CAREERS vs SELF-BRANDING on SOCIAL MEDIA

HANDOUT

Dr. Barbara Janssens

Berlin, April 2015

dkfz.
GERMAN
CANCER RESEARCH CENTER
IN THE HELMHOLTZ ASSOCIATION

My career path

- 1992 European Baccalaureate (Luxemburg)
  Erasmus (Uppsala, Sweden, 1996)
- 1997 **Masters** biotechnology (VIB Ghent, Belgium)
- 2002 **PhD** in molecular cell biology (VIB Ghent, Belgium)
  FEBS Summer school (Salzburg, July 1998)
  EMBL (Heidelberg, July 2000)
  NKI (Amsterdam, Feb 2001)
- 2005 **Postdoc** cancer & cell migration (Institut Curie, Paris)
- 2010 **Publishing** at Wiley-VCH (Weinheim, Germany)
  Trainee *Biotechnol. J.* (2006)
  Managing Editor (2007)
  co-Editor-in-Chief (2009)
  Scientific Writing teaching (2008-now)
- Now **PhD Career Manager** at DKFZ (Heidelberg)
  Graduate School (2011-2012)
  Human Resources (2013-2015)

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VIB

institutCurie

WILEY-VCH

dkfz.
DEUTSCHES KREBSFORSCHUNGSZENTRUM IN DER HELMHOLTZ-GEMEINSCHAFT

50 Jahre – Forschen für ein Leben ohne Krebs

What does CAREER mean to you?

- Etymology
  - French word carriere (16 c.) "road" from the Latin word "(via) cararia" (track for vehicles)

- Oxford English Dictionary:
  1. person's "course or progress through life"
  2. work aspects of an individuals life e.g. as in career woman
  3. occupation or profession that usually involves special training or formal education, and is considered to be a person's lifework
  4. sequence of related jobs usually pursued within a single industry or sector e.g. "a career in law" or "a career in the building trade"

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- German Karriere -> career ladder

Images news.everest.edu

Career = past, today or future?

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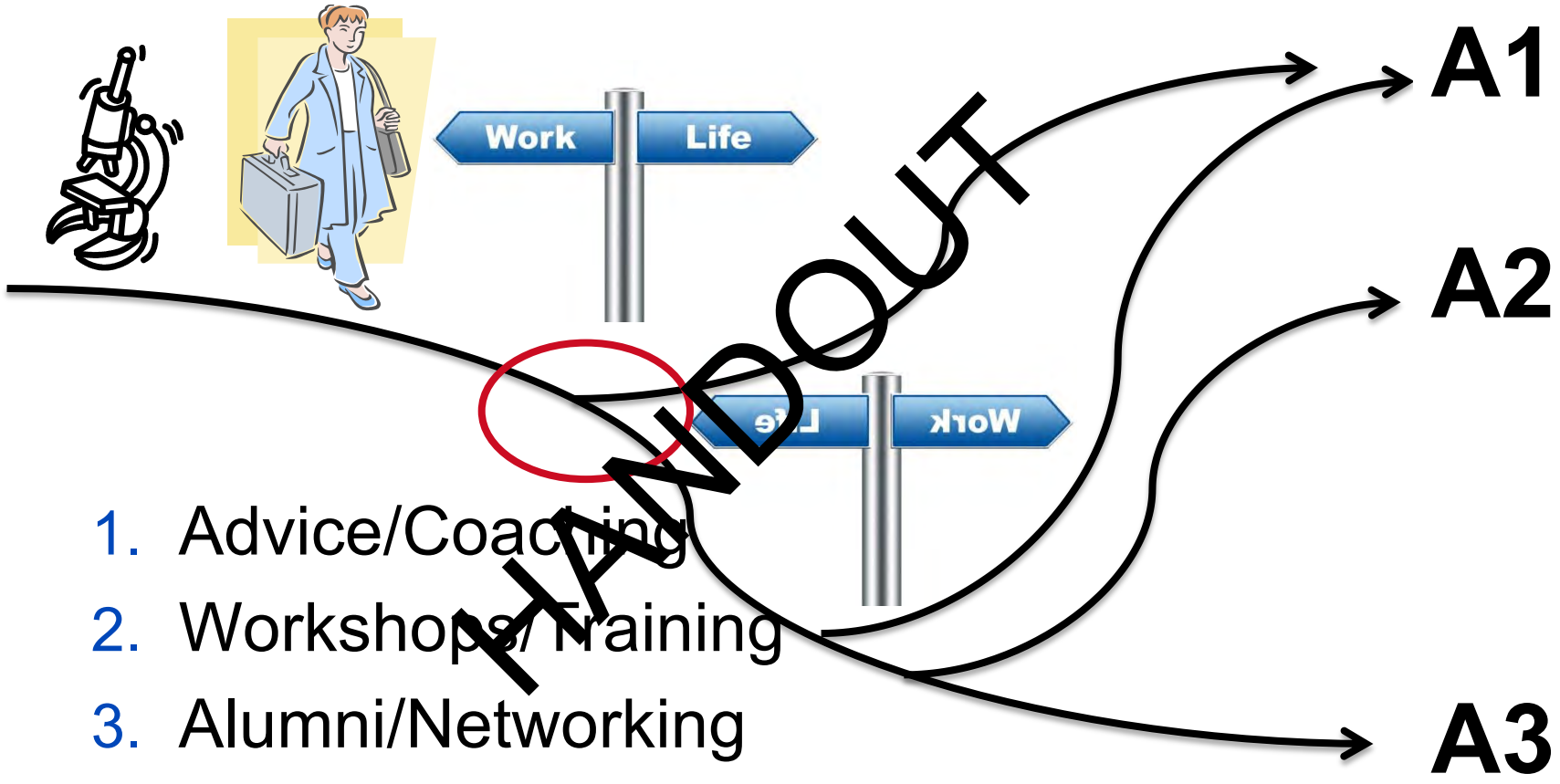
Career Planning and Management



1. Advice/Coaching
2. Workshops/ Training
3. Alumni/Networking

www.dkfz.de/careers

Career Planning

"Auch Forscherkarrieren müssen individuell geplant werden." [not only cancer therapy] but also research careers need to be planned individually.

(Angela Merkel, April 23, 2014 at dkfz Heidelberg)

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http://www.rnz.de/heidelberg

My career path

Dr. Barbara Janssens

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- Erasmus (Uppsala, Sweden)
- PhD in molecular cell biology (Ghent, Belgium) in 2002
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  - Publishing (ms central, peer review, editing, writing, typesetting, proof corrections)
  - Corporate (finance, controlling, customer service, marketing, promotion,...)
- *Biotechnology Journal*: Managing Editor and co-Editor-in-Chief
- Management and strategic journal development biotechnology
- Teaching Scientific Writing at HBIGS, DKFZ, Berlin, EMBO

- 2011 PhD Career Manager for Helmholtz International Graduate School for Cancer Research at DKFZ Heidelberg, Germany

My career path

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B

C

- 2011 PhD Career Manager for Helmholtz International Graduate School for Cancer Research at DKFZ Heidelberg, Germany

My career path

Work Life

Postdoc

PhD/
Grad school

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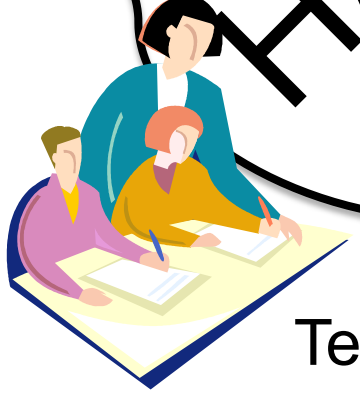
Network



Teaching

Editor

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Self-Branding

…is the practice of people marketing themselves and their careers as brands

Lair, Daniel J.; Sullivan, Katie; Cheney, George; 2005, Mann Comm Quart

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http://altaeeblog.com/brandingpowerblog

Personal brand is what people say about you when you leave the room.

- Jeff Bezos, Founder, Amazon.com

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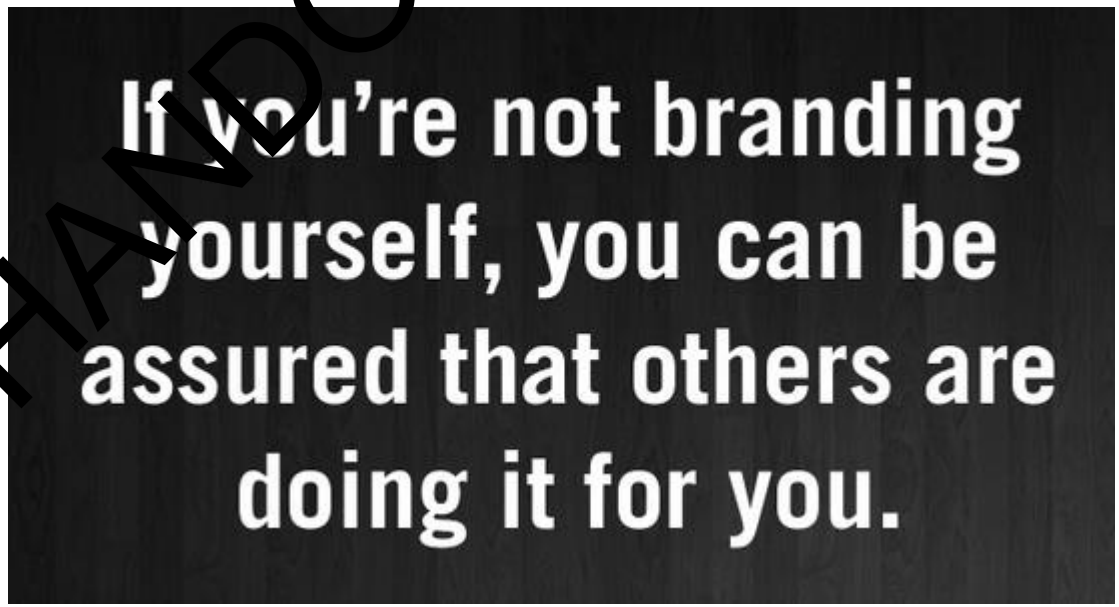

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http://de.slideshare.net/kristianandersen/brand-you-personal-branding

5 Questions

Question #1 : What are your goals?

Question #2 : What do you value?

Question #3 : What are you passionate about?

Question #4 : What motivates you?

Question #5 : What makes you remarkable?

5 Rules

Rule #1 : Be Diligent

Rule #2 : Be Consistent

Rule #3 : Be Relevant

Rule #4 : Be Interesting

Rule #5 : Be Yourself

5 Steps

Building lasting, effective personal brands takes time and there is no one-size-fits-all process.

Step #1 : Take Inventory

Step #2 : Develop a (Brand) Plan

Step #3 : Craft Your Identity

Step #4 : Choose the Right Tools & Channels

Step #5 : Measure & Repeat

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http://de.slideshare.net/kristianandersen/brand-you-personal-branding

Step#1 What are your goals? Inventory

- What do you like? Competence Profile?
- What you CAN do <-> what you WANT to do
- What do others do?

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Find out what you can do?

