

1 The Importance of Networking and the Hidden Platter of Opportunities™

Networking is a necessity, but what exactly is networking? In this chapter, we introduce the concept of networking and how you can apply it to gain access to hidden opportunities.

A few years ago, a freshly minted science doctorate asked me for some help finding a job. He had applied for hundreds of advertised openings, both postdoc and non-academic positions, but to no avail. So I asked him about his networking strategy. “What networking strategy?” he replied, clueless as to what I was referring. I spent the next hour emphasizing the importance of networking in finding hidden job opportunities and communicating your value to decision-makers. I outlined for him a customized networking plan which would enable him to meet and interact with professionals who have the power to hire him for the jobs he so desperately wanted. When our meeting concluded, I asked for feedback on the career consulting session – “Did you find our discussion helpful?” I inquired, thinking I was up for significant praise. “No,” he said instantly. “You didn’t tell me where I can apply for a job or places where there are more advertisements for jobs.”ⁱ

Although he has a PhD in chemistry, this scientist did not understand a fundamental element associated with career planning and job seeking: Most jobs are NOT advertised, and neither are most opportunities that have the potential to be career game-changers, such as invitations to meet with someone, serve on a committee, pursue a leadership role, or apply for an award. And for career opportunities that are promoted, like postdoc appointments and academic professorships, often times, the committees already have people in mind whom they want to invite to apply or have promised the job to someone under the table.

How do you position yourself so that you can find out about the hidden jobs and other opportunities and be considered before the rest of the herd? It’s all about networking. It’s *all* about getting your name

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and accomplishments out there, managing your research reputation, and connecting with as many influencers and decision-makers as possible. And although many scientists do understand that some sort of networking is needed, they don't often understand what it constitutes and why it is obligatory in gaining a competitive edge. Some scientists, like the chemist I was counseling, erroneously think that networking is a side activity that won't lead to anything solid, like a job. But that's simply not true. The sooner you recognize that networking is actually a strategic tool in finding a job, defining a career path, and even advancing scholarship itself, the sooner you will set yourself up for success.ⁱⁱ

In fact, networking is the most powerful tool you have in your career planning kit. It is the secret to finding hidden, game-changing opportunities; it establishes and solidifies your unique value in the minds of decision-makers; it opens doors to people, places, alliances, and information that you didn't even know existed. The bottom line – networking gets you jobs and considerably contributes to your career advancement.

But the challenge of networking is that most people don't exactly understand what it is or means, nor how to start.

Some people think that “networking” is a single, finite action that takes place at an event, like a conference. They meet a professional at a mixer, they chat, they exchange a witty quip, they enjoy the meatballs and other finger foods. When their 10 minutes is up, or they can't think of anything else to discuss, they excuse themselves and voilà! The networking is complete. They pat themselves on the back for a job well done and because they have done their requisite “networking” for the week (or year). They don't follow up with the person; in fact, in many cases, they never speak with them again. But that's ok because they have “networked.”

What is the outcome of their celebratory “networking”? Absolutely nothing – no new information, no new career opportunity, and certainly no new potential collaboration. They may wonder why their networking didn't help them achieve anything. And they go back to applying for jobs advertised on the internet and banging their head against the wall.

The truth is that networking is not a one-time deal, but rather something much, much more. Here's the breakdown. Networking is:

- a spectrum of activities ...
- which begins with that first interaction ...
- and continues throughout the life of both parties.
- It aims for a mutually beneficial, win-win partnership ...
- and involves myriad correspondence and actions ...
- that provide value to each party ...
- and only ends when one or both of you drop dead.

Yes, it is just that simple.



