

Linguistics Career Launch 2024
Career Management Session 1 of 5

Networking for Introverts

that's me! and maybe you, too?

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Linguistics Career Launch 2024

Career Management Sessions



- 1. Networking for introverts**
- 2. Creating & tailoring an effective resume**
- 3. Informational interviewing**
- 4. Leveraging LinkedIn**
- 5. Salary & benefits: Negotiate like a pro**

Alexandra Johnston, PhD

- **Faculty instructor** *Career Management for Linguists*
2018-present: 3-credit, semester-long course for grad students in linguistics @ Georgetown University
- **Global talent development consultant:** 15+ years, delivering professional development to corporate, government, nonprofit and higher ed clients

Networking tips for introverts

What are the goals for this session?

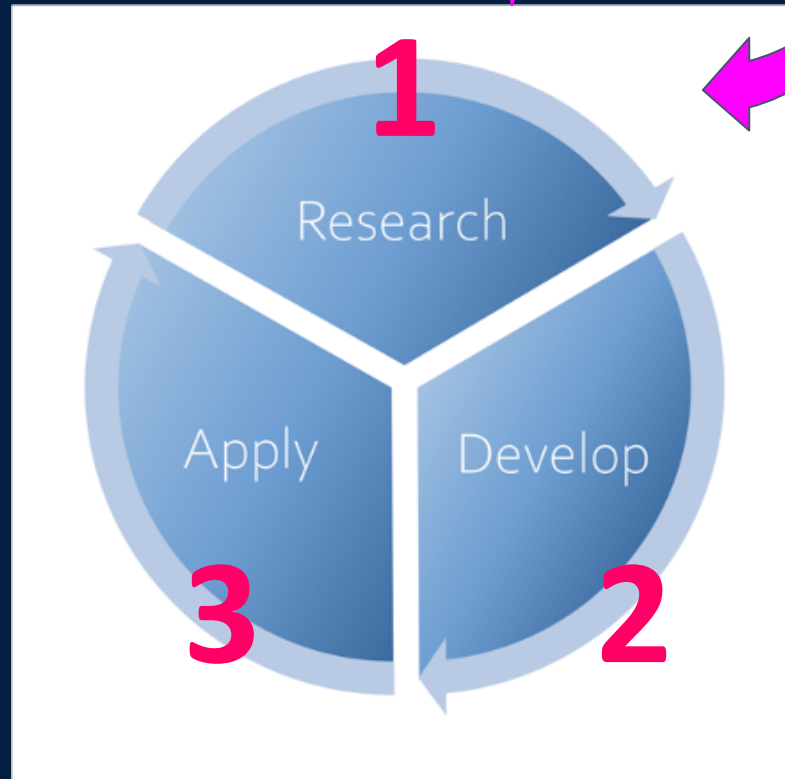
- **REFRAME**
networking (and
small talk!)
- **5 tools for authentic
networking**
- **Make
networking...*FUN?***



A common reaction to “networking”



you are
HERE



Networking is preparatory and ongoing **research**

Career Management Cycle

Tool 1: Reframe networking

Why reframe? To shift your mindset

- **A tool for changing your perspective**
- **Change your perspective → new and different thoughts**
- **New thoughts → new actions**



The first rule of networking is DON'T CALL IT NETWORKING

“What can ‘networking’ be to me?”

Networking is...

A social good

- Connecting with others who have shared interests
- Potential for a new friend or colleague
- Advocating for your friends and community & issues you care about
- Giving back & helping others

Learning & research

- A chance to be curious and explore
- A chance to research & learn something new

Investing in my future

- The next step in my career journey
- Creating my “luck”
- “Futuring” my life







at ● #CL Taby Halverson (Ogilvy Health)

● Becca Haley - BA

● #CL Dan Simonson

● #CL Daniel Ginsberg (they)

● Nidhi Somineni - BA

● #CL Leah Shapardanis (Digitas / Publicis Groupe)

● Annabelle Chua - MLC

● Brent Laing, Conversation Designer (she/her)