MBTI	Myers Briggs Types Indicator
CTDN	Career Test Dot Net
CA	Career Anchors
MyIDP	My Individual Development Plan
RDF	Vitae Researcher Development Framework Planner
TOP	Trainingsbegleitende Osnabrücker Persönlichkeitsdiagnostik
GPOP	Golden Profile of Personality
SI	SUCCESS INSIGHTS TM
BIP	Bochumer Inventar

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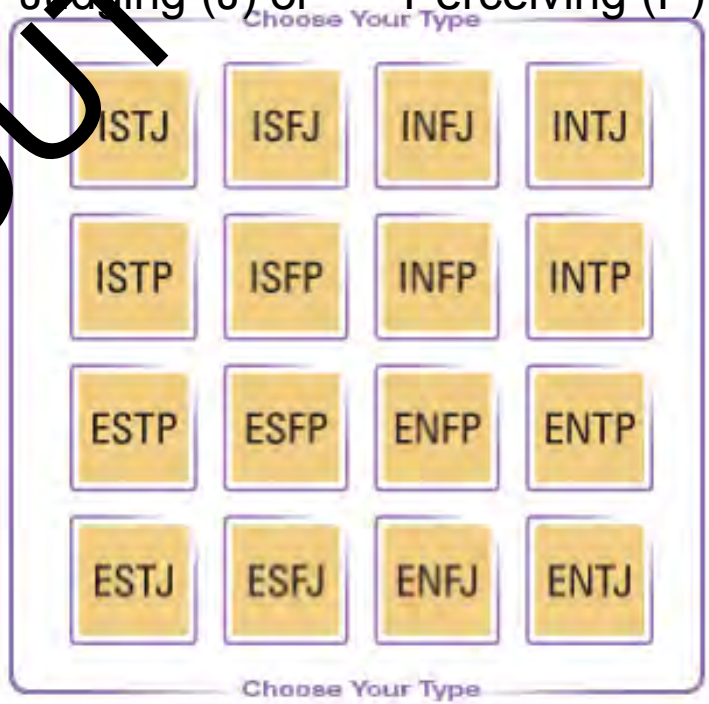
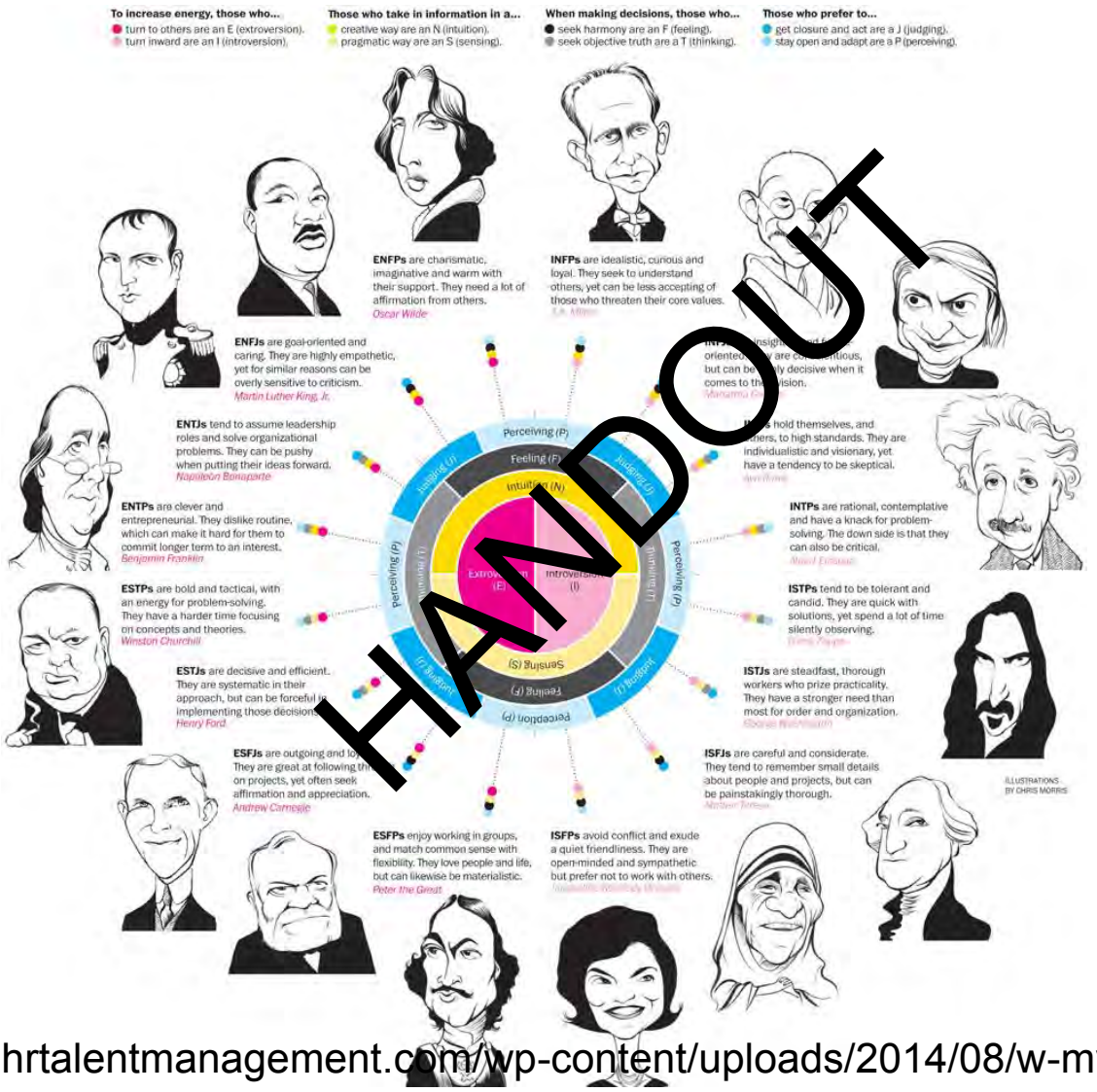
Introversion (I) or Extraversion (E)
Sensing (S) or Intuition (N)
Thinking (T) or Feeling (F)
Judging (J) or Perceiving (P).



ENFP "Journalist". These people love novelty and surprises. They are big on emotions and expression. Life is an exciting drama. They are good at sales, advertising, politics, and acting. 5% of the total population (careertest.net)

www.myersbriggs.org



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http://www.hrtalentmanagement.com/wp-content/uploads/2014/08/w-myersbriggs-g.jpg

www.careeranchorsonline.com

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1. Technical/functional competence - Expert
2. Managerial competence - Manager
3. Autonomy/independence - Alone
4. Security/stability - Avoid risk
5. Entrepreneurial creativity - Invent
6. Service/dedication to a cause - Help others
7. Pure challenge - Stimulation
8. Lifestyle - Live!

www.careeranchorsonline.com

myidp.sciencecareers.org
Individual Development Plan

- Exercises on skills, interests, and values
- A list of 20 scientific career paths
- A tool for setting strategic goals for the coming year, with optional reminders to keep you on track
- Articles and resources

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http://myidp.sciencecareers.org/

20 scientific career paths

1	Teaching-intensive careers in academia	11	Business of science
2	Science education for K-12 schools	12	Intellectual property
3	Science policy	13	Research administration
4	Combined research and teaching careers	14	Support of science-related products
5	Science education for non-scientists	15	Research in industry
6	Principal investigator in a research institution	16	Research staff in a research institution
7	Public health related careers	17	Clinical research management
8	Sales and marketing of science-related products	18	Scientific/medical testing
9	Science writing	19	Clinical practice
10	Entrepreneurship	20	Drug/device approval and production

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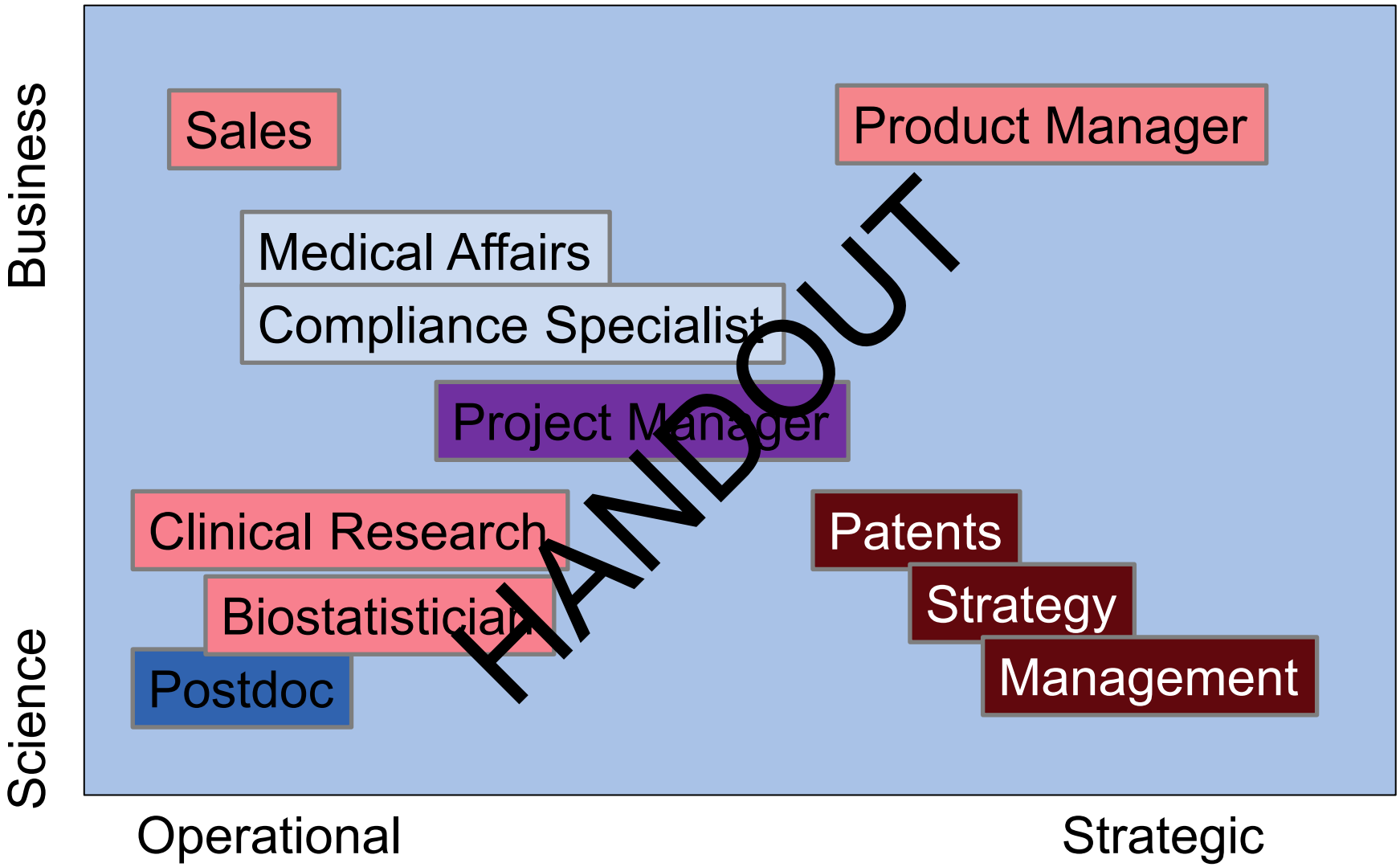
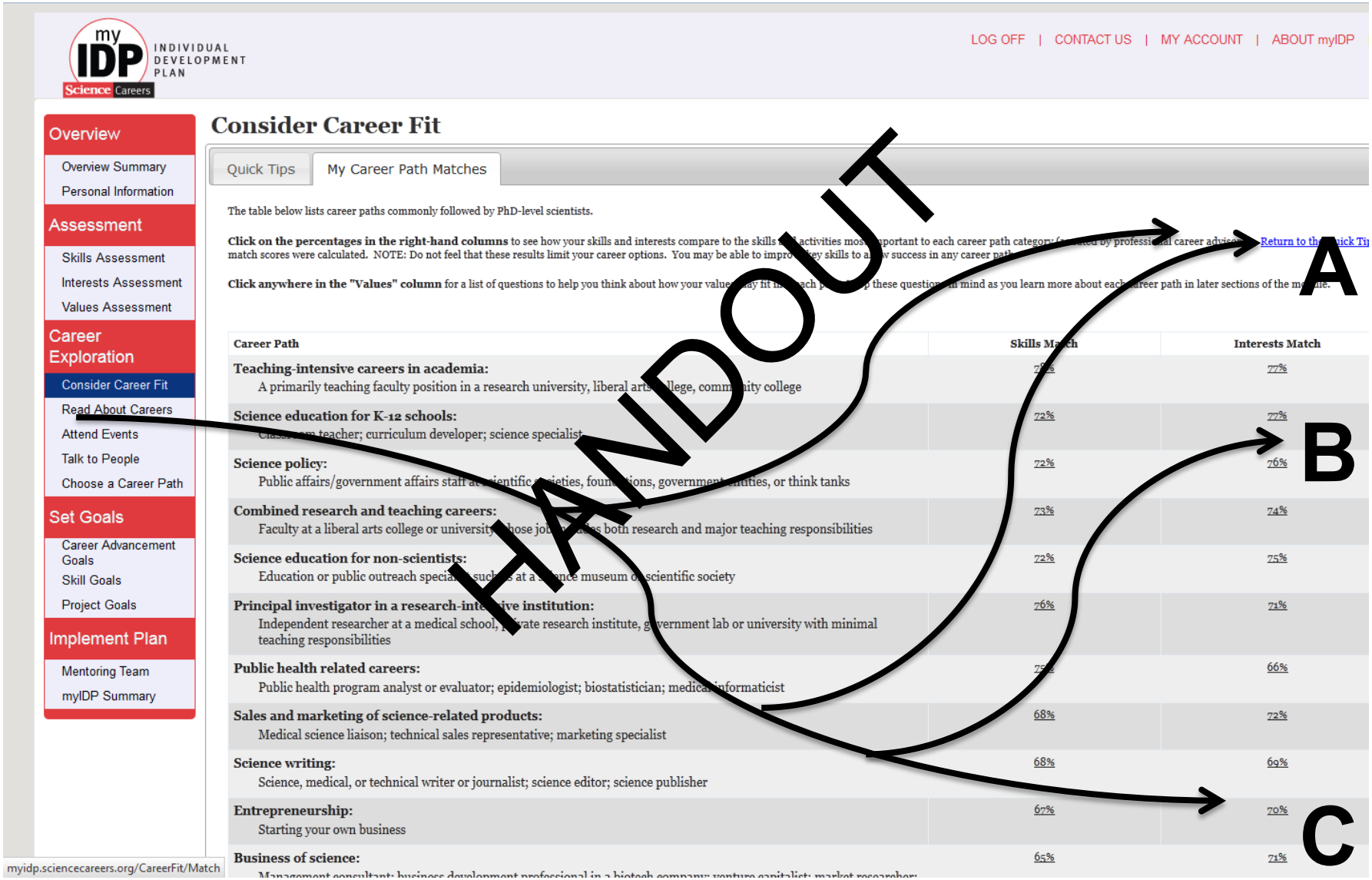
myidp.sciencecareers.org