But I want to point out one component of the definition of networking that I give above. The idea of networking, or a networked partnership, continuing throughout the life of both parties may seem a little intimidating to some. I completely understand that sentiment. When you realize that the relationship you are launching with another party will last both of your lives, it can almost appear overwhelming and could prevent one from initiating contact with another. But let's look at this from another point of view: Networking is a gift that keeps on giving. Once you introduce yourself to someone, you are now networked with them. You can maintain and carry your connections made through networking throughout your life, and from job to job, from career to career, and from location to location, to the benefit of both you and the other person. Just because you change industries or move to a new geographic region, doesn't mean you lose your networks or the partnerships you have built from networking. You can and should continue to nourish your networks wherever life takes you with the knowledge that networking, when done appropriately as I describe here, will continue to deliver different packages of value at different times in the relationship. So it can last a lifetime, because once you are connected to someone you can always reach out to them again. I have contacts whom I contact maybe once every five years. But this is fine, because that's the nature of our particular partnership. At another time, maybe in another 10 years, I will reach out to them again and perhaps we will start a specific project together. But the point is that opening is always there for me, and vice versa, until we both shuffle off this mortal coil. So don't let the possibility of a fruitful, mutually-beneficial lifetime relationship with another person stop you from networking.

Once you recognize these basic principles of networking, you can begin to craft your own networking strategy to help you achieve your career ambitions.

But before you do so, I want to clarify how networking success not only helps you, but also greatly benefits the entire science, technology, engineering, and math (STEM) community. In fact, even if you don't care about your career at all, but still love science and engineering, you need to engage in strategic networking if for no other reason than to advance our understanding of our universe. The reason is clear: Science and engineering research does not exist in a vacuum. It requires diversity among groups of dedicated professionals who constantly are inspired to find novel approaches to scientific problem solving. You cannot have innovation without a regular influx of a diversity of ideas, which requires a regular influx of partnerships with people who have diverse educational, disciplinary, and cultural backgrounds. And to find and access people with whom you can craft collaborations and thus improve your productivity, you have to network. Networking is the ticket to the next scientific revelation, the next engineering breakthrough, the next



“big thing” that contributes to humanity’s wellbeing and illumination of nature’s truths.

But of course you care about your career – you wouldn’t be reading this book if you didn’t. This book will help you develop and implement a networking plan that mirrors your professional goals, contributes to your discipline, and gives you access to hidden career opportunities.

Eight Networking Myths

Let’s start by analyzing a few networking myths:

Myth Number 1: “I don’t need to network, because my excellence in my field alone will ensure I advance in my career”

Now I know what some of you may be thinking. As a scientist and engineer, you don’t have to network. Your “outputs” as a technical professional, either in the form of research, published papers, presentations, mentoring and supervision of protégés, teaching, patents, and/or any other activities that contribute to the scholarship of science and engineering, are all that is required for you to get a job. Decision-makers will read your curriculum vitae or résumé, realize that you are the answer to their professional needs, and hire you because you have proven your abilities through your outputs. I speak to young scientists and engineers about this all the time and hear the same complaints about networking – it is not needed, it is a time drain, it is a distraction from my technical outputs which will really serve to get me the next job.

And in fact, your advisor might even discourage you from networking, because they themselves don’t understand its true definition. But know this: They didn’t get to be the principal investigator of a research group or the head of an engineering department because they rested on their own laurels. They achieved career advancement because they engaged in networking. They may not have called it that. They almost certainly didn’t think of it as self-promotion, marketing or branding, all completely legitimate concepts (closely affiliated with networking) which I discuss in this book. But they did go to conferences and speak with other professionals, they did read research papers and reached out to the authors to discuss ideas for collaboration or to share information, and they did attend subject-based meetings which resulted in new problem-solving methodologies and new alliances, all of which begat new career opportunities. And all of these activities fall under the umbrella of “networking.” So even if your mentor doesn’t refer to it as such, you have to network and, in doing so, articulate your value to others if you want to advance in your career. You can’t expect your



superior abilities to sell themselves – you have to tell people about what you do and the value you can provide them so they understand how an alliance could be mutually beneficial.

