



SUCCESSFUL UNEMPLOYMENT

For Scientists and Engineers

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REFERENCE GUIDE

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Step 10: Join Professional Associations

Comprehensive List of Professional Associations for Engineers

(from Monster.com)

<http://career-advice.monster.com/job-search/Professional-Networking/engineering-trade-associations/article.aspx>

List of Professional Associations for Scientists

(from Perdue University)

https://www.science.purdue.edu/index.php?option=com_content&view=article&catid=50:experience&id=360:professional-associations

Check you local library for *National Trade and Professional Associations of the United States*. This publication lists every trade association in the U.S.

A more extended database is also available on-line:

<http://www.associationexecs.com/> where you can sign-up for a FREE 2-day trial.

DOs and DON'Ts of Networking in Professional Associations

DO

- Expect to meet people with similar professional interests
- Learn more about your area of research from the prospective of others
- Learn more about experiences of other association members
- Gain a better understanding of your industry
- Listen
- Give an impression of someone who is interested in views and opinions of others

DON'T

- Expect that every conversation will result in a job opportunity. Most conversations will not.
- Stalk people. There is a fine line between stalking and networking.
- Feel like your wasting your time if a conversation does not immediately lead to the next job interview. You are here to learn more about your industry and the people in your industry. That alone increases your value as a professional. If you get a job lead out of talking to someone – that is just icing on the cake.
- Talk constantly. You can not learn by talking, especially about yourself. Listen more.

Step 9: Become an ACTIVE Member of the Associations You Have Joined

- Volunteer for local events—it's as easy as finding a local section, contacting the chair or one of the members and showing up to a meeting.
- Serve on committees—local sections always need committee members, so do technical meetings organized by these associations. Sure, it's work, but it allows you to build your connections with people in your field as well as help establish your credibility.
- Chair technical sessions—local, national and international meeting are always looking for someone to chair sessions. Contact the organizers of the meeting, let them know that you are a member of the association and would like to volunteer your services for a particular meeting.
- Volunteer to review technical papers for a particular association meeting where there is a paper submission process.
- Volunteer to give talks (more on this in Step 8).
- Example: a Volunteer Speaker Service for the American Chemical Society (check to see if your associations have a similar service)

If you are interested in being a speaker for ACS, call 202-872-4613

- Apply to become a course instructor (more on this in Step 3)

Step 8: Give Talks

Join Toastmasters International – an organization dedicated to helping members develop their communication and leadership skills. To find out more and to find a club near you, visit:

www.Toastmasters.org

Some other organizations that are frequently looking for volunteer speakers:

- Kiwanis International - organize projects that help communities
www.kiwanis.org/
- Rotary International – a volunteer service organization www.rotary.org/
- Lions Club - a service club organization <http://www.lionsclubs.org>
- Check the website of the professional associations that you joined in **Step 10** for speakers needed for local and regional events
- **Local Chamber of Commerce** – typically have several program meetings per month that use outside speakers on various topic
- **Boy and Girl-Scout** events

Step 7: Write and Publish

Jump-start your creative writing processes: assemble an e-mail list of relatives and close friends and start writing a weekly or a bi-weekly electronic newsletter.

Professional association newsletters (check association websites to see if authors are needed for local, regional, national, electronic and paper newsletters)

Sign-up for a free blog account from Google: www.blogger.com

Blog Examples

- General Motors blog: <http://fastlane.gmblogs.com/>
- General Electric Global Research blog: <http://www.grcblog.com/>
- MVP Modeling Solutions blog: <http://mvpmodelingsolutions.com/mvpblog/>
- Increasing Your Professional Value blog:
<http://successfulunemploymenttoolkit.com/blog/>

Develop your writing skills and get paid at the same time. These companies pay experts to write articles for them:

Bright Hub: <http://www2.brighthub.com/writers/writers.html> (focuses on technology articles)

Helium: www.helium.com

If you are ready to take your writing a step further, take a look at *Writer's Market (where & how to sell what you write)*. This reference provides a listing of magazines that buy articles on various topics, including a number of science and technology magazines.