Entry points in Pharma Industry



Adapted from Tilo Senger and Daniel Gau, Career Paths in Today's Pharma Industry, DKFZ 2012

Consider Career Fit



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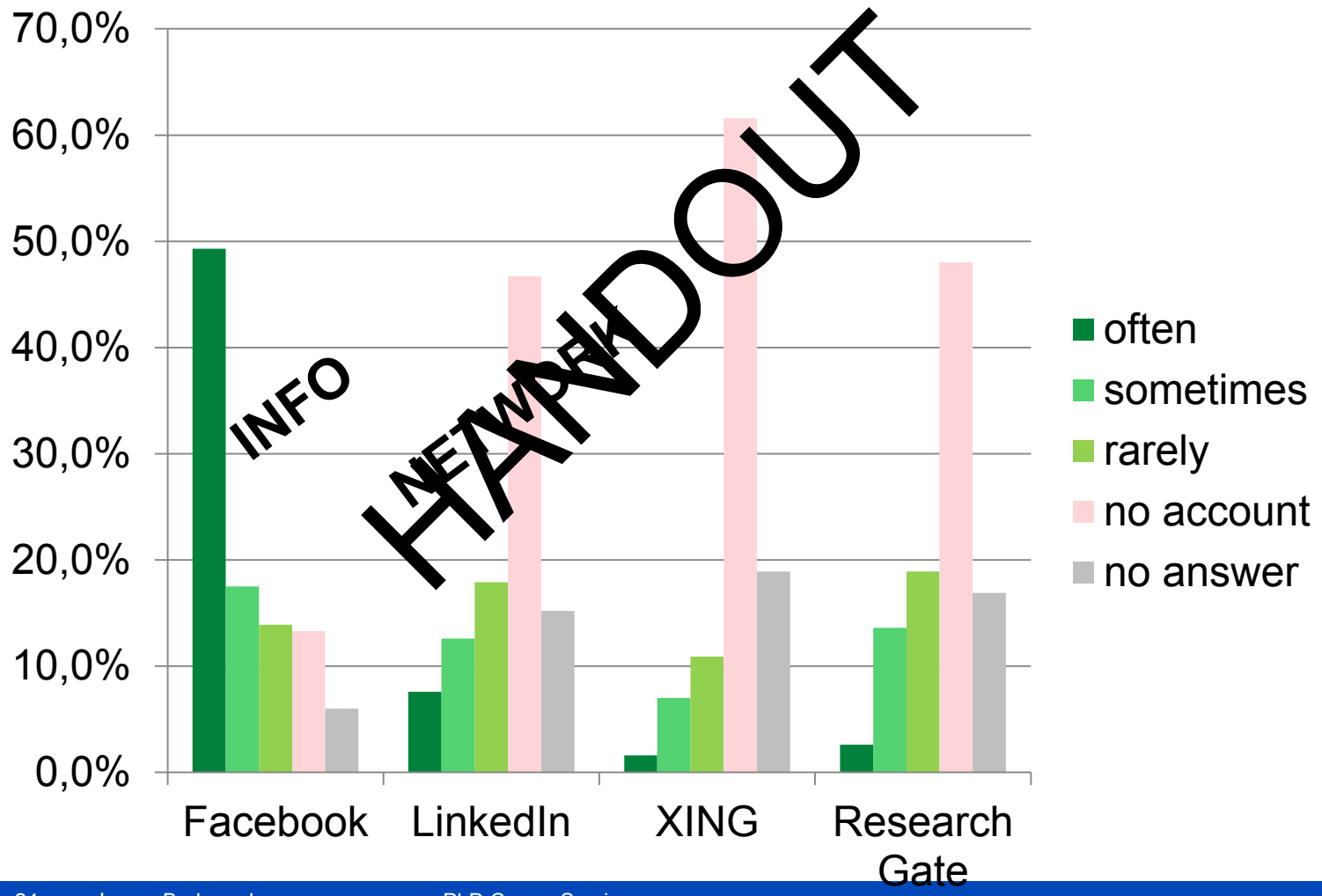
PhD students on SM

PhD Student Survey 2013 (n=371)



Do employers use social media?

- US candidates found a recent job (blog.capterra.com)
  - 10,200,000 jobs on LinkedIn
  - 94% of recruiters use LinkedIn, 65% Facebook
  - only 39% of all employers use social media for recruiting and hiring
  - only 36% of candidates are active on LinkedIn, 83% on Facebook
- UK employers (CareerBuilder.co.uk)
  - 48% use SM to glean information
  - 88% use SM for hiring, but 78% find it challenging
  - 55% decided NOT to hire someone because SM
- DE (faz.net and Kelly Services)
  - 50% of employers recruit over LinkedIn or Xing
  - only 27% of job seekers prefers SM to classical applications

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LinkedIn is the most popular professional

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Source: Social Meep

Recruiters love it more than applicants

Frankfurter Allgemeine

Recruiting über soziale Netzwerke: Xing...

Heutzutage finden Bewerber eine neue Stelle nicht mehr auf klassischem Wege, sondern in sozialen Netzwerken wi Xing, Linkedin und Co. Stimmt das? Nur bedingt, besagt eine neue Studi

26.11.2013

© DPA

Online-Netzwerk Linkedin: Hier gehen Unternehmen gern auf Kandidatensuche, bloß: Nicht alle Kandidaten lassen sich hier gerne aufspüren.

Die Chefs suchen gern Bewerber über soziale Netzwerke, die Bewerber lassen sich aber gar nicht so gern dort rekrutieren. Das ist das Ergebnis einer aktuellen Studie der Personalberatung Kelly Services.

Recruiting über soziale Netzwerke

Xing und Linkedin bei Chefs beliebter als bei Bewerbern

Heutzutage finden Bewerber eine neue Stelle nicht mehr auf klassischem Wege, sondern in sozialen Netzwerken wie Xing, Linkedin und Co. Stimmt das? Nur bedingt, besagt eine neue Studie.