Myth Number 2: “Networking with people outside of my field is a waste of time”

I read someone’s brilliant advice along these lines on LinkedIn recently. The gentleman encouraged young scientists to interact only with other scientists, and he rationalized this gem by indicating that a plumber, for example, could never help you in your career. But of course this is faulty thinking. You want to interact with people in and out of your field, industry, and even geography as much as possible because anyone could be the person who provides you with ideas, information, or inspiration that could take your career and scholarship to the next level. They don’t have to be in science to help you solve a science problem. They don’t have to be in academia to know someone who can help you land a job in higher education.

This kind of strategic thinking has aided me many times. Once, while sitting in the middle seat of an airplane, I overheard the two people on either side of me discussing their plans for interacting with editors. My ears perked up and I interrupted their conversation to introduce myself. “Are you in journalism?” I inquired, getting excited because I am a science writer. No, they responded. They were in public policy for the nuclear regulatory industry. Now, at the time, not only did I have no interest in pursuing a job in nuclear science, the sector wasn’t even on my radar as a potential ecosystem in which I could contribute or collaborate with others. I never would have even thought about it as a career choice. But once I got them talking about their passion for the field and what exactly they did, all three of us realized there may be an opportunity to partner on a project. They told me about a major nuclear science conference that occurs in my state every year, and I was able to convert that tip into a real work opportunity.

You just have to start a conversation to learn what value you both could provide. So think big and aim to engage people from all walks of life. And remember the theory of six degrees of separation – we are connected to everyone else on the planet by no more than six degrees, so the more people you know, the more people you have access to.

And just to clarify: Your goal is not only to connect with as many people as possible, but to build as many networks as possible too. Networks may be defined by many descriptors such as location, discipline, sector, culture, nationality or language. They can feature people in science and engineering and in insurance, consulting, surfing and landscaping. They can include people who are currently employed, underemployed, or



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unemployed, and they can be organized by hobbies, skill sets, aspirations and lifestyle choices. But they all have one characteristic in common: Each network contains many people all of whom have the potential to exchange ideas and inspiration with you to propel your career (and even life) into a new realm. So seek to engage and formulate multiple, diverse networks to ensure you have a continuous stream of inspiration to solve your problems.

Myth Number 3: “Networking is about extracting something from someone else”

The foundation of networking is building strong collaborations which provide value to both individuals. Of course you need a job, but the other guy needs things too, like connections with other potential partners, career leads, or ideas about funding sources. You should seek to craft an alliance that is not about grabbing what you can from each other, but rather learning what each of you can give to ensure that the relationship continues to harness and exchange both of your specific values. So explore each other's interests and particularly for early-career professionals, offer to be of assistance even if you don't immediately see a potential return on investment (ROI). You'd be surprised how much others appreciate your proposal to aid them in some way and how that can solidify the relationship from the get-go. I once read an article in a trade magazine that I especially enjoyed and contacted the author to discuss it. She was more than happy to chat with me about her passion for the subject that drove her to write the essay. At the end of our conversation, I informed her that if I can ever help her in any way to please contact me. “Even if I am not the right person, I will find the right person or resource to aid you in your quest,” I stated. She expressed gratitude and followed up with me in a few months. That one gesture started a partnership that has lasted more than a decade, and led to the expansion of more networks for both of us. These types of partnerships are gifts that keep on giving – to everyone involved.

Myth Number 4: “I don't need to network because I don't need a job now”

Networking opens your mind to new possibilities for careers and jobs. But it also works in the other direction as well – by networking, you make yourself known to decision-makers who may want to engage you now or in the future. Networking, as mentioned above and detailed below, gives you access to hidden career opportunities because networking is inherently linked to self-promotion. This is a very important concept – when you network, when you speak with someone about your expertise, experience, passion, and talents, you are promoting yourself. There is nothing wrong with this enterprise – after all, how could you



even begin to network if you didn't introduce yourself to others and share your expertise with them? When you do so, you are essentially promoting what value you could potentially provide the other party. This

TIP: Networking is a gift that keeps on giving.

is very useful information for the other party to have, as it helps them start analyzing ways in which you both might be able to collaborate. This may lead to a detailed conversation now, or the chance

to serve on a committee, or to co-author a grant in the near future. And these activities can lead to a job later. So don't wait until the last minute to start your hard-core networking or to execute a networking strategy – networking is a long-term endeavor that may involve many conversations and exchanges of value before a job is proffered.

