

Personal Branding for Scientists

Thierry Dubroca

Postdoctoral Associate, National Maglab



Duminda Sanjeewa

Postdoctoral Associate, Clemson University



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National Postdoctoral Association – Postdoc workshop

Thierry Dubroca

French native

BS: Physics Engineering

MS: Management

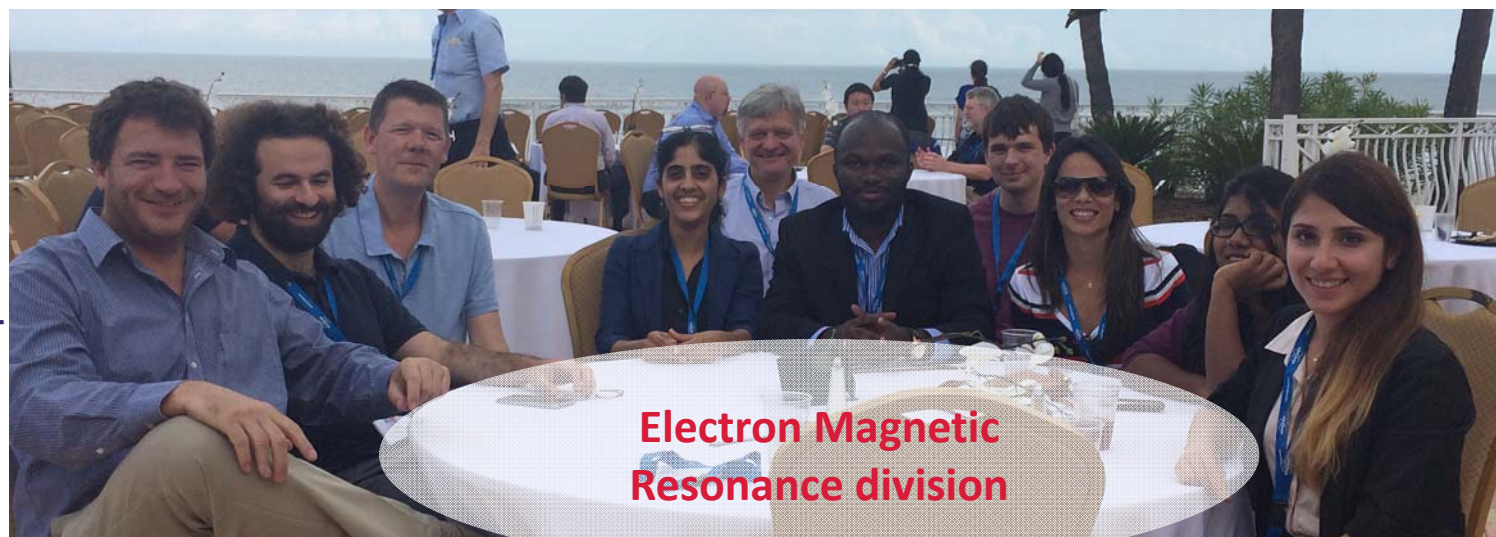
PhD: Material Science

Postdoc Workshop chair

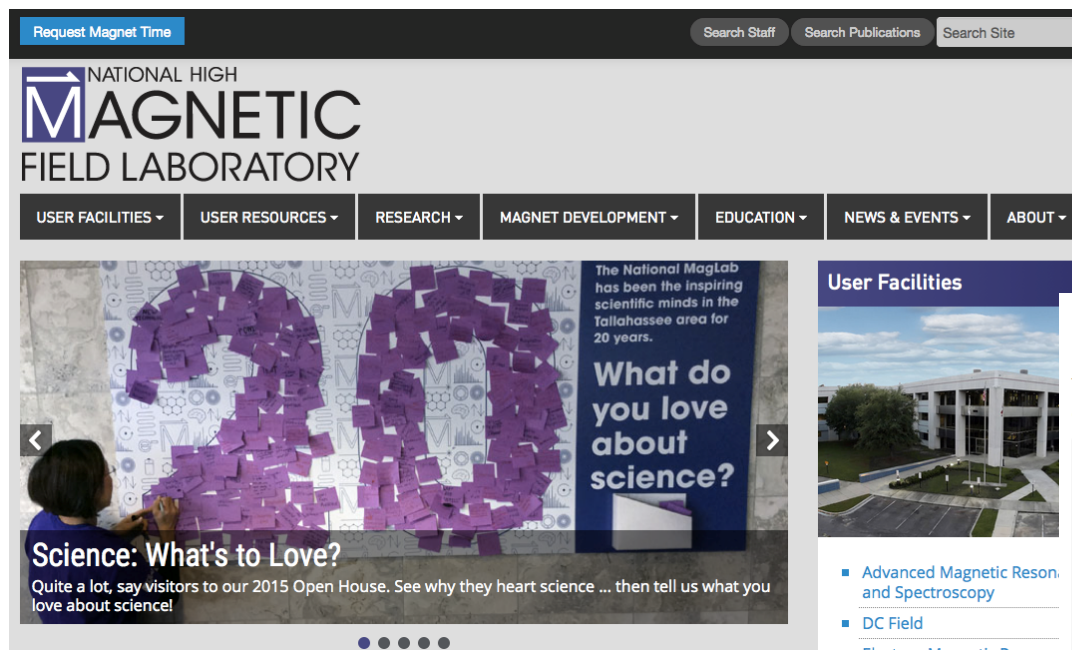
PDO founder

PDA president

Outreach committee



**Electron Magnetic
Resonance division**



**Want to know more about the lab or
available positions, just ask me!**

Maglab

Largest Magnets in the world

Physics, Chemistry, Biology, and more!

User facilities open to anyone for free

Over 100 permanent scientists!

Careers

The MagLab employs a diverse work force that includes scientists, machinists, engineers, administrators, writers and even artists.

PROFESSIONAL OPPORTUNITIES

POSTDOCTORAL OPPORTUNITIES

• **Technical Support Analyst**

[Read more...](#)

• **Research Engineer - Safety**

[Read more...](#)

