Curtin Careers

HDR – Networking & LinkedIn

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Acknowledgement of Country

I acknowledge Whadjuk people as Custodians and Traditional Owners of Country on which I live and work.

I pay my deep respects to Elders and Senior Knowledge Holders and value truth telling for our shared learning and understanding.

I recognise the impact of colonisation and value the continuation of cultural, spiritual, and educational practices of First Nations peoples of Australia and across the world.

Today's workshop

- Identify where you are in your job search journey

- Major employers of PhDs

- Marketing yourself – preparation for employment

- Networking strategies

- LinkedIn strategies

Welcome!
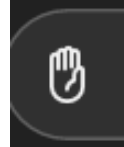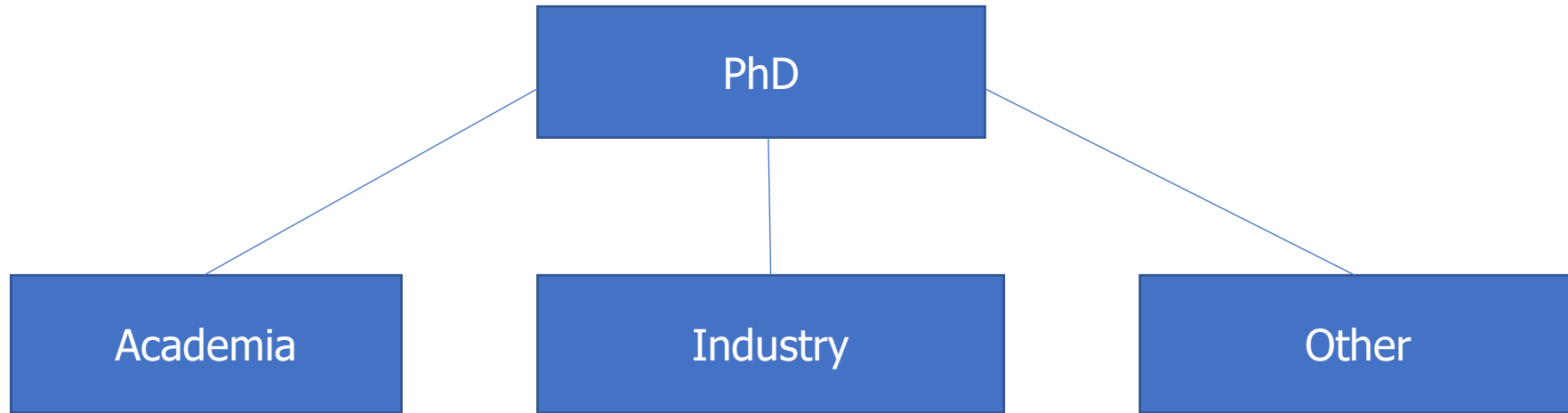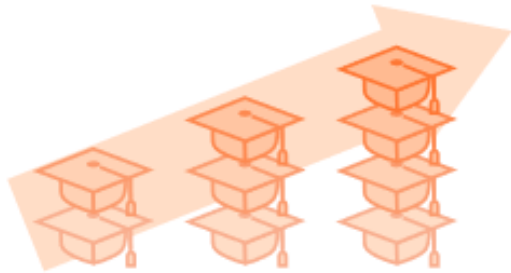
In the chat...

What are the 3 top learnings you've had from this series of workshops?

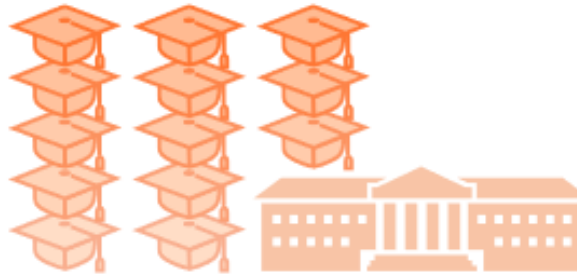# Career Pathways – What are your choices?

Advancing Australia's Knowledge Economy

Annual PhD completions have more than doubled in the last two decades

As with most other OECD countries, the number of PhD completions in Australia has grown dramatically, from under 4,000 per annum in the year 2000, to around 10,000 per annum today.

There are many more PhD graduates than academic jobs available

There are not enough jobs for all PhD graduates in academia. The total number of PhD graduates has outnumbered the number of academic jobs available in Australia since the mid-1990s and the gap has widened ever since.

PhD graduates are increasingly finding jobs outside academia

A growing percentage of PhD graduates are finding employment in businesses, government and the non-profit sector. 19 out of the 20 largest ASX listed companies now have PhD graduates among their senior executive teams.

Advancing Australia's Knowledge Economy
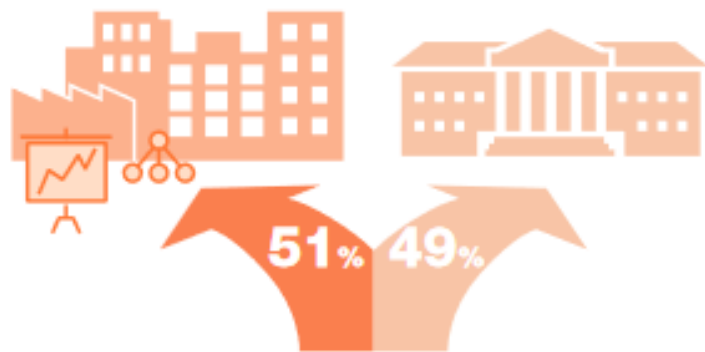
About 51% of PhD students hope to enter business or the public sector

Just over half of current Australian PhD students (51 percent) responding to our national survey hope to leave academia and work in business or the public sector once they graduate.

Top business PhD employers are finance and resources & energy sectors

The Australian business sectors that employ the most PhDs are banking, finance and insurance, followed by mining, oil and energy and the medical and pharmaceutical industry.

Advancing Australia's Knowledge Economy

Public and private health & medical sectors employ the most PhDs

In the public sector, the main area of PhD employment is hospitals and health care, while in the business sector the medical and pharmaceutical industry ranks third. Together these sectors employ the most PhD degree holders outside of academia.

Australia's existing growth sectors lead PhD employment

Many PhD employers are aligned with the nation's growth sectors related to medicine, pharmaceuticals, advanced manufacturing, mining and finance as well as emerging industries such as environmental services and media technology and services.

Innovation is key to future opportunity

There are significant opportunities ahead for PhDs to work with young, global startups and innovative Australian high-growth employers.