Myth Number 5: "I can't network because I don't have time"

There is a tragi-comical paradox that is associated with networking and career progression: Networking is practically a full-time job in and of itself, which you have to pursue while you also have the full-time job of career development and your other full-time job of being a scientist or engineer. So basically you have three full-time jobs and yet there are no parallel universes or time machines at your disposal. While it is true that networking does take an abundance of time, it is time well spent: I can almost guarantee that resources you devote to networking will provide a substantial ROI. In fact, you may even get more out of it than you estimated.

A smart way to get started is to recognize that there are two kinds of networking: active and passive. Active networking is where you purposefully seek out others to meet and with whom to connect. This may occur at conferences and symposia, institutional and departmental events such as colloquia and journal clubs, or through reading papers and contacting authors. Passive networking entails interacting with others who happen to cross your path. This could happen at affairs that you are attending which are not related to science, such as philanthropic or pastime activities in your community. My favorite kind of passive networking occurs on airplanes. You are trapped next to the guy who is less than 3 nanometers away from you for a big chunk of time, so you might as well make the best of it. As long as he's not drunk, strike up a conversation and you never know where it could lead. As illustrated above, just from passively networking with people on planes, I have gained surprising knowledge about my industry, developed partnerships with new colleagues, and even landed a few gigs.

And don't underestimate the use of social networks like LinkedIn for both active and passive networking. More and more, LinkedIn is becoming a standard for hiring people – in fact, one industry decision-maker

TIP: A LinkedIn presence is a requirement in today's networking. You must be seen in this professional marketplace.

told me that the résumé is becoming obsolete and the LinkedIn profile is taking its place. You should create a free profile on LinkedIn and join groups that are relevant to your ambitions. I will go into details about utilizing social media channels for networking in Chapter 8.

But the most important point to remember is this: "Successful" people – professionals in career paths that bring them delight, excitement and joy, provide exciting challenges and allow for the utilization of high levels of skill and creativity – are in those positions because they networked. Moreover, they didn't stop networking once they reached a career pinnacle; in fact they network all the time. Successful people don't stop networking, because they know that the bigger and more diverse their networks are, the better they will be at their profession. Whether subconsciously or consciously, they look at every opportunity to speak with someone, whether they are attending a conference, on an airplane or in the grocery store, as a chance to network and grow their knowledge base and solve problems in new ways.

TIP: Successful people do what unsuccessful people are not willing to do.

Myth Number 6: "I can't network effectively because I am shy and introverted"

Efficient networking, where you are able to build long-term, win-win partnerships, takes practice. You don't have to be an extrovert to network, and even outgoing personalities (and seasoned networkers) sometimes have butterflies in their stomachs when they first approach a stranger at a mixer. But the more practice you get at introducing yourself to others, the more comfortable you will get, the easier it will be and the more astute you will become at networking.

But I want to be clear that being a successful networker does take courage. Most people THINK they lack the necessary courage because they don't know the means by which to actually go about networking, nor do they understand the ROI they can get from networking. But I want to emphasize that I know, deep down inside, you do have this courage. How do I know? Because you chose to study and pursue a career in the most difficult and potentially scary subjects on Earth – science and engineering. Very few people have the nerve to approach science, let alone devote years of their life trying to solve problems which either have never been solved before, or need to be solved in novel ways. Your decision to pursue the unknown landscape of STEM demonstrates an



innate nature that is clearly fearless: So if you are brave enough to chase science and engineering as a career, then you are certainly brave enough to start networking strategically. And you can leverage this boldness to buoy your confidence when networking.

