineering

### Major Awards:

2008-present Donald H. McLaughlin Professor of Mineral Engineering

# The Interview



# There are many interview options



In person



By phone



On-line

# Make the most of your interview



- Develop strong, clear and concise answers to the most common questions
- Do your homework about your potential employer and be ready to ask questions
- Learn to speak in a strong and authoritative tone
- Practice eye contact, a firm hand shake, positive body language and careful listening



# Practice common interview questions

1. So, tell me a little about yourself.
2. What type of a job are you looking for?
3. Tell me of a challenge you have overcome that demonstrates your creativity?
4. What do you consider your strengths? Weaknesses?
5. Why do you want to work for this company?



# Practice common interview questions

6. What motivates you to do a good job?

7. How do you work under pressure?

8. How would previous co-workers describe you?

9. Where else have you applied?

10. Do you have any questions you want to ask me?



# Practice interview session

Find two people to practice your interview with

Designate an job seeker, an interviewer and an observer (to video record the interview)

Using the job scenario, conduct a practice interview

Watch yourself and critique the interview



## Preparing for a phone interview

- Keep your resume in clear view
- Have a short list of your accomplishments
- Be ready to jot down any notes, names
- Practice by recording yourself speaking
- Ensure that you have a strong and reliable cell phone signal





## During the phone interview

- Speak slowly and enunciate clearly
- Use the person's title
- Give short and concise answers
- Avoid simple yes and no
- Avoid silence - if you need to think, say so

Smile



## Preparing for the on-line interview

- Use a hard-wired internet connection, if possible
- Arrange the camera for your eye level
- Prepare as for an in-person interview
- Dress professionally
- Choose a professional environment
- IT troubleshoot and practice



## During the on-line interview

- Sign on 15 minutes early
- Display confidence as much as possible
- Speak directly into the webcam
- Relax and show your personality



# Follow up after the interview

- Thank the interviewer for giving you the opportunity to interview
- Provide any additional comments about what you learned from the interview
- Add a sentence or two stating why you are well-suited for the position





## Sealing the deal

- Know your “BATNA”
- Understand the importance of DATA
- Learn to LISTEN
- Know the benefits of collaborative negotiations
- Recognize positive and negative tactics
- Understand that negotiation is not a “One Act Play”
- Be relentlessly pleasant - its good for everyone



## Advancing in your career

- Make the most out of feedback and criticism
- Get out and make contacts
- Its not all in the paycheck
- The way you look and talk matters
- Avoid meltdowns
- Don't assume the workplace is fair
- Don't assume that your good work will be noticed
- Don't ask, don't get

# Launching your Career:

## Tips and Tactics for Success

- Preparing for the job search
- Creating a strong resume or CV and website presence
- Helping your references write a compelling letter
- Network, network, network
- Practice interview questions
- Follow-up after the interview
- Develop strong negotiation skills
- Understand the dynamics of the workplace