The main industries employing PhD Graduates in Australia

Banking, financial services & insurance

Mining, oil & energy

Medical & pharmaceutical

Civil engineering

Law & legal services

Computer software & information technology

Management consulting & accounting

Telecommunications
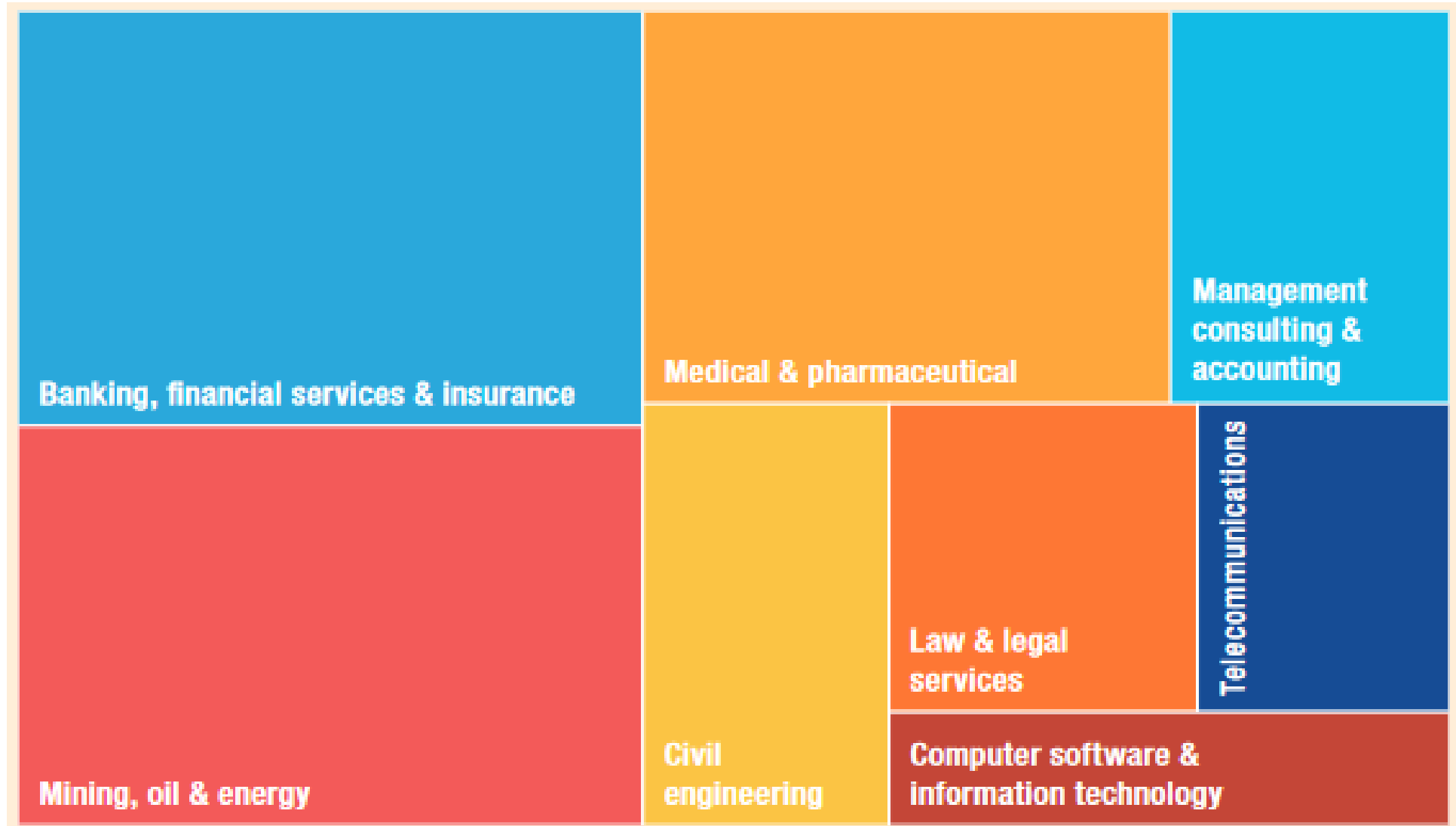
Top 50 PhD Employers in Business (500+ staff)

BANKING, FINANCIAL SERVICES & INSURANCE

Australia and New Zealand Bank
Commonwealth Bank of Australia
Macquarie
National Australia Bank
Suncorp
Westpac

COMPUTER SOFTWARE & INFORMATION TECHNOLOGY

Amazon Web Services
Atlassian
Google
IBM

ENGINEERING

AECOM
GHD
SMEC
Aurecon

LAW & LEGAL SERVICES

Davies Collison Cave
FB Rice

MEDICAL & PHARMACEUTICAL

AbbVie
AstraZeneca
Cochlear
CSL
GSK
Novartis
Pfizer
ResMed
Sanofi
Seqirus

MINING, OIL & ENERGY

Alcoa Corporation
BHP
Chevron
Origin Energy
Rio Tinto
Shell
Woodside Energy
WorleyParsons

MANAGEMENT CONSULTING & ACCOUNTING

Boston Consulting Group
Deloitte
EY
KPMG
McKinsey & Company
PwC

OTHER INDUSTRIES & SERVICES

Australian Broadcasting Corporation
Boeing
Coles
Golder

TELECOMMUNICATIONS

NBN Co.
Telstra Corporation

UTILITIES

Australian Energy Market Operator
Melbourne Water
Sydney Water
Western Power

Top 50 PhD Employers in Business (<500 staff)

ADVANCED MANUFACTURING

ANCA Motion	Carbon Revolution
ATSE	Q-CTRL
Balance Utility Solutions	Silanna

BUSINESS & PROPERTY SERVICES

Australian Institute of Business	ONCALL
Country Garden Australia	Perrett Laver
daisee	Port Jackson Partners
Data Analysis Australia	SafetyCulture
McKinsey & Company	Servian
NAATI	The Simulation Group
Noetic Group	Versent
Nous Group	Wavelength International

CONSUMER GOODS

McPherson's Consumer Products

CYBERSECURITY & DEFENCE

AVT Australia	Sapien Cyber
QinetiQ Australia	Shoal Engineering

FINANCIAL SERVICES & TECHNOLOGY

First State Super	QuintessenceLabs
Optiver Asia Pacific	Taylor Fry

FOOD & AGRICULTURAL TECHNOLOGY

Consilium Technology	DTS Food Assurance
Coogee Chemicals	

LEGAL SERVICES & TECHNOLOGY

Colin Biggers & Paisley	Jones Tulloch
Doogue + George	Lander & Rogers
FPA Patent Attorneys	Shelston IP
Griffith Hack	Spruson & Ferguson