At networking affairs, when I approach someone and after I introduce myself, one of my favorite opening lines is “what’s the best part of your job?” This inviting inquiry reminds the other person about what brings them bliss. And as they start to recount what is pleasurable about their work, they will be more apt to speak with you about it. One of the secrets of networking is that people generally love speaking about themselves. So the more you ask them about themselves and what drives them, the more you are able to start the relationship off on the right foot. As they speak, remain in eye contact. I like to jot down a few notes as people chat on the back of their business cards. So when I follow up later, I remember (and can remind them) of what we addressed in our conversation. (I will go into more detail about networking at events in Chapter 7.)ⁱⁱⁱ

Myth Number 7: “Networking is a smarmy endeavor relegated to the domain of a used car salesman”

In certain circles, “networking” has been given a bad rap. Some people think that the act of networking, like at an event or even online, can seem sleazy and unauthentic, like a used car salesman trying to unload a lemon. And while I am sure that there are certain people who do perceive networking to have this air of negativity, they are usually the same people who think that networking is only about extracting something from the other party. In actuality, if you network appropriately, you are giving the other party information which can assist them in making a decision that is designed to benefit you both. When you network, you are not selling a crappy car, you are articulating your goals and expertise and passion in an effort to discover how you and the other party might craft a win-win partnership over time. There is nothing sleazy about two people exploring avenues for collaboration; on the contrary, it is always a privilege to have the opportunity to share ideas that could spark an alliance. So it is important for you to be authentic and honest about your skills and the value that you can provide.

Myth Number 8: “A leader in my field would never want to speak with me, an early-career professional”

An early-career astronomer once told me that there was no point in going to a reception at a conference, because the “stars” of the astronomy world, a.k.a. the observatory and department heads, program managers, and international leaders, are not interested in chatting with a “lowly” grad student. “They don’t want to speak with me,” she informed me. “I’d be wasting their time.” This is a myth! At a networking event, like a reception



or mixer, especially one at a conference, established scientists and engineers want to meet each other, AND they want to meet the emerging professionals as well. After all, the grad students and the postdocs are the future stars of the field. They are the scientists and engineers who will add energy to a research program, and continue investigations into novel

TIP: No matter where you are in your career, you always have something of value to share, even if it is with someone who is in a seemingly “higher” position than you.

directions, now and in the future. In fact, many senior-level leaders consciously recognize that early-career professionals will serve as the legacy of their own work down the road. They need you, just as much as you need them, and this is the essence of the win-win element of networking. Remember: No matter where you are in your career, you always have something of value to share, even

if it is with someone who is in a seemingly “higher” position than you. At your next networking function, don’t hesitate to walk up to a keynote speaker, journal editor, or principal investigator and ask them about their work. Talk to them about your interests and ask them about their passions. Discuss ways in which you may be able to contribute value and collaborate on a project.^{iv}

Now that you recognize a few of the fundamentals associated with networking, let’s address one of the best and also least-understood benefits associated with networking: Accessing hidden career opportunities.

Understanding the Hidden Career Market

I can’t overstress the significance, power, and extent of hidden career opportunities in an overall career plan, no matter what industry you desire to be in. Understanding, accessing, assessing, and ultimately harnessing hidden career opportunities is THE gateway to surprising professional benefits and advancement for both you and your collaborators along your route, and you must constantly be on alert for them.

And the key to unlocking them all is through networking.

But before you start looking in every nook and cranny for hidden jobs and other advancement opportunities, there are a few basic aspects of the market for hidden career opportunities that you must comprehend. First and foremost, know that hidden, game-changing career opportunities are everywhere, and they come in many forms. A hidden career opportunity could be as direct as an invitation to apply for a job, or something that requires more cultivation, such as the chance to collaborate on a short-term project, serve on a committee, or simply have a conversation with someone.

Don’t think that an opportunity to have a cup of coffee with someone is any less valuable than an offer of employment itself. Rather, the chance to



engage this person and discuss your mutual interests will help you to craft a strong partnership. And this alliance can and does lead to actual jobs.