Step 6: Join an On-line Professional Community

I recommend: www.Linkedin.com

If you need an invite to join or would like to send me a note, please do so:

<http://www.linkedin.com/in/mashavpetrova>

- Make sure to add a link to your blog to your personal profile
- Join at least one of many linkedin groups
- Start discussions on the group bulletins
- If you have any thoughts about a particular discussion—post them!
- Start your own online group
- Every few weeks send a note to several of your linkedin contacts and ask them how they are doing and what's new in their professional life. Let them know that you would be happy to help if they need any advice with...(fill in your

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area of expertise). Write a few sentences about what is new with you, but do not overwhelm people with your autobiography.

- These are all ways to get your voice out there and to practice your communication skills, while at the same time help others by sharing your advice and knowledge.

Step 5: Create a Personal Business Card

Free business cards <http://www.vistaprint.com> (under Free Products) – you pay S&H.

Example of a Personal Business Card:



Step 4: Once a Month (or a Week) Invite Another Professional to Lunch or Coffee

Some examples of other professionals:

- Your co-workers
- Someone from your company but another department (e.g. HR, sales or marketing. Why would you ever want to talk to a sales guy? See Step 2)
- Ex-coworkers
- A past professor
- A past student
- Another association member

Not sure how to find some of your long-lost contacts? Linked in is great for finding people. Use it to search by a person's name, company or an association.

There is really no downside to doing this.

Worse case scenario – even if you do not discover new job or professional opportunities during the meeting, you have just spent an hour perfecting your communication skills.

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Best case scenario – you will get up to speed on current research and developments in your industry, feel like you are a part of the industry even if you are not working, and find out about new position openings and other opportunities for professional growth.

Step 3: Teach

Teaching = networking, public speaking and writing all rolled into one!

A website that lists positions available in educational institutions (these include part time lecturer positions, full time professorships and chair positions) through out the United States:

<http://chronicle.com/jobs/browse/location/>

Some opportunities for teaching for Professional Associations
(explore your professional association websites for more teaching opportunities)

- **American Chemical Society Short Courses**
<http://www.proed.acs.org/>
- **Society of Automotive Engineers Seminars**
<http://www.sae.org/events/training/seminars/instruct/>
- **American Institute of Aeronautics and Astronautics Courses**
<http://www.aiaa.org/content.cfm?pageid=580>
- **American Society of Mechanical Engineers Courses, Webinars and E-courses**
http://www.asme.org/Education/Courses/Teach/Opportunities_CEI.cfm

Step 2: Become a Consultant

Talk to people who are currently working in sales or marketing departments. Find out if sales, marketing and PR is something that you can and want to do.

My favorite books on consulting and entrepreneurship:

***Million Dollar Consulting* by Alan Weiss** – aimed at consultants looking to grow their business, it is a very fun and inspirational read that gives you an idea about how much work you have to put into sales and public relations if you want to be successful as a consultant.

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***The Four-hour Work Week* by Timothy Ferris** – this book gives some great, low cost ideas of becoming and entrepreneur. If nothing else, it will actually make you excited about loosing your job. It is worth the read just for that!

***Get Slightly Famous* by Steven Van Yoder** – this book will provide you with many suggestions on how to market yourself as an expert. Look through it to get an idea of what it would take to successfully advertise yourself. If afterwards you think “ I can do that,” consulting might very well be for you.

Consulting Basics

- *Consulting for Dummies* by Bob Nelson and Peter Economy
- *Inside the Technical Consulting Business* by Harvey Kaye

Very First Step you should take if you want to start your own business:

- Visit www.SCORE.org -"Counselors to America's Small Business. It is a nonprofit association dedicated to the formation, growth and success of small business.
- You can get your very own expert business advisor who will help you with anything you need to know about starting your own consulting business, absolutely free! You can take classes on starting a business, writing a business plan and marketing and sales for a nominal fee.
- There are a number of other resources available as well. If you are serious about starting your own business, contacting SCORE should be your first step.

Recommended publications if you are thinking of starting your own company:

<http://entrepreneur.com>

<http://inc.com>

Step 1: Be Willing to Help Others

Everyone needs a little help during these times. Offer your help to those who need it and your generosity will comeback to you ten-fold.

Start implementing these steps and watch you professional success increase before your eyes. I wish you best of luck in your professional endeavors!

I would love to hear your success stories. If my toolkit helped you land a new job, get a promotion, start your own business or simply boost your confidence, please let me know! Email Masha@mvpmodelingsolutions.com