MEDIA SERVICES & TECHNOLOGY

Appen	Redbubble
Australian Marketing Institute	Rokt
Canva	Seeing Machines
Cordite Publishing Inc.	The Australian
Memjet Technology	Ward6 Australia
Predictive Analytics Group	

Top 50 PhD Employers in Business (<500 staff)

ENERGY & RESOURCES

AMOG Consulting	ElectraNet
APD Engineering	Independence Group
Beach Energy	MGPALAEO
Core Resources	NOPSEMA
CRU	RPMGlobal
CSA Global	TUNRA Bulk Solids

ENGINEERING & CONSTRUCTION

ACOR Consultants	Klohn Crippen Berger
ACSES Engineers	Martens & Associates
CMW Geosciences	pitt&sherry
Douglas Partners	PSM
EIC Activities	Taylor Thomson Whitting
FSG Geotechnics & Foundations	

ENVIRONMENTAL GOODS & SERVICES

Alluvium Consulting	Entura
Astron Environmental Services	Gelion
BlueSphere Environmental	Niche Environment & Heritage
Earth Systems	Water Technology
Eco Logical Australia	

MEDICAL SERVICES & TECHNOLOGY

4Dx Limited	Jurox
Acrux	LifeFlight Australia
AGRF	Microba
Ausvet	Nanosonics
Bionics Institute	Novotech
Compumedics	Pharmaxis
Ego Pharmaceuticals	ProScribe
Epichem	Saluda Medical
Genetic Signatures	Starpharma
IDT Australia	TetraQ
In Vitro Technologies	The Animal Referral Hospital

MINING EQUIPMENT, SERVICES & TECHNOLOGY

Aspec Engineering	JKTech
DownUnder GeoSolutions	

SPORT

Brumbies Rugby
Tennis Australia
Western Bulldogs

Top 50 PhD employers in Government, health, defence & not-for-profit

DEFENCE & SPACE

Australian Army
Dept of Defence
Defence Science & Technology Group
Royal Australian Air Force

FEDERAL GOVERNMENT

Australian Bureau of Statistics
Australian Institute of Sport
Australian Taxation Office
Bureau of Meteorology
Dept of Agriculture & Water Resources
Dept of Foreign Affairs & Trade
Dept of Human Services
Dept of Industry, Innovation & Science
Dept of the Environment & Energy
Geoscience Australia
IP Australia
Reserve Bank of Australia

HOSPITAL & HEALTH CARE

Alfred Health
Austin Health
Cancer Council NSW
Cancer Council Victoria
Department of Health
headspace
Monash Health
NSW Health
Orygen
Peter MacCallum Cancer Centre
Queensland Health
Royal Prince Alfred Hospital
SA Health
St Vincent's Hospital Melbourne
The Royal Melbourne Hospital
Therapeutic Goods Administration
Walter & Eliza Hall Institute of Medical Research
Westmead Hospital

STATE GOVERNMENT

Dept of Agriculture & Fisheries QLD
Dept of Education & Training VIC
Dept of Environment & Science QLD
Dept of Environment, Land, Water & Planning VIC
Dept of Health & Human Services VIC
Dept of Jobs, Precincts & Regions VIC
Dept of Justice & Community Safety VIC
Dept of Primary Industries & Regional Development WA
NSW Department of Education
Queensland Department of Education
Transport for NSW
VicRoads
Victoria Police

MUSEUMS & INSTITUTIONS

Australian Museum
Museums Victoria
Western Australian Museum

How do we look for work?

Job Search Pyramid

Networking & LinkedIn

Your Career

What is your strategy?

Context Matters

Target – Applications
Academic/Professional
  - Essential/Desirable criteria
  - Key words/language
  - Technology and skills
  - Local / Global

Network
 - Connect with people, key decision makers
 - Conferences, Professional associations etc

Social Media
  - Create Professional brand consistency

Identify the top 3 methods you use to find jobs:

Online jobs on company website	Online search engines e.g. Google, Seek, Unijobs	Job specific publications e.g. New Scientist	Local and regional newspapers
Networking using informal contacts e.g. family/friends	Networking using formal contacts e.g. academic conferences, business events	Professional Associations	Recruitment Fairs
Facebook	LinkedIn	Twitter	Online recruitment companies e.g. Hays, Michael Page

Mostly Reds: Information focussed

Your main focus	**Locating advertised job applications**
Typical Actions	• Finding the information and sending an application
Resources you might use	• Local and regional newspapers, job specific publications such as New Scientist, online search engines such as Google; SEEK.com; Unijobs etc
Advantages	• Saves times as you can apply for jobs anywhere • Less people interaction
Disadvantages	• You rely only on your application to make a positive impression on the employer. • You may not stand out from the other applicants. • Positions are competitive as they are publically advertised

Mostly Purples: People focussed

Your main focus	Opportunities to network
Typical Actions	Building contacts
Resources you might use	• Conferences linked to your PhD, business events, placements for your degree or after your PhD e.g. iPREP • Family and friends, recruitment fairs, members of professional associations • Professional associations
Advantages	• It's a great way to make a positive lasting impression – especially on placements/at conferences • You discover information first-hand about an organisation • You discover hidden job opportunities that might not be advertised • You start building your network
Disadvantages	• Can be time consuming Challenging if you have no informal networks • Challenging for some people who aren't comfortable networking face to face • If you make a negative impression e.g. conferences - people will remember!