Sometimes an opportunity that appears not to be concealed, such as an open, advertised job on a company or university website, is in actuality hidden. Many jobs are promised to candidates “under the table,” meaning they are invited to apply and offered the opportunity, but due to legal or other restraints, the organization has to advertise the position anyway. You might notice this in cases where a job is advertised and then the ad is removed within a week. Did the organization really find and hire a qualified applicant within seven days? Although it has been known to happen, it is not the norm. More likely, the person who got the job found out about the opening and ultimately landed it via the hidden market.

Breaking into the Hidden Job Market

So now that you know a little bit about the hidden market for career opportunities, allow me to present some principles for piercing and leveraging this arena for your own professional prosperity:

- Don't try to quantify it: I know you want to. I understand the urge (after all I studied math too) to attach a number to the hidden job market so that you can very carefully develop a statistics-based approach for pursuing and applying for jobs. But depending on which career expert you consult, each person will probably give you a different number as to how much of the job market is clandestine – it could be anything from 40–95% of jobs and other career opportunities. I personally believe the right number hovers around 90%, based on my own experiences and other factors (see below). Instead of spending valuable time trying to analyze exactly how much the hidden job market encompasses, I recommend looking at it as a binary issue. Recognize that it simply exists. It is a part of the job market, and if you are to advance you have to cover all avenues for finding and landing jobs. Therefore you have to look for hidden opportunities. It IS a black and white issue.
- It is accessed only through networking and reputation management activities: If you want to find out about hidden career opportunities, you must make yourself and your brand (promise of value) known in your community or industry. Networking is the most powerful way to do this. It is designed to build win-win relationships between parties, and the more you know about each other, the more you will realize what hidden opportunities exist that can serve both of you. For example, you might meet someone at a conference and ask them out to lunch, and while chatting with them over tuna fish, he learns that you speak Spanish fluently. It turns out that he has a project in

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Buenos Aires and he is looking for someone with the technical talent and linguistic acuity that you possess. You have now uncovered a hidden career opportunity that you might never have known about had you not sought to network with this professional. As people get to know you, they will begin to present you with previously concealed opportunities – I call it the Hidden Platter of Opportunities, because it literally is offered to you. It happens like this every day.

- Any opportunity can be massaged into a networking opportunity: This is yet another great example of how networking and opportunity procurement cycle back into each other. Via networking, I may unlock information pertaining to an open spot on a board of directors. I take advantage of this opportunity to serve on the board, which grants me the opportunity to network with the other members of the board and people in their networks. And on it goes and grows.
- You contribute to it too: Just as other scientists and engineers have access to information, ideas, people, collaborations, and actual jobs, you do too. You just may not realize it. But since the core of networking is providing an exchange of value between parties, you can provide access to hidden career opportunities for the people in your network. Doing so will help establish your reputation as a thought leader in your field and will encourage others to want to network with you. I noticed this result recently after I learned about a number of fellowships for scientists and science writers, two of which included a \$10 000 prize. I perused my groups on social media to see if anyone was promoting these and was surprised that others had not heard about them. (I had only accidentally discovered them myself while surfing the web.) So I shared them on LinkedIn, Twitter, and Facebook, and the responses I got were extremely positive: People expressed gratitude to me for communicating these hidden opportunities and as a result I was able to connect with people I might not have had access to otherwise, and demonstrate my commitment to my community, thus solidifying my brand. I am sure to learn of other opportunities, which will benefit both me and my colleagues, as a result of this one action.
- Most people do not pursue opportunities: As I noted above, as a scientist and engineer, you have an advantage that other people may not have, in that you possess an element of fearlessness. It may be secluded, deep in your soul, but it is there – you wouldn't have pursued this profession if you didn't have it. This bravery will aid you greatly throughout your career and especially when it comes to pursuing the Hidden Platter of Opportunities. Most people, no matter their vocation, do not take advantage of opportunities, whether they are clandestine or not. They don't ask other professionals out for coffee, they don't send "cold emails" (correspondence with those they don't know), they don't apply for awards, and sometimes they don't even apply for jobs even when an advertisement is staring them in the face.