● Eric Jackson Devin Davidson - BA

● Whitney Fils-Aime

● #CL Rachel Brooks (FBI)

● Olivia Luedke - BA L Tripp (MLC '19, Market Research)

● #CL Marcus Berger - Census

● Host Alex Johnston

● Isabelle Reilly - BA

● Biviana Flores

● Nina Allen - BA

● #CL Anthony Koth Indeed taxonomist

● Mario (Mother Tongue)

● Mariela Vazquez

● Abby Killam - PhD

● Jessica Lin PhD candidate

● #CL Yuqiu (Eva) Liu

● Ke Lin - P ● #CL Ari Janoff (inVibe)

● Yi Luo

● Aubrie Amstutz (she/her)

● CL Al ● Brandon Barr, M.S.

● #CL Tim Dur ● Jingni - CL Linguist, Video Games

● Xiao Yang ● #CLannah Williams - PhD

● Dr. Minnie Quartey

Self spotlight

● #CL Laurel Sutton 2026

Tool 2: Networking is mutually beneficial

Thinking of others—an introvert's strength—takes the focus off yourself

You always have something to give others

- **Your time**
- **Your engaged listenership**
- **Your own knowledge of other people & resources**
- **Your own experience & expertise**
- **Your thoughtful follow up**



Tool 3: Preparation

Applies to virtual, asynchronous & face-to-face interactions

Set some intentions:

- **Who do you want to connect with?**
- **What do you want to learn?**
- **Research people / orgs**
- **Update your digital presence**
- **Prepare the "elevator pitch" and small talk geared to the context & audience**



Activity: Write some notes on your career goal “elevator pitch”

Try to answer the question “*What am I looking for?*” or “*What am I curious about?*”

Sample bullet points:

- “I’m looking for a job that will let me...”
- “I’d like to find a position in X where I can...”
- “I’m curious about *what you do* in your work with X because I’ve been wondering if I can use my *skills in Y* in that area...”



@schoobycat takes note writing seriously

Create a sample pattern you could use to:

- 1) articulate a career goal
- 2) craft an elevator pitch
- 3) request an informational interview

*“I’m looking for a **[type of JOB STRUCTURE or POSITION TITLE]** in a **[type of environment, organization or sector]** in **[geographical area]** that uses my **knowledge of [x] and skills in [y]** to **help/solve/explore/advocate for [z].**”*

Edit & tailor in the moment with different audiences

Example elevator pitches

1. “I’m looking for a **full-time** job in **Philadelphia** working with an organization that does **linguistic/sentiment/narrative analysis** of **health-care provider - patient interactions** that makes use of my **qualitative** research skills in discourse analysis to **help HCPs better understand their patients.**”
2. “I’m looking for a **remote, part-time internship** in a **naming company** where I can learn about the **process of naming products & services.**”

Let's talk 'small talk'



Small talk

For later listening!

“Small talk, big deal”

Episode 51 of Lingthusiasm with hosts Gretchen McCulloch and Lauren Gawne

- What topics are culturally (ir)relevant?
- How to answer “What’s linguistics?”
- How to pivot from subjects you don’t/can’t relate to

What is small talk?

...small talk IS a big deal

It's multifunctional

- Build rapport
- Seek co-membership, commonality, connection
- Get a sense of the other person's perspective, personality, emotional state
 - talking about the weather is not *REALLY* talking about the weather
 - **VIBES**
- Create the basis for something **else** to happen once commonality is established

Me trying to make small talk



What is small talk?

...small talk is a big deal

It's an on-ramp to the road of interaction!

- Is this interaction time- and occasion-limited? It may end there and that's okay
- But maybe this interaction could lead to something else if
 - **vibes** are there!
 - **co-membership links** are created and reinforced
 - a topic comes up that sparks **authentic connection**



INTJs when people are talking about fashion, parties, or celebrity gossip



INTJs when people are talking about philosophy, science, or the meaning of life

Don't necessarily evaluate "superficiality" or "depth". You're just throwing out a fishing line with some bait and seeing if you get a nibble.