Mostly Greens: Profile focussed

Your main focus	**Getting yourself out there**
Typical Actions	Building an online profile
Resources you might use	• Online recruitment agencies e.g having your profile on SEEK, Indeed • Social media i.e. LinkedIn, Twitter, Academia.edu, ResearchGate, your own website/blog
Advantages	• Free marketing tool that reaches many people, including potential employers • You can sell and promote what you want - you are in control • Find potential hidden jobs through engaging with people on LinkedIn, or joining companies' Facebook pages • Great for people who aren't as confident at networking face to face
Disadvantages	• Remember, whatever you put online has the potential to be seen by anyone! • Many employers perform an internet search of potential candidates to see what their online profile is like before asking for an interview

Future Job Search … Use a Combination Approach

Reds: Information focussed

Purples: People focussed
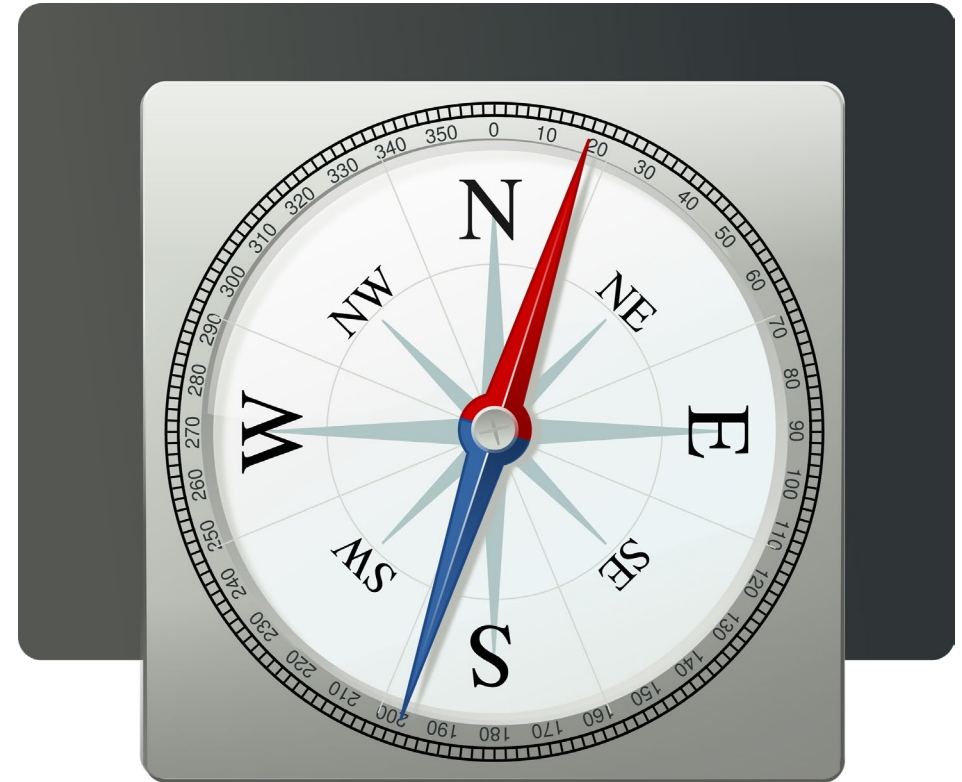
Greens: Profile focussed

Think about how can you use these insights to leverage the Visible/Advertised market and the Hidden market?
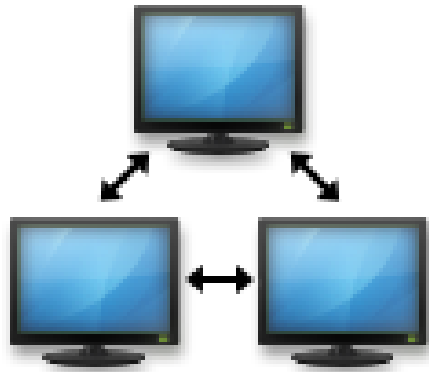
Networking

Have you ever been asked for directions on Curtin's campus?

What is networking?

A supportive system of sharing information among individuals and groups having a common interest.

Why network?

- Networking can help you gather information about something; find a job or help get a promotion at work.

- Everyone you know can be in your network, and their networks can be yours.

- Networking can be formal i.e. at professional events, or informal i.e. through a family friend

- Every person here knows someone that someone else should know
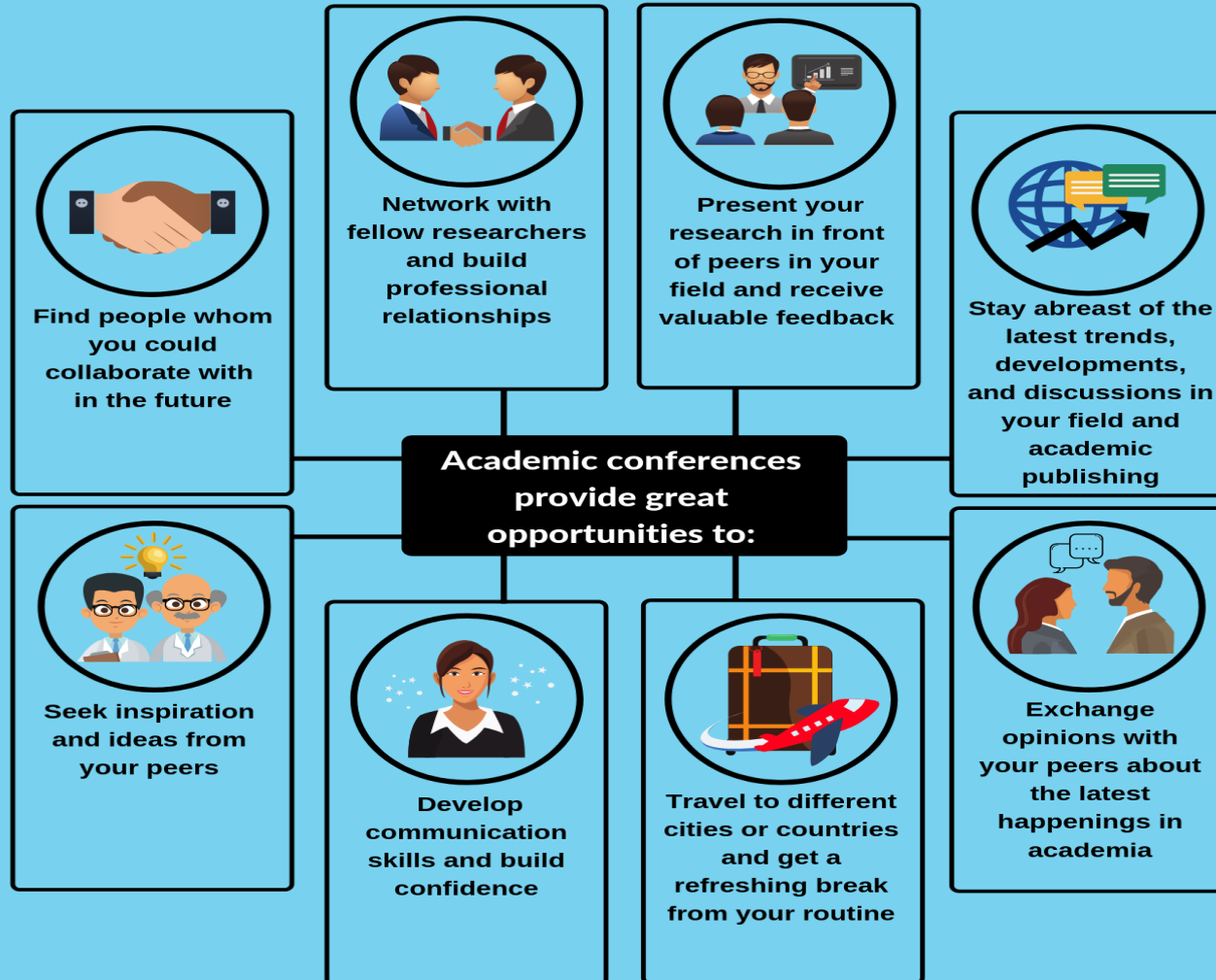
Networking can help you:

