

*NOVEMBER 8, 2023*

*ASEE – IPERF WEBINAR*

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# PHDS IN INDUSTRY: Crafting Successful Careers in Startup & Industry Roles

# RESEARCH & DEVELOPMENT

## BASIC RESEARCH

- Testing and creating theories and/or constructs
- Lab settings remove “noise” of real-world influences to **uncover foundational data**
- Driven by curiosity, impacts on the field, and funder interest
- Focus on statistical significance, reliability, and novelty
- Value in long-term findings within Programs of Research

## APPLIED/INDUSTRY RESEARCH

- Testing application of layered theories within real-world contexts
- Live settings include “noise” of real-world influences to **create viable prototype**
- Driven by specific product issues & revenue goals
- Focus on face validity, sellable impact, and revenue potential
- Value in immediate impacts, nimble operations, and end-user considerations

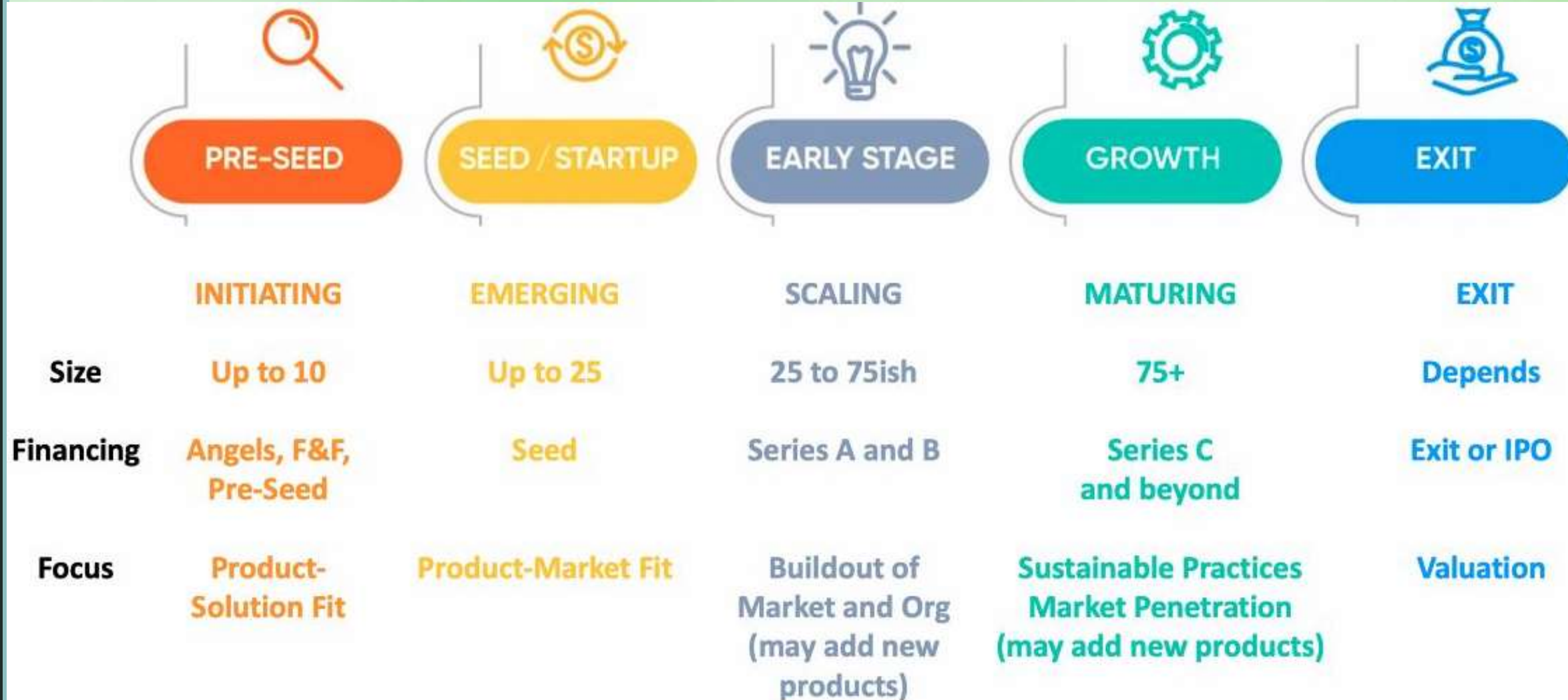
# RESEARCH & DEVELOPMENT: PURPOSE IN INDUSTRY