26.11.2013

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http://www.faz.net

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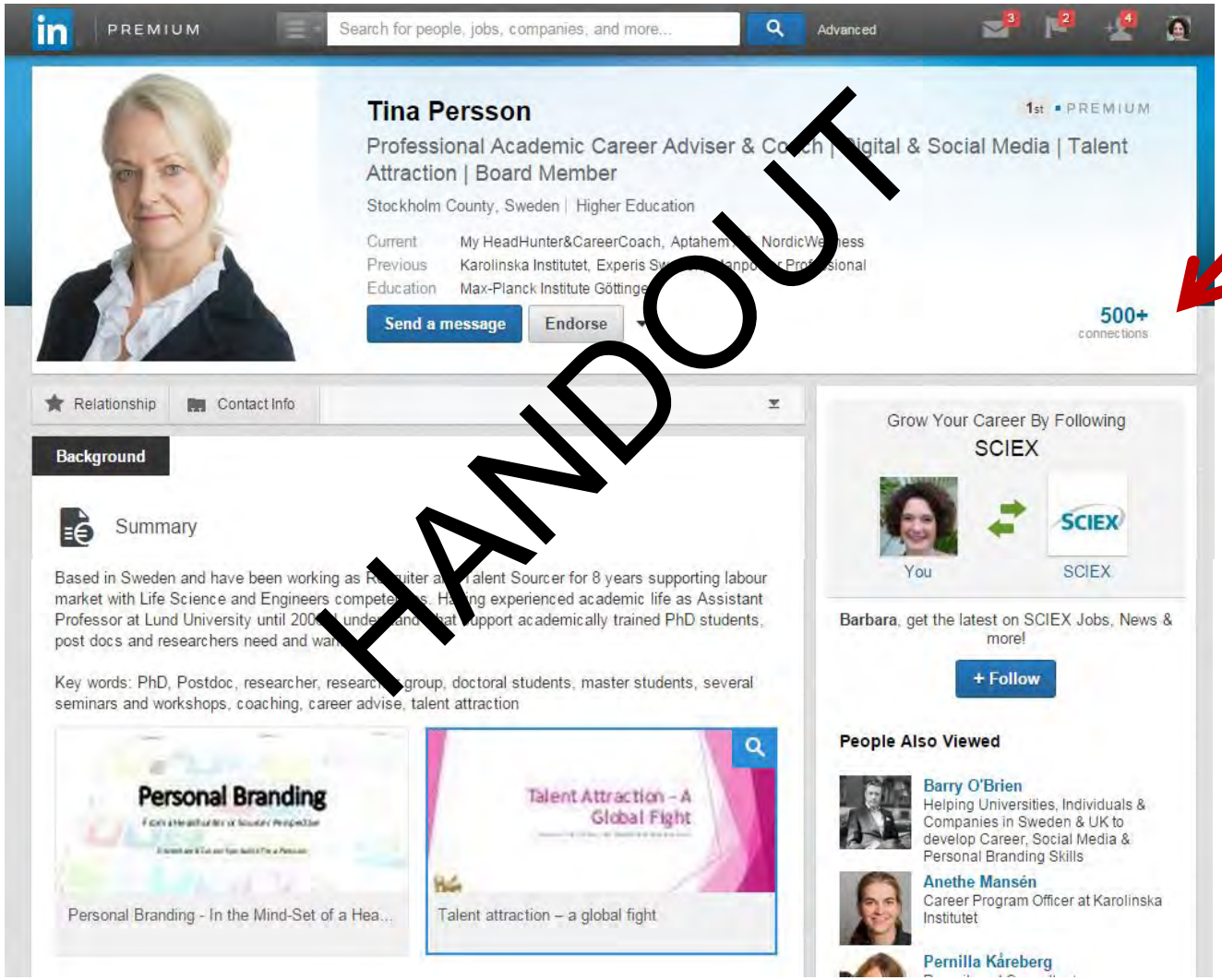
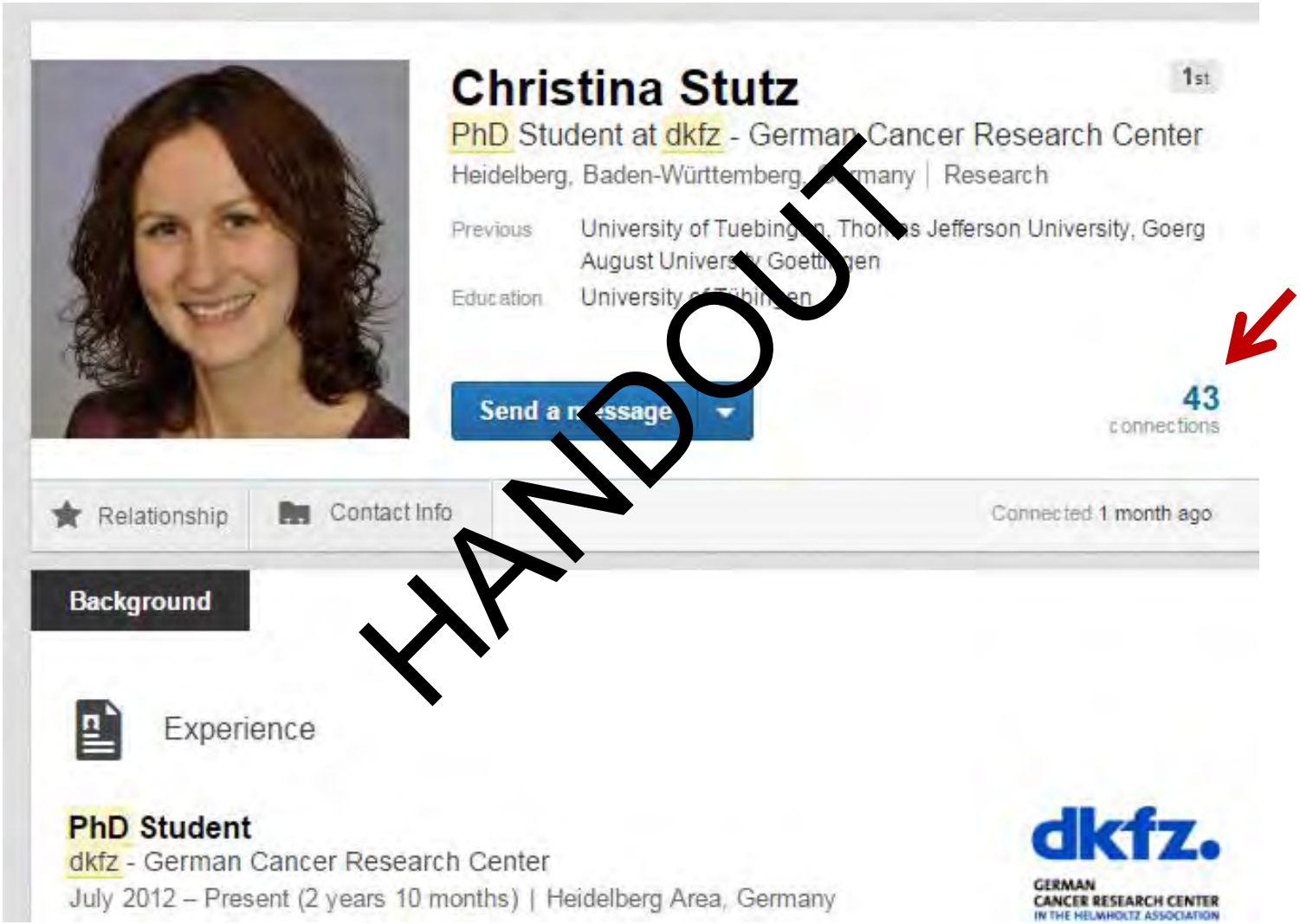
Your Brand on Social Media