The main reason for this is because of fear. They may be afraid that the outcome will be negative. If they ask for help, the answer will be no, if they apply for a fellowship or submit a book proposal they will be rejected. Of course there are other cases, in which some people don't chase opportunities because they are afraid the outcome will be positive. "What if I apply for the job and get it? What will I do then?" They fear success in part because they don't think they can live up to their reputation or compete against their peers.

Since the majority of people don't hunt and take advantage of opportunities, this gives you a distinct competitive gain. By simply asking for a meeting, discussion or other opportunity, you are articulating your brand to the other party and exhibiting the confidence that you can help them achieve their goals. This in turn gives you access to even more hidden opportunities. Do not be afraid to pursue success!

- Every opportunity leads to another: One of the best elements of taking advantage of opportunities is that you can almost be assured that it will lead to another, often better opportunity. I have seen this myself throughout my own career. For example, many years ago, I volunteered to serve on a committee, which led to being elected the president of the committee, which led to an invitation to apply for a job, which eventually led to me getting the job. Yes, it can be that straightforward!
- It can also involve you creating your own opportunities: Don't forget that the ultimate hidden career opportunity, the one that may bring you the greatest return on your investment of time and energy, is the one you create yourself. Remember, Bill Gates didn't apply for an advertised job – he made one himself and launched an industry. You should always be thinking entrepreneurially. If you need an opportunity ask for it. If it doesn't exist, create it yourself. You may just start a revolution.^v

TIP: If you need an opportunity ask for it. If it doesn't exist, create it yourself. You may just start a revolution.

Every day I am amazed at how simple actions that don't even seem like "networking" manifest themselves and allow me to access hidden opportunities. While simply browsing through LinkedIn for example, one day when I was bored, I found numerous alumni

associated with my alma mater, who have similar backgrounds and interests as I, who work for organizations that I would like to engage, and whom I did not know personally. I immediately became excited because I could see how partnerships between myself and the other people could be developed that would benefit us both. This was a passive action I was taking and yet it created many, many potential hidden

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opportunities to contact these people, which ultimately could reveal its own hidden opportunities for shared projects. And that's one of the beauties of networking: The more you do it, the easier it becomes and the more you do it without even realizing you are doing it. It becomes second nature to you. And that is one of my goals for writing this book in the first place. And now, on to networking!

Chapter Takeaways

- Networking is a necessity for your own career advancement.
- Networking is a requirement to influence the progression of scholarship.
- Networking is not a one-time act – it is a spectrum of activities that aims for a long-term, strategic partnership.
- Networking is inherently linked to self-promotion: Communicating your interests, value, and expertise.
- Networking gives you access to the Hidden Platter of Opportunities.
- Game-changing career opportunities are everywhere and can lead to other opportunities.
- Most people don't have the guts to pursue opportunities, which gives you a distinct advantage if you do.
- Take advantage of as many opportunities as possible, and if you need an opportunity ask for it. If it doesn't exist, create it yourself. You may just start a revolution.
- The more you network, the more it becomes second nature, and thus the more you do it.

Notes

- i. From Scientists Can't Network and Other Myths, *Euroscientist*, March 9, 2012, <http://euroscientist.com/2012/03/scientists-cant-network-and-other-myths/>.
- ii. Ibid.
- iii. From Networking: It's More than Sharing Meatballs, *Physics Today*, April 3, 2013 http://www.physicstoday.org/daily_edition/singularities/networking_it_s_more_than_sharing_meatballs.
- iv. Ibid.
- v. From Understanding Hidden Career Opportunities, *Physics Today*, July 10, 2013 (not completely verbatim) http://www.physicstoday.org/daily_edition/singularities/understanding_hidden_career_opportunities.