- Gain firsthand industry knowledge from current professionals

- Improve your visibility and career progression in a particular field

- Demonstrate your skills, commitment and initiative

- Find voluntary work or work experience to enhance your marketability

- Access positions that are never advertised (hidden jobs)

Rethink what networking means

PhDs – When to Network?

CORRECT TRANSITION WORKFLOW

Networking and Creating Credibility

Getting Interviews, Preparing for Interviews

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TIME — TIME — TIME — TIME

Creating a Job Search Strategy

Writing Resume/ CV's, Uploading Resume/ CV's Online

CHEEKY SCIENTIST
Industry Training for Intelligent People
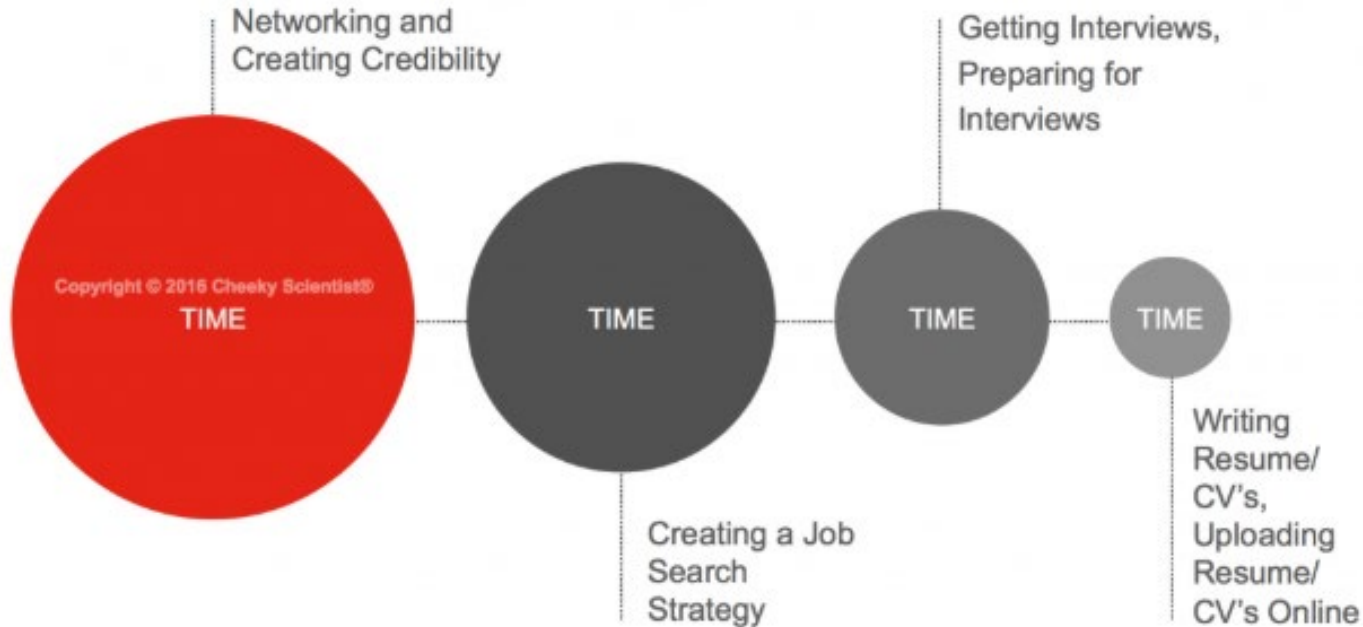
- Networking is the priority – **Develop your network before you need it.**

Cheeky Scientist

Introvert or Extrovert?

Introverts, do these sound familiar?

- "I'm afraid I'd be imposing; I don't want to bother people or be a burden."

- "How can I call someone I don't know or I've lost touch with? It feels like I'm using people."

- "People are too important or too busy to talk to me."

- "I can't stand the superficiality of small talk; can't stand large gatherings."

- "I never know what to say; I'm no good at working the room."

- "I can do this on my own. I don't need help."

- "I feel like I'm asking for charity."

- "If I don't come away with a job lead, it's a waste of my time."

- "What if I ask and they say, 'No'? I'm afraid of being rejected."

But I am an introvert, I can't network….

- Preparation is the key.

- Have three questions that you can ask, e.g.

  ➢ In your experience what do hiring managers look for in a candidate for this role?

  ➢ You are experienced in this area, so what are the top 3 skills I would need to have a successful career?

  ➢ How did you find your job?

A few tips for attending networking opportunities.

- Prepare general conversation starters and questions so you don't have to produce ideas on the spot.

- Prepare (and practise) your own brief introduction. (Elevator pitch)

- Bring a friend – knowing there's someone in the room who will always be happy to include you in a conversation can take the pressure off. If the friend is more of an extrovert, he or she may help make introductions for you.

- Don't try to talk to everyone there – instead, set a goal, some number of people that you think you can reasonably talk with, and consider the event successful if you meet that goal.

- Arrive early before crowds have arrived – this helps introverts manage energy drain and helps people who are shy find others to talk with before little groups have formed.

✓ Job Search Networking for Introverts. By Wendy Gelberg, Founder, Gentle Job Search/Advantage Resumes.

Elevator Pitch

Think of 3 Unique Selling Points (USPs) which describe you & put them into a short paragraph that you could learn & reel off naturally when asked about yourself.

- Introduction: About you - what you bring to the table (3USPs)
- Networking: Add a sentence to explain what you're looking for
- TIP 3: Be specific in asking for what you want.

Elevator pitch

Your pitch should include your title and how you help people.