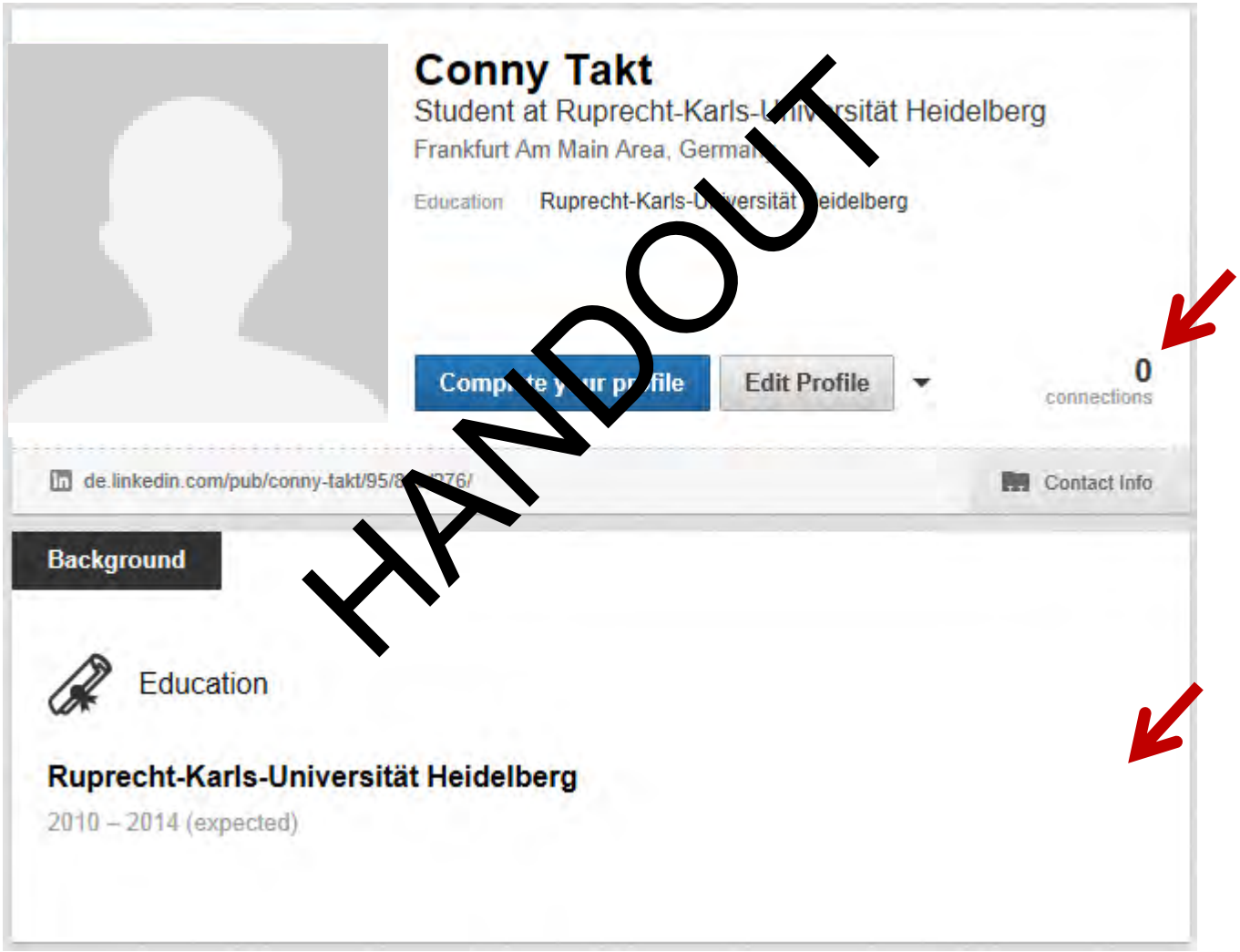
Branding with your LinkedIn profile



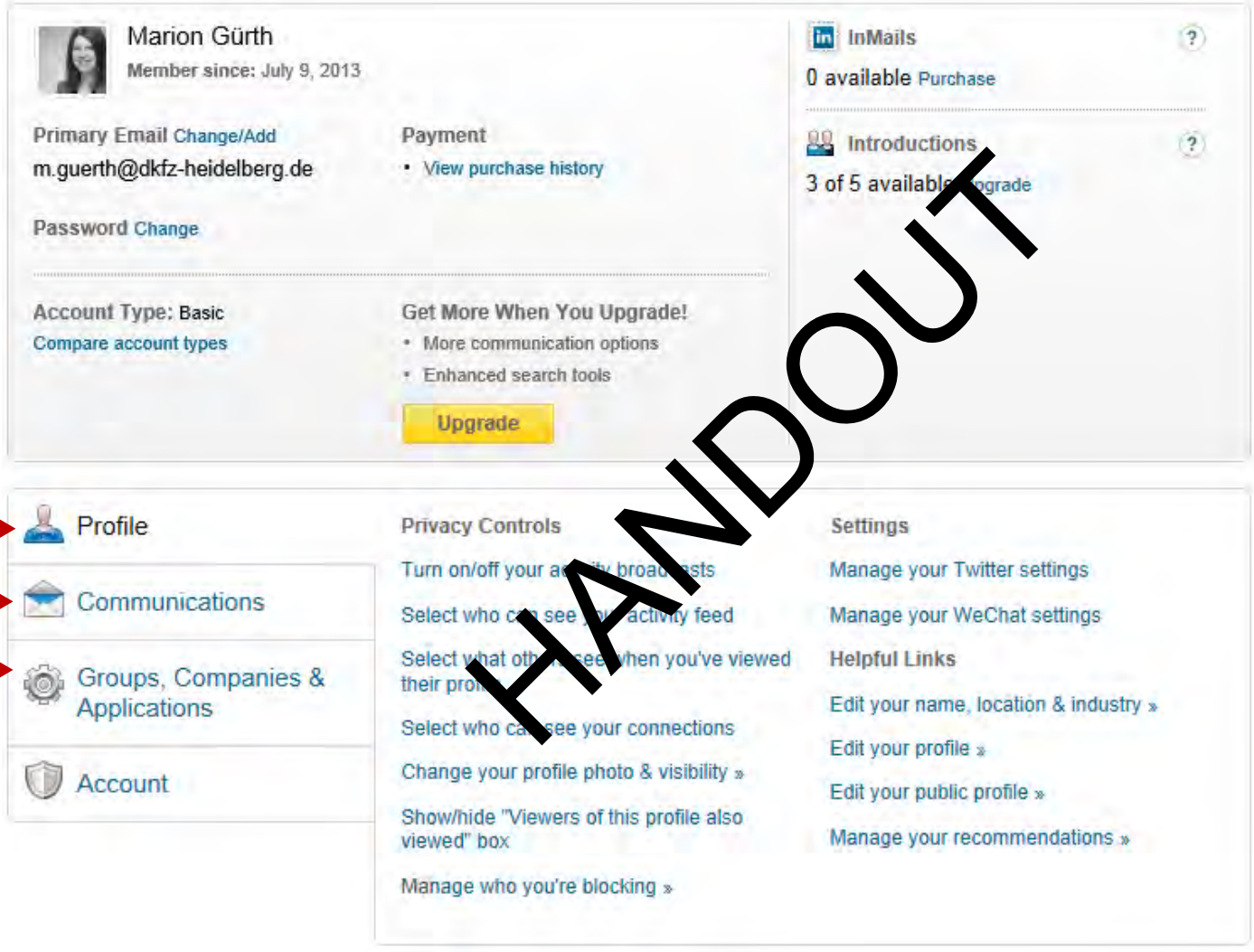
Good minimal profile



Not such a good impression…



Privacy & Settings: the hidden gold



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What you can do… look at Alumni!

www.dkfz.de/en/nanoscopy

- Head of Department
- Scientists
- PhD students and PostDocs
- Diploma, Master and Bachelor Students
- Student assistents (HiWi) and interns
- Alumnis

Our Team

HANDOUT

Fraunhofer IPA

CHARITÉ

pwc

BOSCH

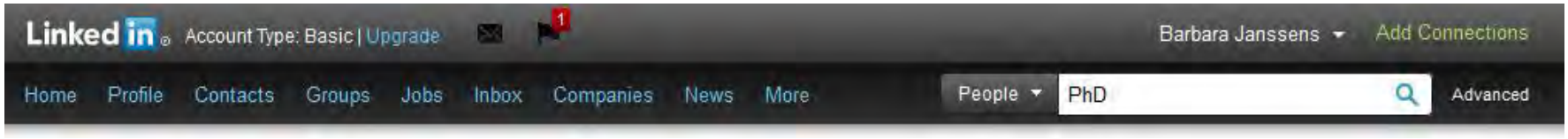
WILEY-VCH

BASF

ERGO

TOPTICA PHOTONICS

PhDs on LinkedIn



- on Linkedin 1,075,642 people have a PhD
  - 136,923 biology
  - 114,057 chemistry
  - 92,205 physics

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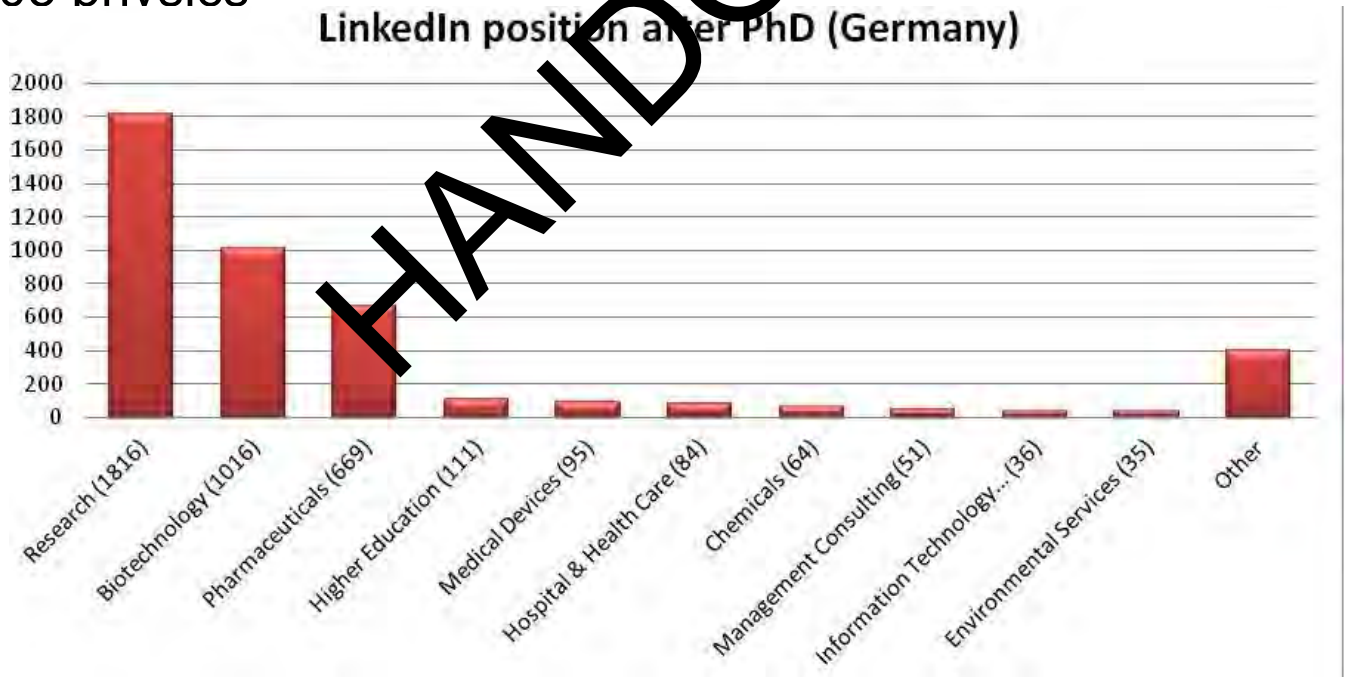
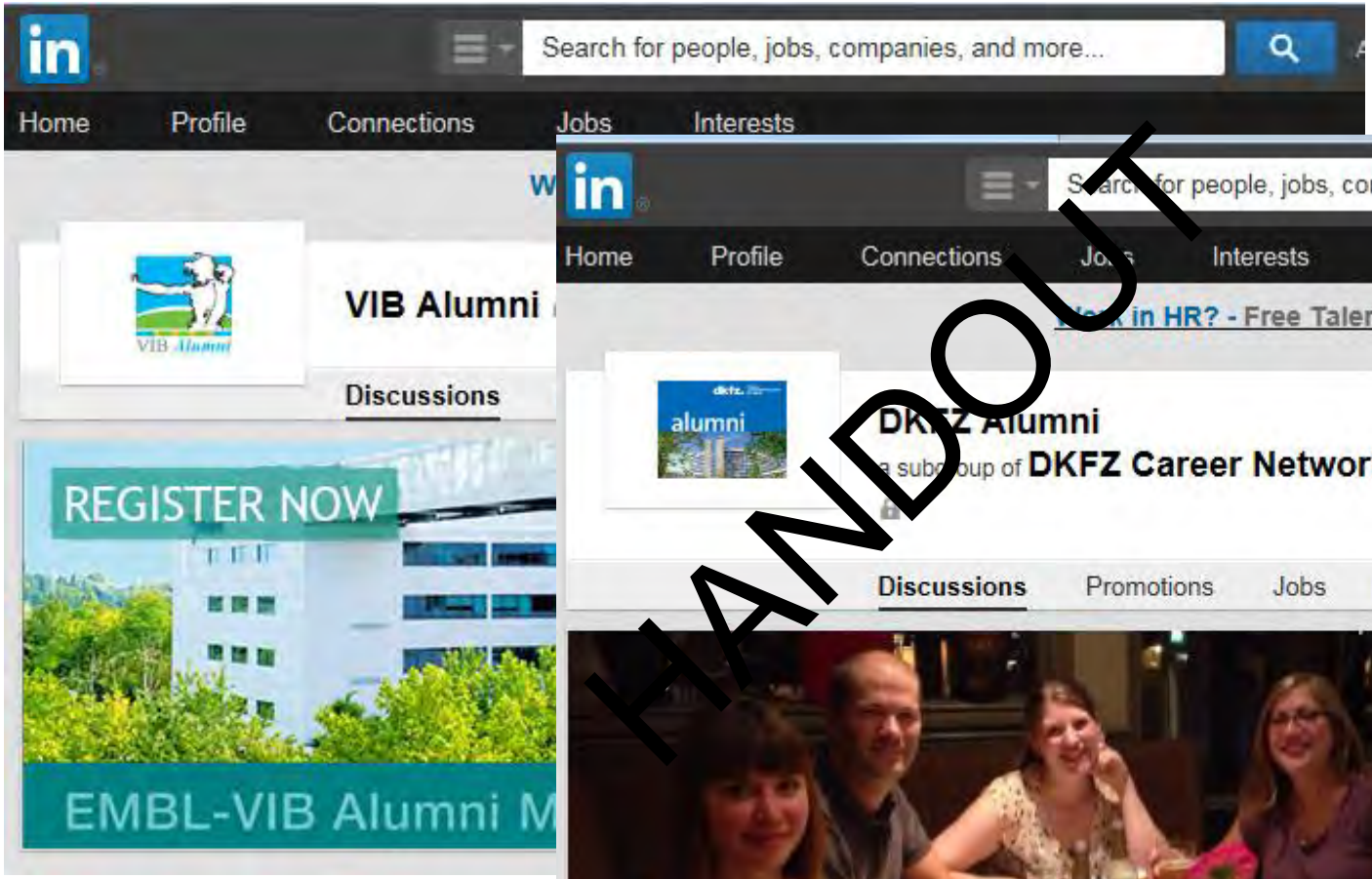


LinkedIn (Alumni) Groups



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LinkedIn Career Network Group - 1027