• **Biomolecular NMR Spectroscopist**

PROFESSIONAL OPPORTUNITIES

POSTDOCTORAL OPPORTUNITIES

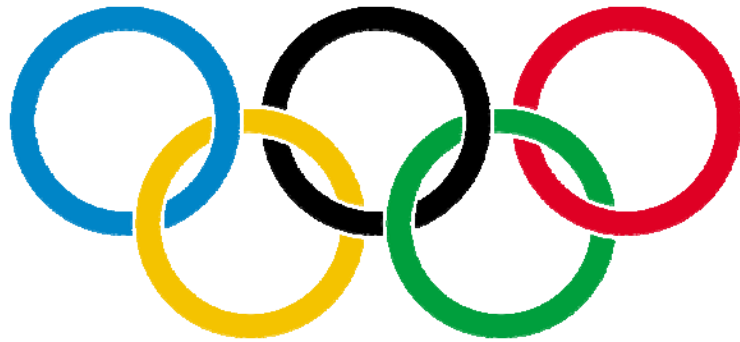
• **X-Ray Diffraction in High Magnetic Fields**

[Read more...](#)

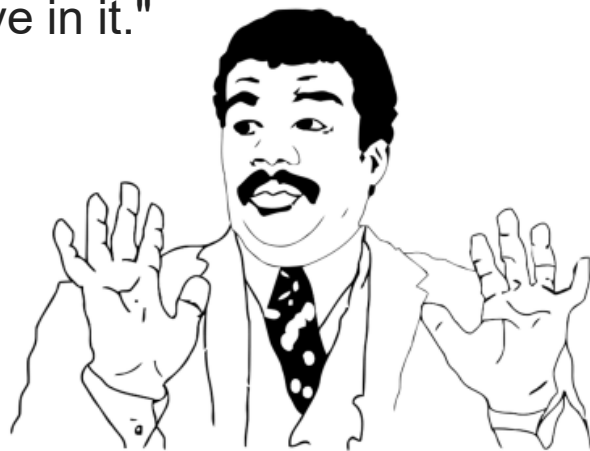
• **Post-Doctoral Position in Theoretical Condensed Matter Physics**

[Read more...](#)

What do YOU think (personal) Branding is?



"The good thing about science is that it's true whether or not you believe in it."



What is (personal)-Branding?

Create a positive impression in the mind of people about you



What is your (branding) goal?



What do you want to achieve?

- Get a job!
- Spread the word about your new discovery
- Raise awareness about a cause
- Get funding/Raise money

Who is your audience?

- Search committees / recruiting manager
- Other scientists / industrial partners
- Anyone / specific group (patients, MDs,...)
- Funding agency / crowdfunding group

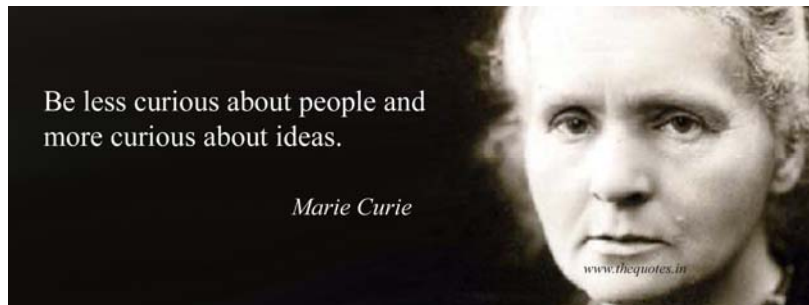


Develop your Theme / Identity

Interest (science or otherwise)

What makes you different from your advisor?