My name is …… I'm a Business PhD student from Curtin University. My area of specialisation is business analytics and I also have experience in health informatics and healthcare finance.

I help organisations to plan, analyse, and report management outcomes by using sophisticated technology.

I'm looking for some tips on how to make the transition from research degree into a health service.

Who is my network?

- Fellow students/ Curtin graduates

- University staff

- Employers / colleagues

- Professional associations – usually very helpful!

- Old High School

- Industry organisations

- Hobby/sports clubs

- Interest groups

- Student organisations

- Voluntary organisations

Informational Interviews

- Reach out to people who are already working in your sector or companies you want to target

- The key is to be genuinely interested in that person's experience. They need to believe they have something to offer you.

- **NEVER ask for a job when you reach out to connect.**

- Instead ask some specific questions. The purpose is to get to know the person, the industry, trends, hiring practices and their story.

- You will often find that the questions about what you are seeking will come up in this meeting often followed by an offer to help.

Adapted from content by Naishadh Gadani and Karalyn Brown

After the event

- Email important contacts you have made.

- 'Dear _____, It was really great to meet you. I enjoyed our chat. Look forward to seeing you again.'

- The important thing is not what you say….but just putting your name out there one more time.

- Invite them to be connections with you on LinkedIn

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

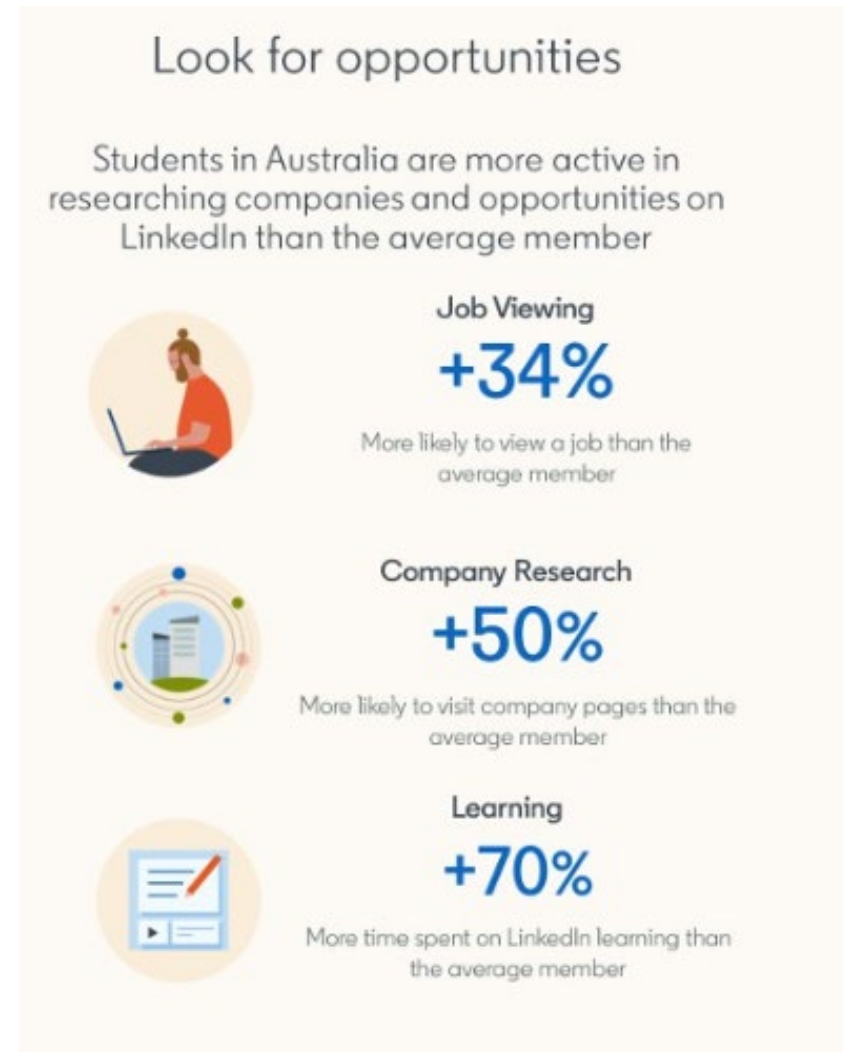*Maya Angelou*

Networking online
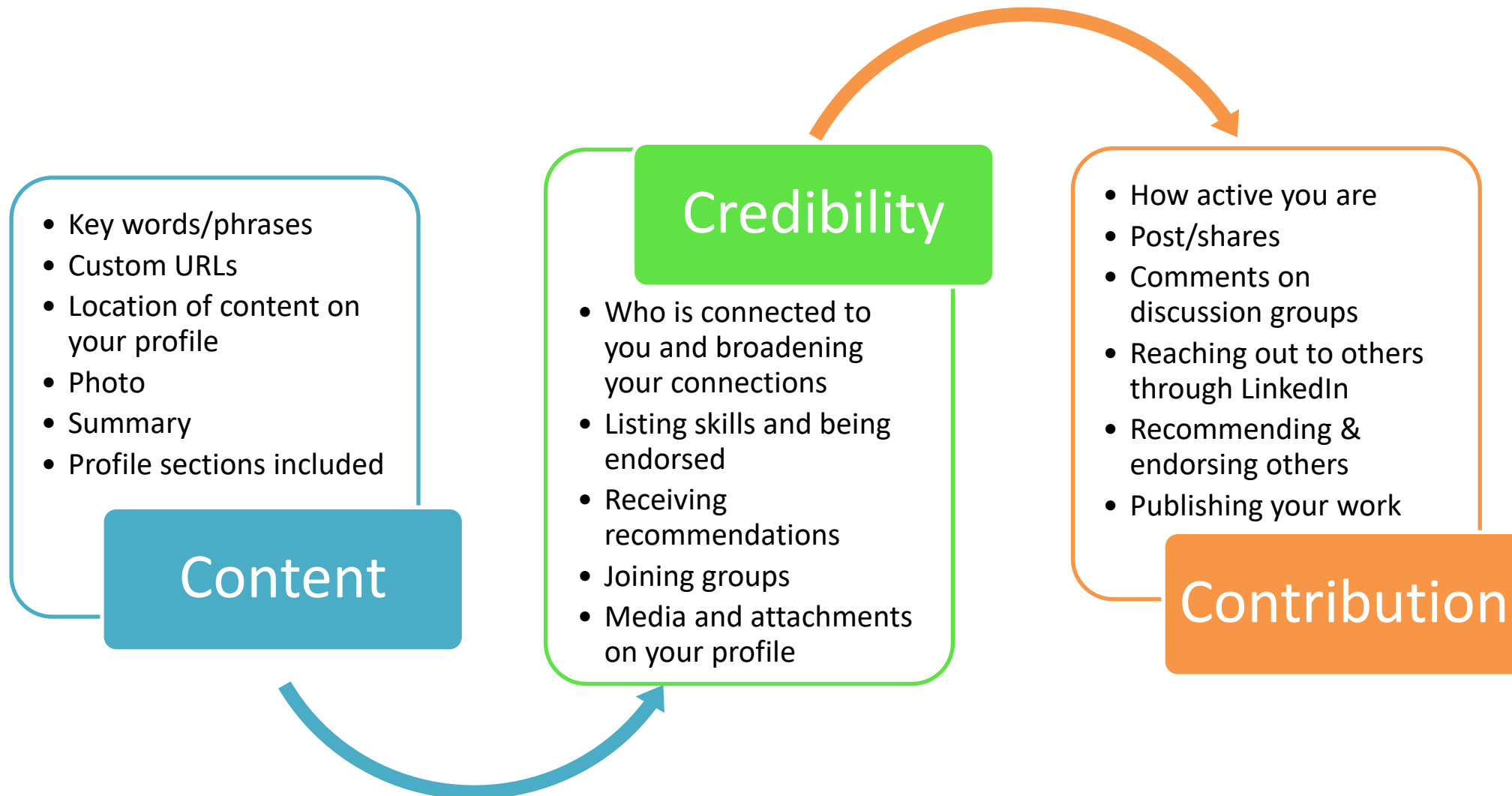
What are the Advantages of using LinkedIn?