3 ways to hack small talk

1. Identify the **QUESTION BEHIND THE QUESTION**

Go beyond the message level of the question.

Look for the metamessage

What is the intent?

- “How many languages do you speak?”
 - This does NOT have to be answered **literally**
 - McCulloch translation: “**Tell me a thing about a language”**
 - Johnston translation: “**Tell me something about “language” that’s relevant to my life”**
- “How’s the dissertation going?”

3 ways to hack small talk

2. The McCulloch self-help hack

- Use **OCCASION / LOCATION**
- Ask anything about the **occasion** or something about the “location” you’re sharing (virtual or physical place)
 - “How’s LCL going for you so far?”
 - “What’s up with cohorts, am I right?”
 - “Do you understand cohorts now? I’m still wondering.”
 - “Is this your first time with Gather? I still don’t know how to locate someone on the map. Do you know how?”
 - “Have you found the space station on Gather?”

3 ways to hack small talk

3. Ask an **OPEN questions** (= “Content” questions)
 - “Wh-questions”: who, what, when, where, how
 - “Content” questions pre-suppose content-based responses
 - In contrast, “choice” or “yes-no” questions presuppose yes/no answers (these start with do, have, be...)
- “Are you a [student]?”
 - “How’s your conference so far?”
- “Do you come here often?”
 - “What do you like about this conference?”
 - “Why did you come to LCL? How did you hear about it? What do you hope to get out of it?”

Tool 4: Your authenticity

- **Be yourself**
- **(But be generally positive)**
- **Use content questions to draw others out**
- **Reframe *small talk*, too**
 - **Use those small talk hacks**



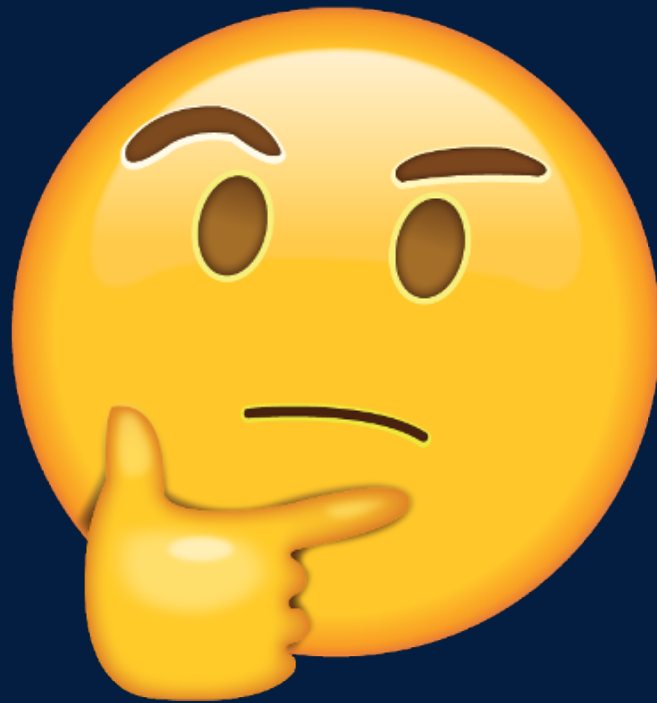
Tool 5: Follow up

The introvert's strength—and secret weapon!

- **Keep your word**
- **Anything you didn't say in person, you can follow up with later**
- **(Re-)connect through LinkedIn and other platforms**



“Follow up,” you say...



Easy patterns of follow up

Reference your shared experience or a “missed” opportunity

- “It was **great meeting you** at LCL! I hope we can stay in touch.”
- “I **enjoyed your panel** at LCL. I was so interested to learn that you’ve worked as a consultant and wondered if I could ask you more about how you got started.”
- “I **saw you at LCL and meant to reach out**. I saw on your “fun facts” that you have an interest in *kintsugi* and that caught my attention. How did that come about?”