# RESEARCH & DEVELOPMENT: STARTUP STAKEHOLDERS

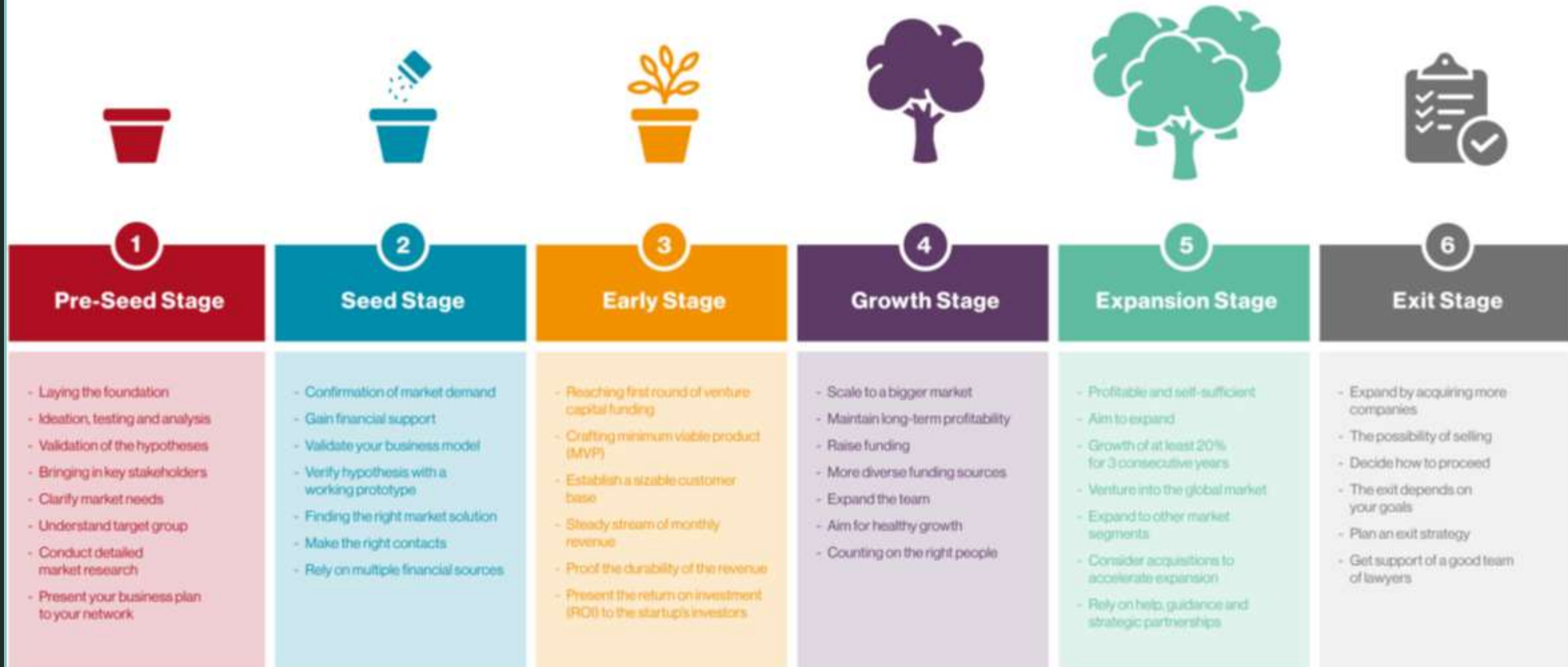


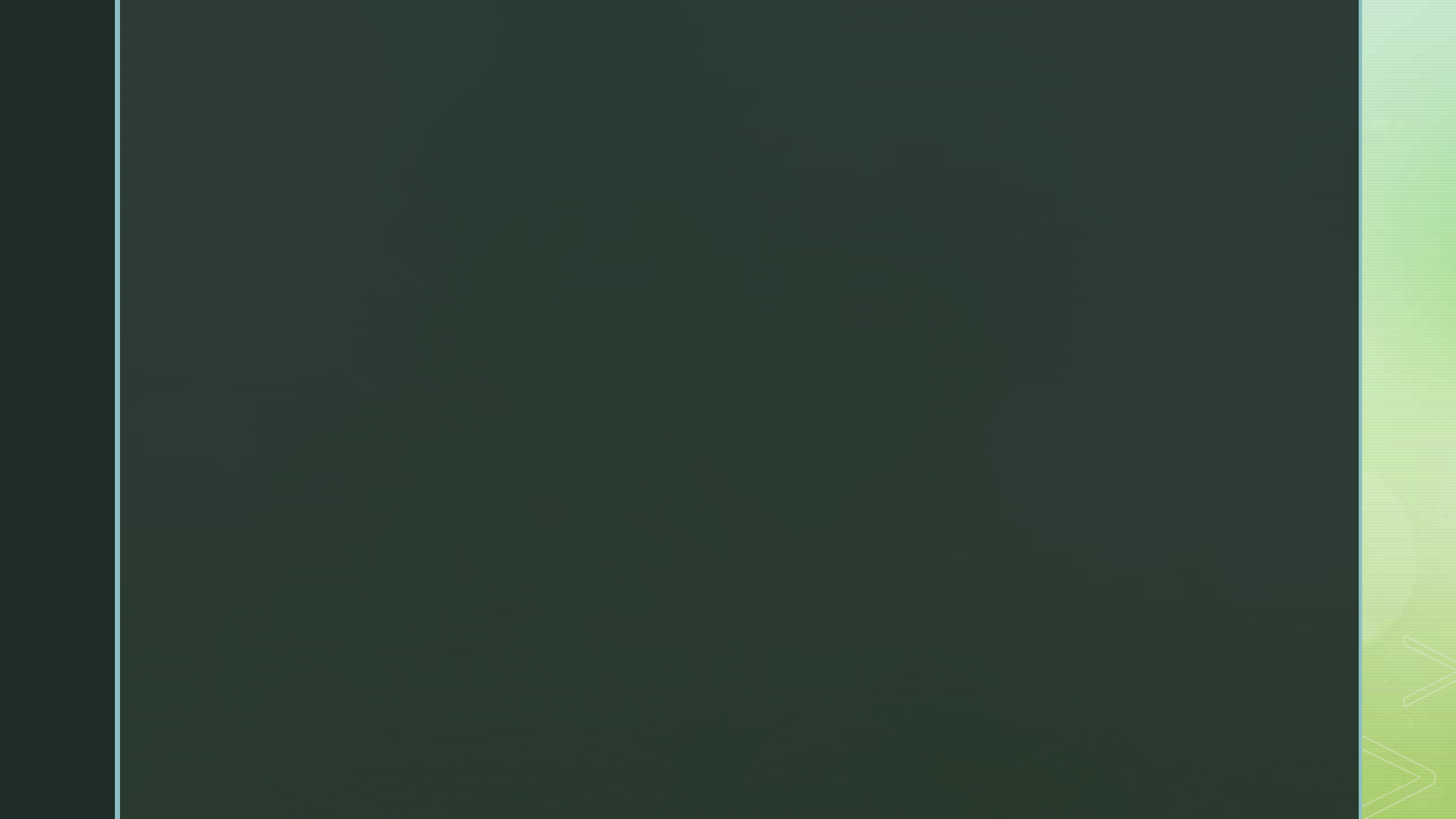
# STARTUP STAGES: TAKE 1





# STARTUP STAGES: TAKE 2





# WORK CULTURE

## Academia

Deliberation valued

High respect for research

Some cultural fit expected

Clear ethical expectations

Mission-based motive

Boost reputation

## Startups

Speed valued

Low respect for research

Cultural fit expected

Unclear ethical expectations

Profit- or mission-based motive

Sell company

## Corporations

Speed valued

Low respect for research

Cultural fit expected

Unclear ethical expectations

Profit-based motive

Increase share price

## Nonprofits

Speed valued

Moderate respect for research

Cultural fit expected

Unclear ethical expectations

Mission-based motive

Deliver benefits

## Government

Deliberation valued

Moderate respect for research

Cultural fit not expected

Clear ethical expectations

Mission-based motive

Deliver benefits



# CAREER OPPORTUNITIES

## Academia



- Researcher
- Instructor
- Professor
- Dean operations
- Provost strategy
- President mission
- Board oversight