What are the Challenges of using LinkedIn?

Why use LinkedIn

LinkedIn at a glance

has over 610 million members.

40% of users visit the site daily.

90 million senior-level influencers use LinkedIn.

users spend about 17 minutes per month on the site.

55 job applications submitted per second.

profiles with photos get 21x more views.

Look for opportunities

Students in Australia are more active in researching companies and opportunities on LinkedIn than the average member

Job Viewing

+34%

More likely to view a job than the average member

Company Research

+50%

More likely to visit company pages than the average member

Learning

+70%

More time spent on LinkedIn learning than the average member

Source - LinkedIn

The 3 C's of LinkedIn optimisation

Content

- Key words/phrases
- Custom URLs
- Location of content on your profile
- Photo
- Summary
- Profile sections included

Credibility

- Who is connected to you and broadening your connections
- Listing skills and being endorsed
- Receiving recommendations
- Joining groups
- Media and attachments on your profile

Contribution

- How active you are
- Post/shares
- Comments on discussion groups
- Reaching out to others through LinkedIn
- Recommending & endorsing others
- Publishing your work

Pick an appropriate photo

Note - Members with profile photos receive up to **21x** more profile views and **9x** more connection requests

Your headline is a short, memorable professional slogan.
For example, "Honours student seeking marketing position" or "XYZ University student & aspiring public relations associate."
Check out the profiles of students and recent alumni you respect for ideas.

Message

Kat Clements · 1st
Enabling the next generation of changemakers.
Perth, Australia · **500+ connections** · **Contact info**

Curtin University

The University of Western Australia

Customise your URL

Your Summary statement is like the first few paragraphs of your best-written cover letter — concise and confident about your motivations, profession, key skills and goals. You can tell a story and be bold to show passion for the industry/ profession.

About

How might we support the development of changemakers, so we can address our world's wicked prob

I enable people to design purpose driven careers, build relevant skills and take action in the world. I a
interested in fostering the development of 'for purpose' leaders and those exploring social impact car

I have experience creating professional development programs, designing new
building collaborative partnerships. I have worked in education, philanthropy and the arts, w

In 2018, I visited Stanford University and participated in the Life Design Studio, hosted at the d.school,
how to apply design thinking to the 'wicked problem' of designing our lives. I returned to Stanford as a Section
Facilitator in 2019 and, with a team of 18 facilitators, supported a further 200 people to experience the Studio. At Curtin,
we are currently prototyping a range of different applications of the Life Design methodology.

Right now, I am learning about the wellbeing of changemakers and how social impact and sustainability can be
integrated into learning experiences.

Building Content

Headline: Consider who you are, where you want to be and how this will capture people's attention. How is your personal brand communicated succinctly through your headline?

Your summary (the bio section): Where people go to see who you are professionally and your track record in the industry. To prepare an engaging summary, aim for 2-3 paragraphs about what you have done in the past, what you can do, and something memorable. Make

Building a strong summary

Here's what makes it a strong profile summary:

- Can be skimmed in 30 seconds or less

- Professional headline is below 120 characters, lists career focus and components of work

- Includes industry-related keywords, core skills, strengths, talents and interests

- Well written in a professional style, no spelling and grammatical mistakes

- Answers questions that provides deeper insight about the individual: What makes you unique? Where is your career headed? How would others describe you? What are your values and personal traits?

ACTIVITY – Building content

Have a go at writing a strong headline or summary – convert your Elevator Pitch into a LinkedIn summary

- Key words

- Your personal brand

- Unique selling points

- What would someone else say about you?

Building Content

Background (Experience, Education, Volunteering)

Accomplishments (Publications, Certifications, Projects, Awards, Languages)

Skills & Recommendations (building credibility)

Interests

Groups you have joined (building credibility)

Who you are following (Companies, People, News, Educational Institutions; building credibility)

Building Credibility

Collect recommendations for each position you have held. Recruiters are most impressed by recommendations from people who have directly managed you.

Building Connections

Your LinkedIn Network

1st = you know each other and are connected

2nd = you have mutual contacts but are not connected

3rd = contact of a contact of a contact. Build your connections using…Invitations/Introductions/In-mail

4X

On LinkedIn, applicants are nearly 4x more likely to get a job at a company where they have connections.

Building Connections

- How do you connect with someone you don't know?

- What do you do if someone invites to connect with you, but you don't know them?

- What is your 'connection policy'?