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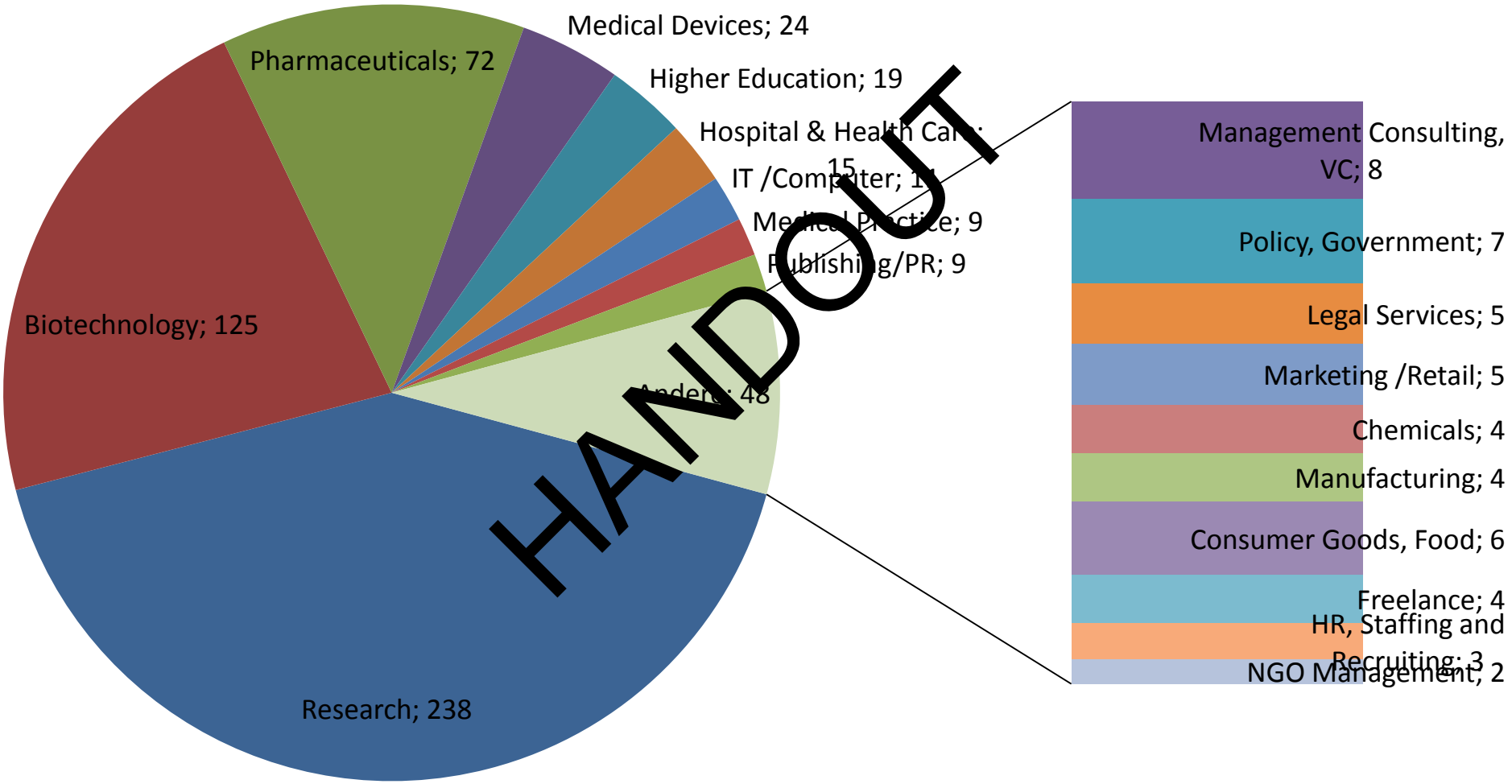
Currently @dkfz

Alumni not@dkfz

Professional fields of 570 Alumni



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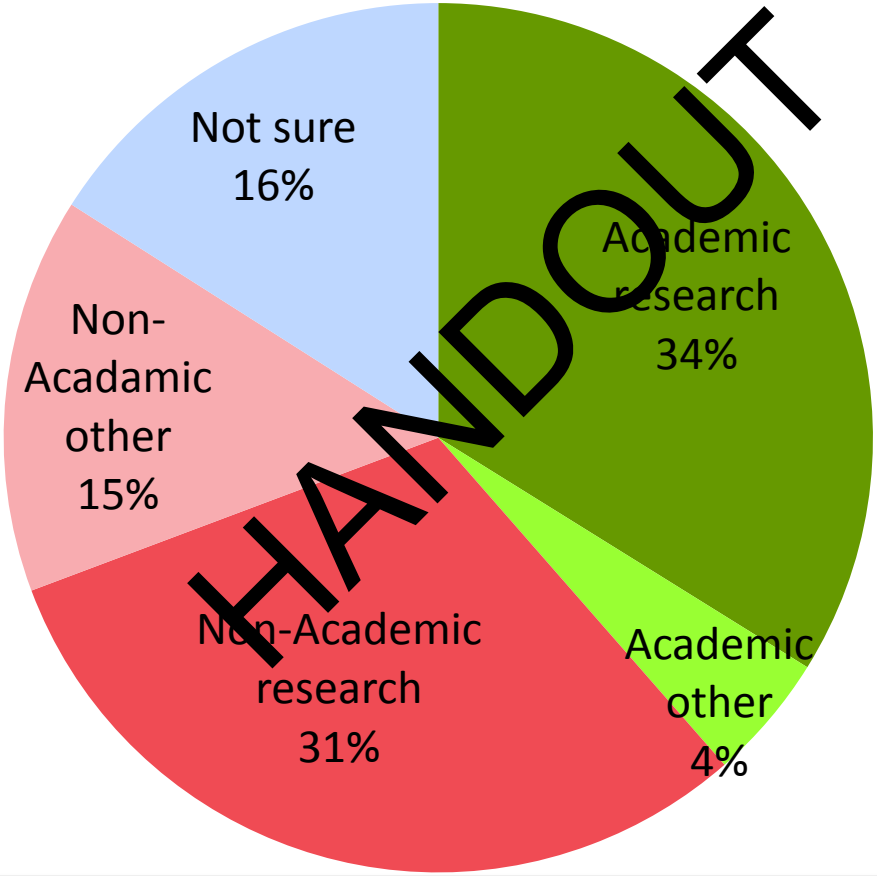
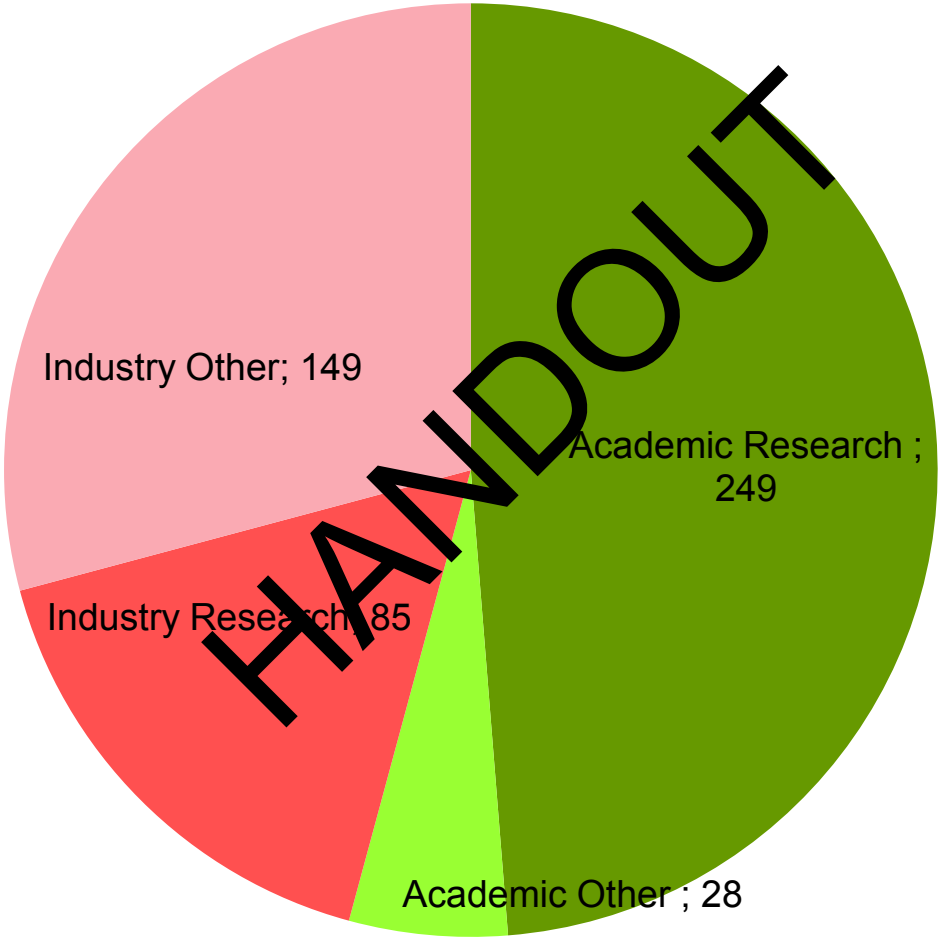
What do you want to do?

Career Aim after PhD n=319 (2013)

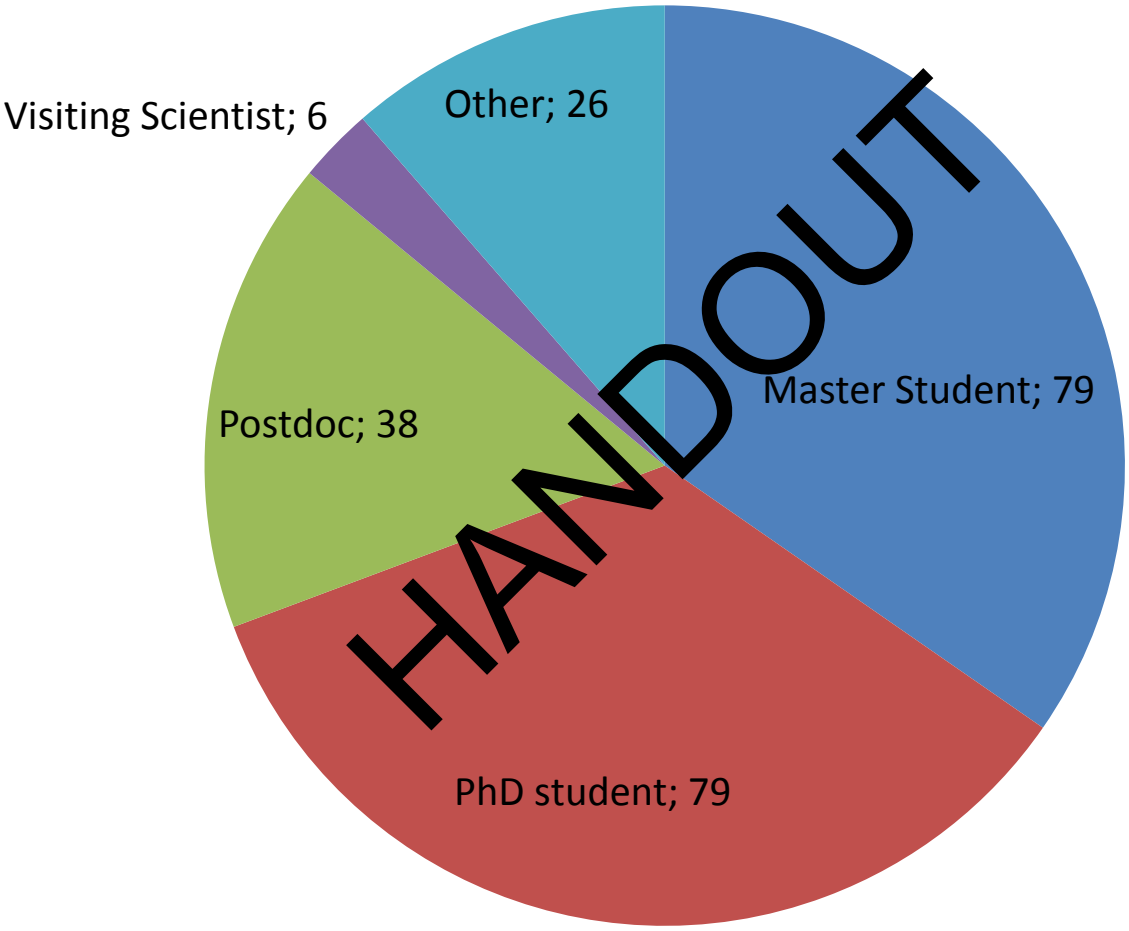


65% of the participants aim at research careers.