What make you similar (your learned the good stuff from them)?



THEME

- Teaching philosophy
- Research statement
- Field/area of expertise

IDENTITY

- Introspection
- Know yourself
- Think about who YOU is



How to Self-Promote?

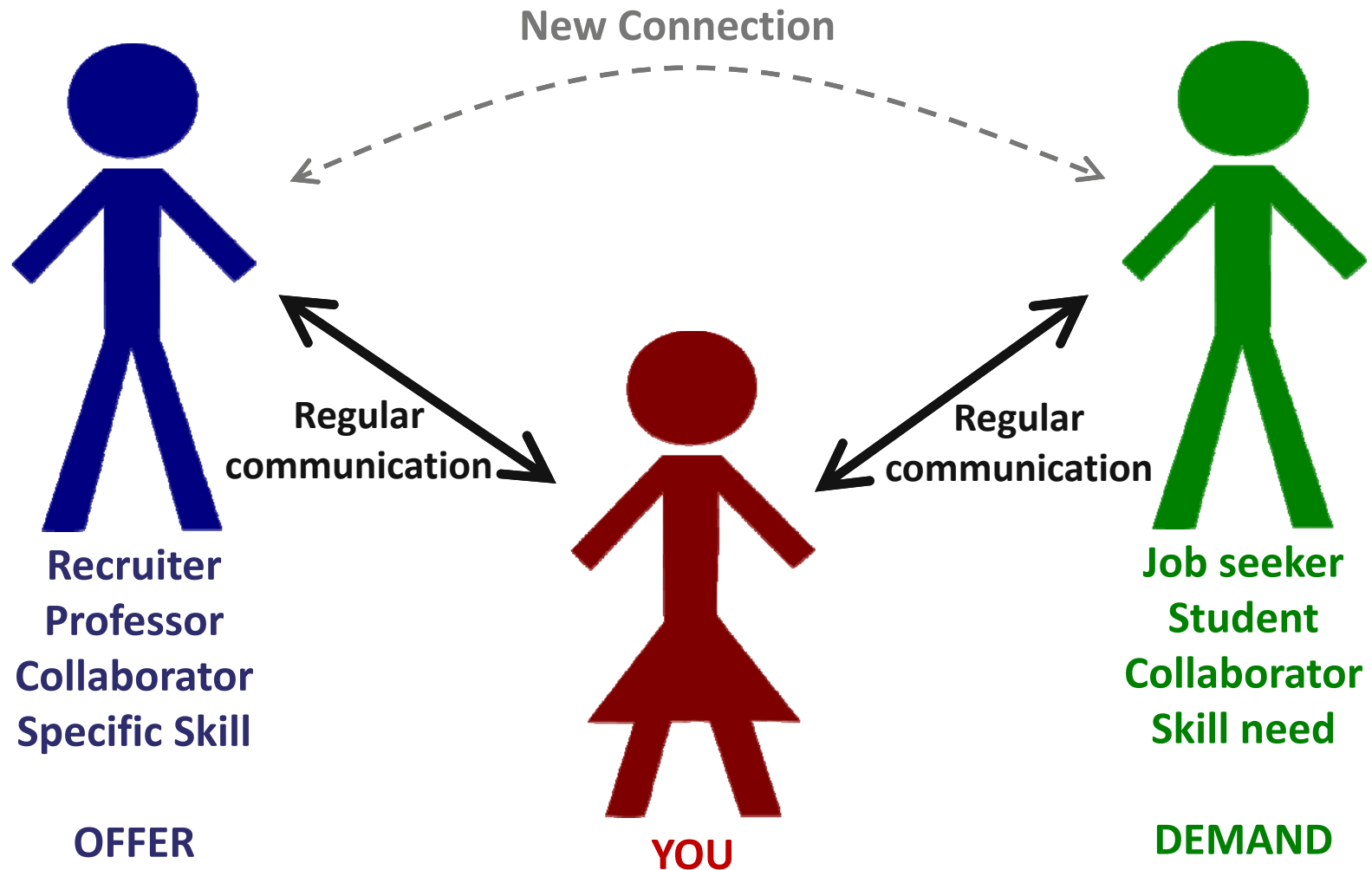
The hard part!

**Try, take chances
It is ok to be uncomfortable
Accept the awkward**

**Use, develop your network
Put your work forward
Expend and focus your online presence**



Networking



Develop and Grow your Network (and your brand)

Where to start?