- Are you aiming for quantity or quality of connections?
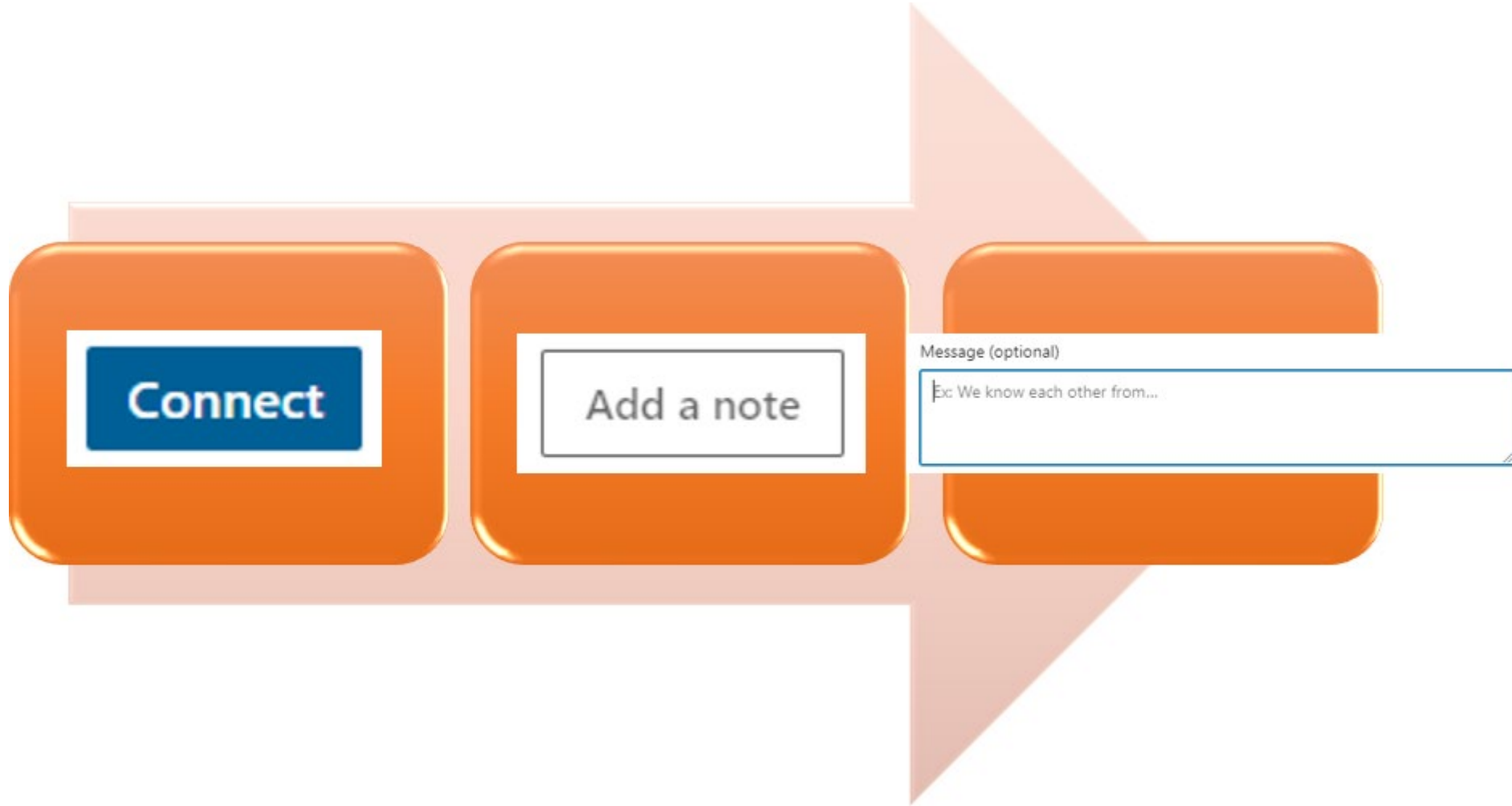
Building Connections

Building Connections

Building Contribution

Be active on LinkedIn

Post and share information relevant to your industry

Follow companies and join groups

Comment appropriately on discussion groups and posts from your network

Publish your work

LinkedIn Optimisation Plan

Content

- What are the key words and phrases that employers and other professionals in your industry may use?

Credibility

- Who are the main companies that have influence?

- What associations are involved?

- How will you approach professionals to connect with you?

Contribution

- How will you locate discussion groups relevant to your field?

- What knowledge can you share with your industry?

Networking resources

[UniHub](#) (must be signed in for links to work!)

Curtin University

Curtin Careers
LinkedIn Workbook

Make tomorrow better.   curtin.edu/careers

Designing Your Career: The Two Types of Networking
Published on 10 Sep 2020
As you begin networking, it's useful to have different strategies for connecting with people. This video outlines what we call inbound and outbound networking.

Designing Your Career: The Networking Reframe
Published on 10 Sep 2020
Networking is a great way to learn and explore professional opportunities. When we understand networking as asking for directions it's easier to see how it can be authentic and mutually-beneficial.

Designing Your Career: The Outsider Problem
Published on 9 Sep 2020
The Outsider Problem is what many people experience as they begin searching for new jobs or try to change industries. The two most powerful tools in designing your career are networking and informational interviewing.

Networking Know How
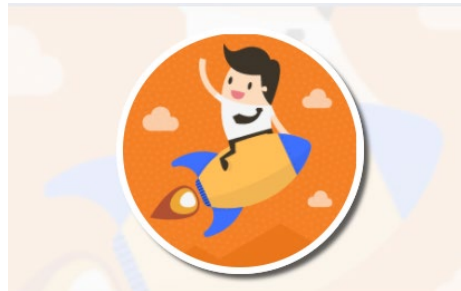Published on 16 Jul 2020
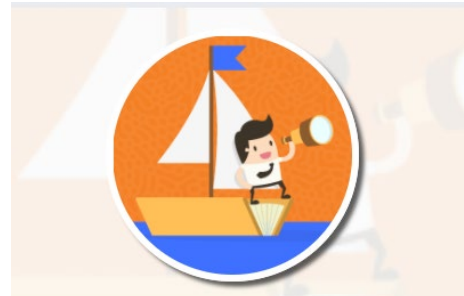Networking Know How

Networking Question Ideas
Published on 16 Jul 2020
Networking Question Ideas

Challenge Modules

Curtin Careers, Employment & Leadership
Leadership & Innovation

Curtin Careers, Employment & Leadership
Getting a Job

Curtin Careers, Employment & Leadership
The Skilled Professional

Curtin Extra
Professional Development

Feedback

Today's learning objectives:

- Identify where you are in your job search journey

- Major employers of PhDs

- Marketing yourself – preparation for employment

- Networking strategies

- LinkedIn strategies

forms.office.com /r/jjD6G5mWjy

HDR – Networking & LinkedIn

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