DKFZ Alumni in Academia/Industry (n= 511)



Now Acad. Research was @dkfz



DKFZ Alumni profiles on LinkedIn

Tilo Senger 2nd
Global Clinical Operations - Project Office for Management & Communication bei Merck Serono, Frankfurt Am Main Area, Germany
Follow Tilo · See activity · Send message · Connect

Ines Brückmann 2nd
CRA at PPD Germany GmbH & Co. KG, Munich Area, Germany
Follow Ines · See activity · Send message · Connect

Valentina Kovaleva 2nd
Demo Center Specialist at PerkinElmer Informatics Costa Rica
Follow Valentina · See activity · Send message · Connect

Irina Nazarenko 2nd
Group Leader - University Medical Center Freiburg, Freiburg Area, Germany
Follow Irina · See activity · Send message · Connect

Kay-Uwe Kasch 2nd
Dean; Department of Mathematics, Physics and Chemistry; Beuth University Berlin, Berlin Area, Germany
Follow Kay-Uwe · See activity · Send message · Connect

Marta Faryna 2nd
Scientist bei Theracode, Frankfurt Am Main Area, Germany
Follow Marta · See activity · Send message · Connect

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Look at profiles -> your career options

C

Co Founder & Trainer
Beyond Science Trainings
January 2012 – Present (3 years 4 months) | Germany

Training and Coaching of young professionals in life science with the aim to help them making the right choices in their career. The trainings facilitate self-reflection and improvement of the participants' core competencies.

B

Inhouse Consultant
Merck KGaA
April 2010 – January 2013 (2 years 10 months) | Darmstadt & Geneva

Management Consulting in Pharma with particular focus on
- Strategy development & implementation
- Process optimization
- R&D performance management & reporting
- R&D pipeline management
- Strategic partnerships with CROs
- Business development
- Strategic marketing
- Project management

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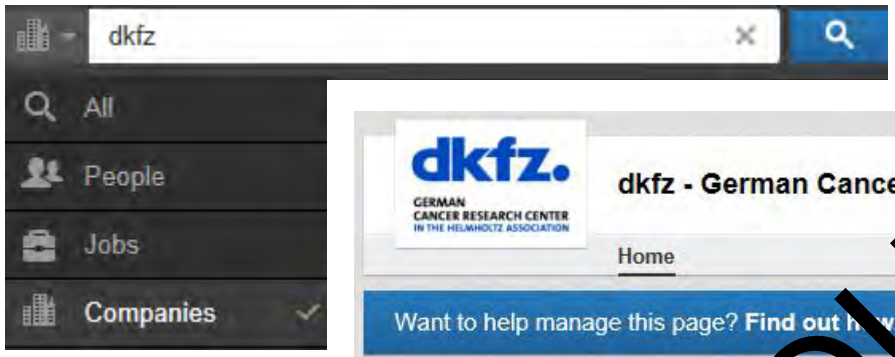
A

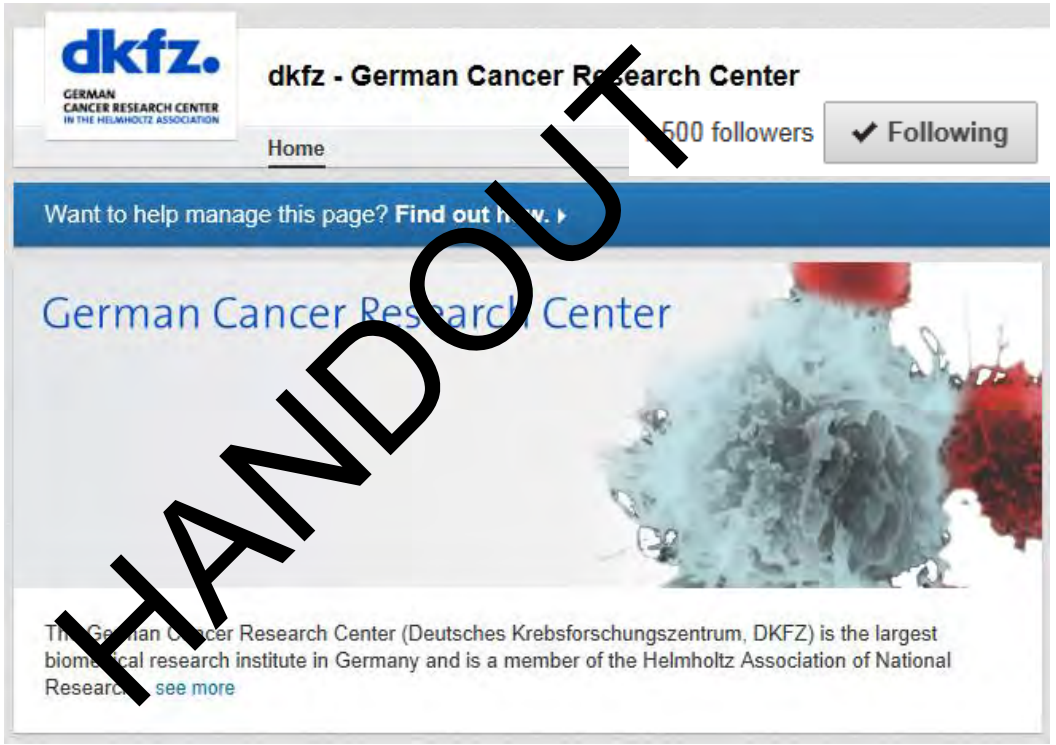
Scientist
dkfz - German Cancer Research Center
July 2006 – March 2010 (3 years 9 months) | Heidelberg

Leading of research studies on the "Development of a Prophylactic Vaccine Against Cutaneous HPVs" and the "Generation of Therapeutic Vaccines Against HPV-Induced Cervical Cancer".

Scientific Assistant
Salk Institute for Biological Studies

Following Companies / Institutes





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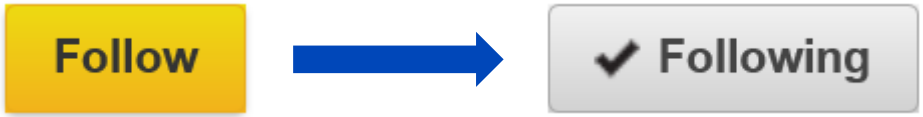
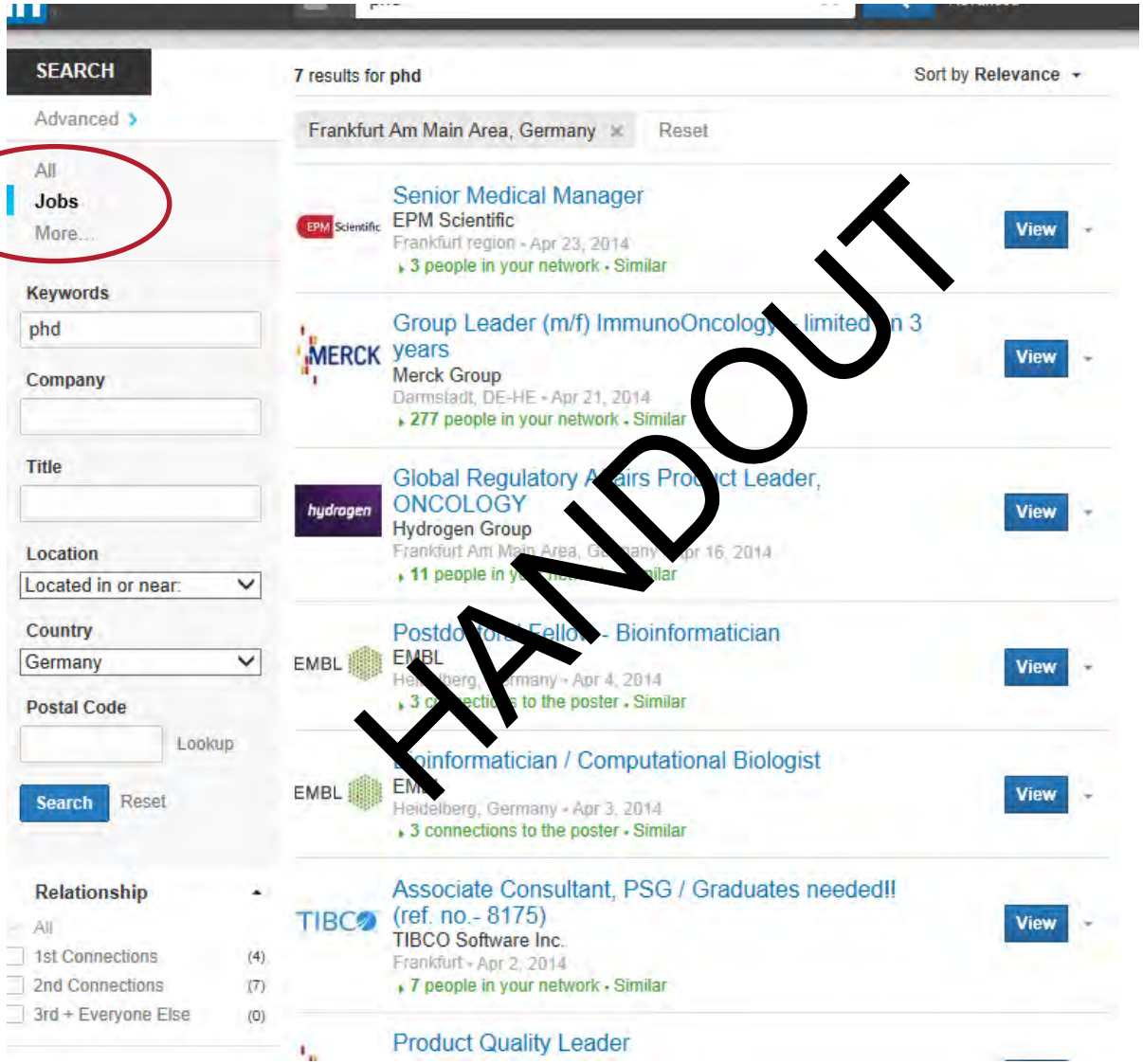


(unfollow by clicking on „Following“ again)

Job Ads on LinkedIn



Connect, follow or „friends“?