## Startups



- Individual Contributor
- Manager
- Director operations
- Executive strategy
- Founder mission
- Advisory Board mission
- Board oversight

## Corporations



- Individual Contributor
- Manager
- Director operations
- Vice President strategy
- C-Suite mission
- Board oversight

## Nonprofits



- Individual Contributor
- Manager
- Director operations
- Executive strategy
- Founder mission
- Advisory Board mission
- Board oversight

## Government



- Individual Contributor
- Manager
- Director operations
- Appointee strategy
- Elected Official mission

# FINANCIAL BENEFITS

## Academia

Salary negotiable

Bonus not typical

Stocks not typical

Access to 403b or 401k

Possibility for student loan forgiveness

## Startups

Salary negotiable

Bonus common for management

Possible stock or stock options

Possible access to 401k

Not eligible for student loan forgiveness

## Corporations

Salary negotiable

Bonus common for management

Possible stock, stock options, or stock discount

Access to 401k

Not eligible for student loan forgiveness

## Nonprofits

Salary negotiable

Bonus not typical

No stocks

Access to 403b

Possibility for student loan forgiveness

## Government

Salary negotiable

Bonus possible

No stocks

Pension

Possibility for student loan forgiveness

???

ADDITIONS, COMMENTS, & QUESTIONS





# Professional Networking



# PROFESSIONAL NETWORKING





# NETWORKING: **WHY?**

Create opportunities for future collaborations, team-building, or employment

Find options/resources for skill building and experimentation

Obtain access to knowledge relevant to career or field

Identify potential mentors or mentees

# NETWORKING: **Who?**

Former classmates

Current team-members

Colleagues in other departments

Professional juniors, peers, and seniors

Professionals in adjacent fields

Directors and executives in industry-of-interest

Members of field-relevant professional associations

# NETWORKING: **WHERE?**

## Online

LinkedIn

Mastodon

Slack

X/Twitter

Alumni Networking Portals

Professional Association Networking Portals

## In-Person

Industry Social Events & Outings

Workshops & Training Courses

Conferences

Alumni Events

Philanthropic Committees & Events

Community Events

Misc Social Outings

# NETWORKING: **How?**

## *In-person Goals*

- Networking Events:
  - speak to at least 5 new people
  - exchange contact information with 2 people you really want to speak to again
- Workplace
  - request a non-project meeting or lunch

## *Online Goals*

- Connect with 3 new people per month
  - reach out to connect
  - entice people to contact you
- Follow-up and set a virtual meeting with at least 1 person per month

# NETWORKING: **How?** *CONT'D*

## *In-person Options*

- Embrace awkward situation – **everyone** is nervous
- Go alone to avoid clustering with known associates + seek out isolated others
- Aim to learn about one interesting project the other person is working on

## *Online Options*

- Personalize the invite/connection note with one general reason you want to connect
- Comment on posts about field-relevant processes and ideas
- Repost or “like” job opportunities your network may care about



Hello XXX,

I'm working to promote the cross-pollination of ideas between entrepreneurs, behavioral strategists, and corporate leaders. I think we'll both benefit from a chat or seeing each other's posts. Let's connect and share strategies!

Warmly,  
Natalie Hallinger

Thank you for reaching out! I'm happy to connect and curious about what drew you in my direction.

- + Saw one of my likes/posts?
- + Looking for a behavioral strategy mentor?
- + Curious about my engagement strategy work at Walgreens Health Innovation?
- + Have questions about my work helping tech startup Litterati realign their strategic positioning and stakeholder engagement?
- + Want to dive deeper into topics I covered during a speaking engagement or podcast?

I like to be aware of the source of my connections and to identify all our intersecting interests, so do let me know!

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ADDITIONS, COMMENTS, & QUESTIONS