Attend events

Speak at events

Organize events

Host events

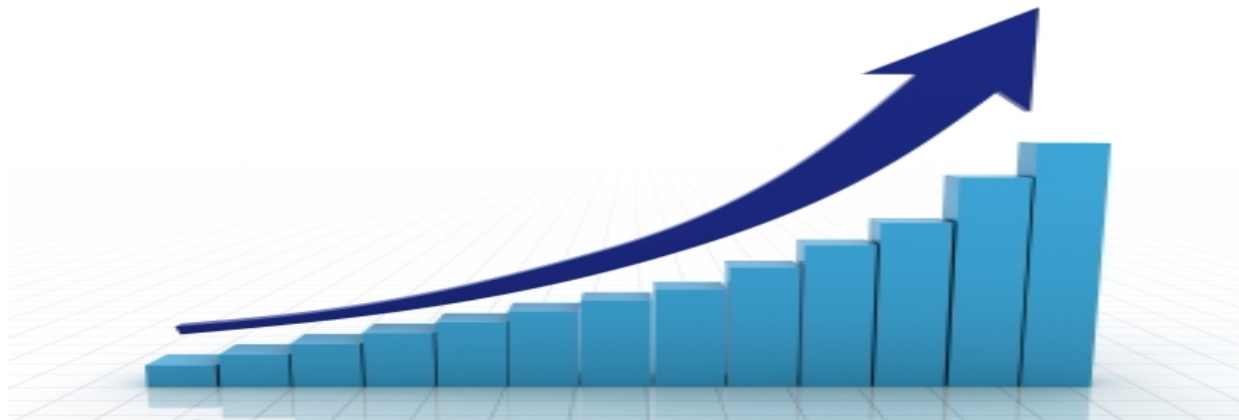
Plan

Who do you need to know?

Recognize decision makers

Share your skills / knowledge

Develop a message / theme



Online Presence

Social Networks

- Post articles, news or ideas
- Join groups of interest
- Post comments/answers
- Ask questions/start conversations
- Start a group

The screenshot shows the ResearchGate homepage. At the top is a navigation bar with links for Home, Q&A, Publications, Jobs, and a user profile icon. Below this is a secondary bar with 'ASK A QUESTION' and 'ADD YOUR PUBLICATIONS' buttons. The main content area is divided into three columns. The left column, titled 'Live Feed', shows two article posts: one by Jellazko Polihronov about 'Vortex Tube Effect Without Walls' and another by Raphael Hafka about 'A Coarse Grained Variable-complexity Approach to MDO for HSCT Design'. The middle column, 'YOUR NETWORK ACTIVITY', lists recent follows: Marat Gafurov followed Danis Nourgaliev, Victor Schepkin followed Chunqi Qian and Gerard Chingas, and Thorsten Maly followed Jean-Philippe Ansermet. The right column, 'JOBS YOU MAY BE INTERESTED IN', lists three positions: Associate Scientist at the University of Delaware, Research Assistant at PTB (Physikalisch-Technische Bundesanstalt), and Assistant/Associate Professor at Anton de Kom University.



The screenshot shows the LinkedIn profile of Thierry Dubroca. It includes a profile picture of a man in a suit, his name 'Thierry Dubroca', and his title 'Postdoctoral Associate' at 'Tallahassee, Florida | Research'. Below this, it lists his current employer 'National High Magnetic Field Laboratory', previous employer 'University of Florida, Delta R Detection Inc.', and education at 'University of Florida'. A 'View profile as' button is visible. To the right, it shows 'Your LinkedIn Network' with '550 Connections' and '6,844,591 Professionals in your Network'. Below the profile information is a 'Profile views' section with a line graph showing views over time (Oct 25 to Jan 17) and a summary of actions taken.

- Participate, organize or host Webinars
- Join newsletters, e-journals
- Share articles or news with others
- Blog, Twitter, YouTube, Facebook
- Google scholar, Institution website
- Create your own website
- Network outside of your field



Tips and Method

Tips:

- Be enthusiastic, practice your pitch
- Exchange business cards
- What defines your scientific plan/career?
- List your most important skills
- Manage your online presence
- Update your profiles regularly
- Ask questions and get support

Method:

- 1) Clear strategy
- 2) Network, Make yourself more visible
- 3) Post regularly
- 4) Promote your work



Be engaged!



Practice!

Personal branding Stations:

1. Breaking the ice: casual talk with others, exchange contact information, business cards
2. Pitch: talk 1-1, elevator pitch 1 min long, then rotate
3. Develop your theme/pro identity: 2 mins on your own, then discuss in groups of 4
- 4A. Create online presence: LinkedIn, reseachgate, google scholar... then feedback
- 4B. Online presence consistency: feedback one on one about online consistency, rotate
5. Promote yourself: write on board, what you have done and what you can do

Last activity as group:

Lesson learned and
peer mentoring (find a buddy)



“Bill is a hard man to get to know”

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Questions? Always ask!

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www.researchgate.net/profile/Thierry_Dubroca