Your 5 tools & a bonus

1. Reframe networking
 - Call it something you LIKE so you can keep building a habit by doing something you already enjoy
1. Be a giver
1. Prepare in advance
1. Be authentic
1. Follow up
 - Your chance to ‘repair’ and add some layers of interaction to a first meeting or a missed meeting



The genre of **informational interviewing** is your best research tool

Networking guidance to get real ROI

*Schedule it in like it's a real thing. You are **investing** in yourself.*

- Spend an hour a week!
 - Put this on your calendar or “productivity” app!
- Break it up into chunks (15 minutes here? 20 minutes there?)
 - If you are actively job seeking: *an hour a day*
- Networking events (online or IRL)
 - 1 per month
- Informational Interviews
 - If you do one a week, that's 50 in a year!

– Dr. Anna Marie Trester aka

CareerLinguist

Choose to engage.

Choose to say yes.

Choose to ‘open your mouth’, to send that email, to send that LinkedIn connection

Let's talk!

Other 'networking for introvert tips' are in the following slides

Networking for introverts

a recap and some more tips

1. Again...call it something you LIKE

- research
- learning
- advocacy
- helping others

2. Anything you don't say/do in the moment can be followed up later in a different channel

This is both a do-over and a relationship strengthener

3. Your strength might lie in the follow up (over email, LinkedIn, etc.)

4. YOU ARE NOT BOTHERING PEOPLE



Networking for **INTROVERTS!**

Do you

....prefer working together long-term for a common goal?

....disprefer one-off “meet-ups” and “mixers”?

Then try:

- Taking classes & workshops that meet regularly
- Complete a volunteer project for an organization
- Volunteer at events
 - Focusing on a shared goal can take focus off of yourself

Networking for **INTROVERTS!**

Are you...reserved, slow to warm up or anxious?

Then try:

- Connecting with people via email, LinkedIn, other platforms *before* and/or *after* the events where you will cross paths!
 - The shared event is a natural 'reason' to reach out in advance or to follow up afterwards
- Arriving at events **EARLY**
 - Get there when things are quiet, scope out the digital/physical space
 - Meet one or two other people early before the crowd gets there
 - This gives a sense of ownership and can lessen anxiety rather than facing the 'shock' of entering a big, noisy crowd of people all at once

Networking for **INTROVERTS!**

Do you...prefer learning from experts?
Like knowing how puzzle pieces make up
the big picture?

- Attend panels
- Go to workshops
- Shared experiences like these can be a jumping-off point for following up later

Networking for **INTROVERTS!**

Do you...prefer in-depth one-on-one interactions?

- Do informational interviews
- Pursue 1v1 conversations at bigger events and have quality conversations with 1-2 people. Don't feel pressure to "collect" contacts/cards/intros

Networking for **INTROVERTS!**

Are you...observant, solution-oriented, data-driven?

- Research Glassdoor, Indeed, Bureau of Labor Statistics, Vault
- Research alumni from your institutions on LinkedIn

Networking for **INTROVERTS!**

Are you...curious and understanding? Like to connect with people over shared interests?

- Attend small discussion groups
- Use chat functions for digital meet-ups
- Introduce yourself to individuals during breakout sessions

Networking for **INTROVERTS!**

Do you...prefer asynchronous interactions?

- Join LinkedIn groups or industry-specific online forums where you can lurk and learn
- Post your own questions / content
- Work your email/LinkedIn messaging magic

An inventory of self inventories!

Use these to help you articulate your skills, values & interests

- The Flower Exercise (from "[What Color Is Your Parachute](#)")
- The [F.I.G.+ grid](#) (Function, Industry, Geography+)
- MBTI-like assessments
 - [16personalities.com](#)
 - The 10 q's on [SteppingBlocks](#)
- [CliftonStrengths](#) (Gallup)
 - Formerly "StrengthsFinder"
 - Free version: [High5test](#)
- [Values Cards](#)
- [9 Lives Activity](#)
- [DiSC](#)
 - Test assessing preferences in leadership & management:
"Decision-making, Influence, Steadiness, Compliance"



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