- 1st contacts:
  - send message
- 2nd contacts:
  - connect or InMail
- 3rd contacts:
  - full name not always visible (!)
- Everyone else
  - no name
  - only InMail

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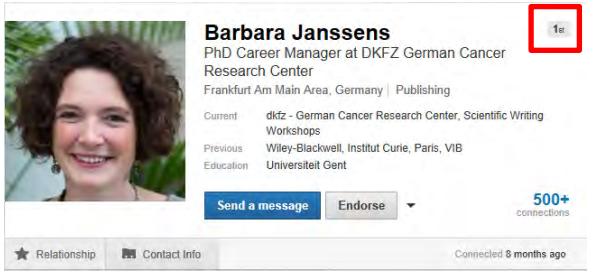
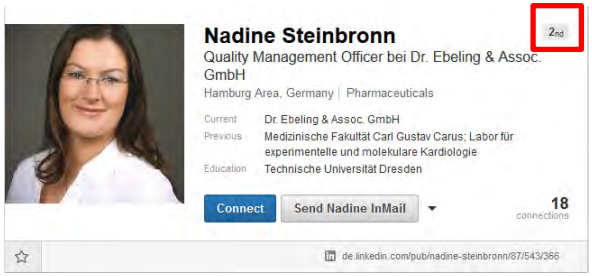
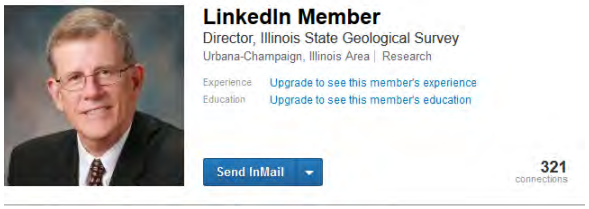
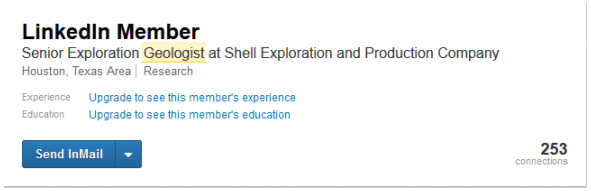






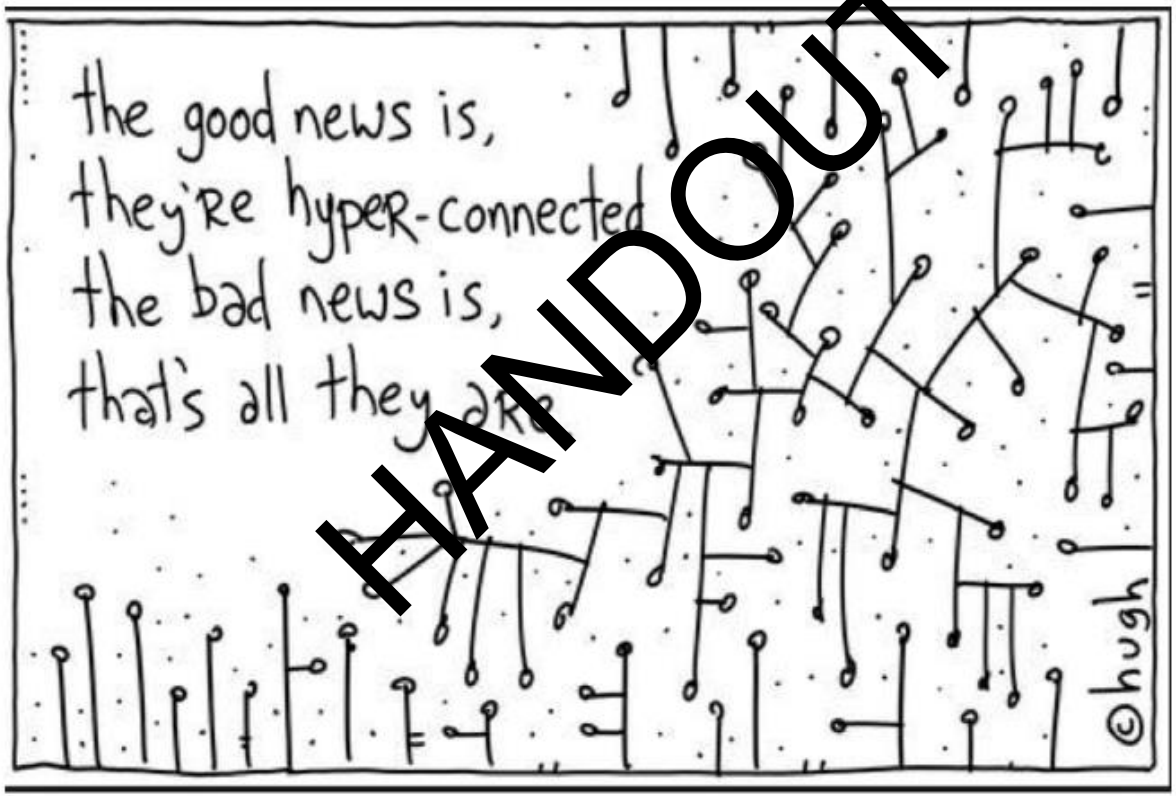


My connection network

http://inmaps.linkedinlabs.com/

LIONs [LinkedIn Open Networkers]

They will connect with anyone for no reason other than expanding their network:



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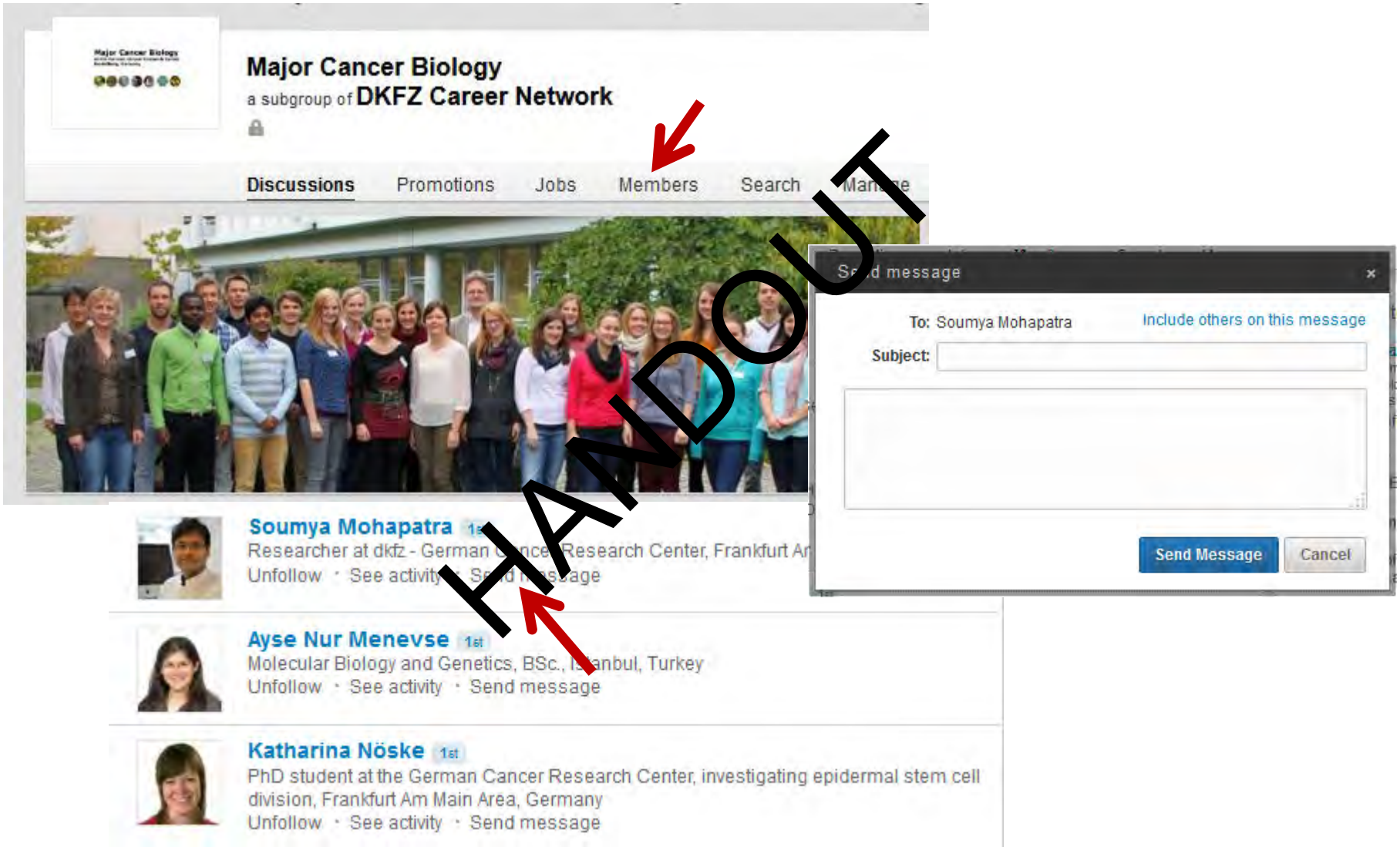
http://topdogsocialmedia.com/guide-to-using-linkedin-for-business/

You can send messages to group members!



C-A-R-E Careers Advisers supporting Researchers in EU

- career guidance & best practice
- questions /challenges from phds & postdocs

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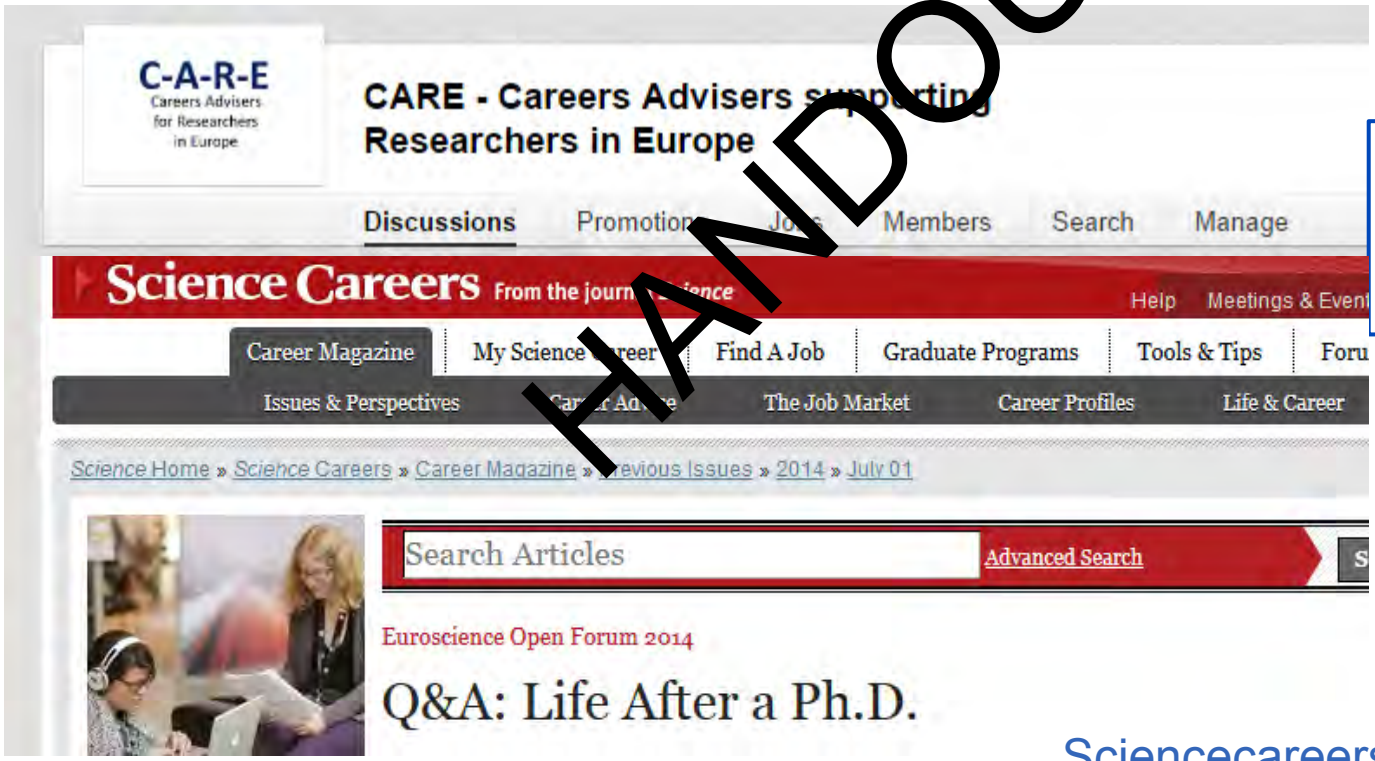

LinkedIn

380 members
45 advisers
11 countries

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Questions?

"Be yourself. Everyone else is already taken."
- Oscar Wilde

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- … on LinkedIn !!!
- … per email: careers@dkfz.de