



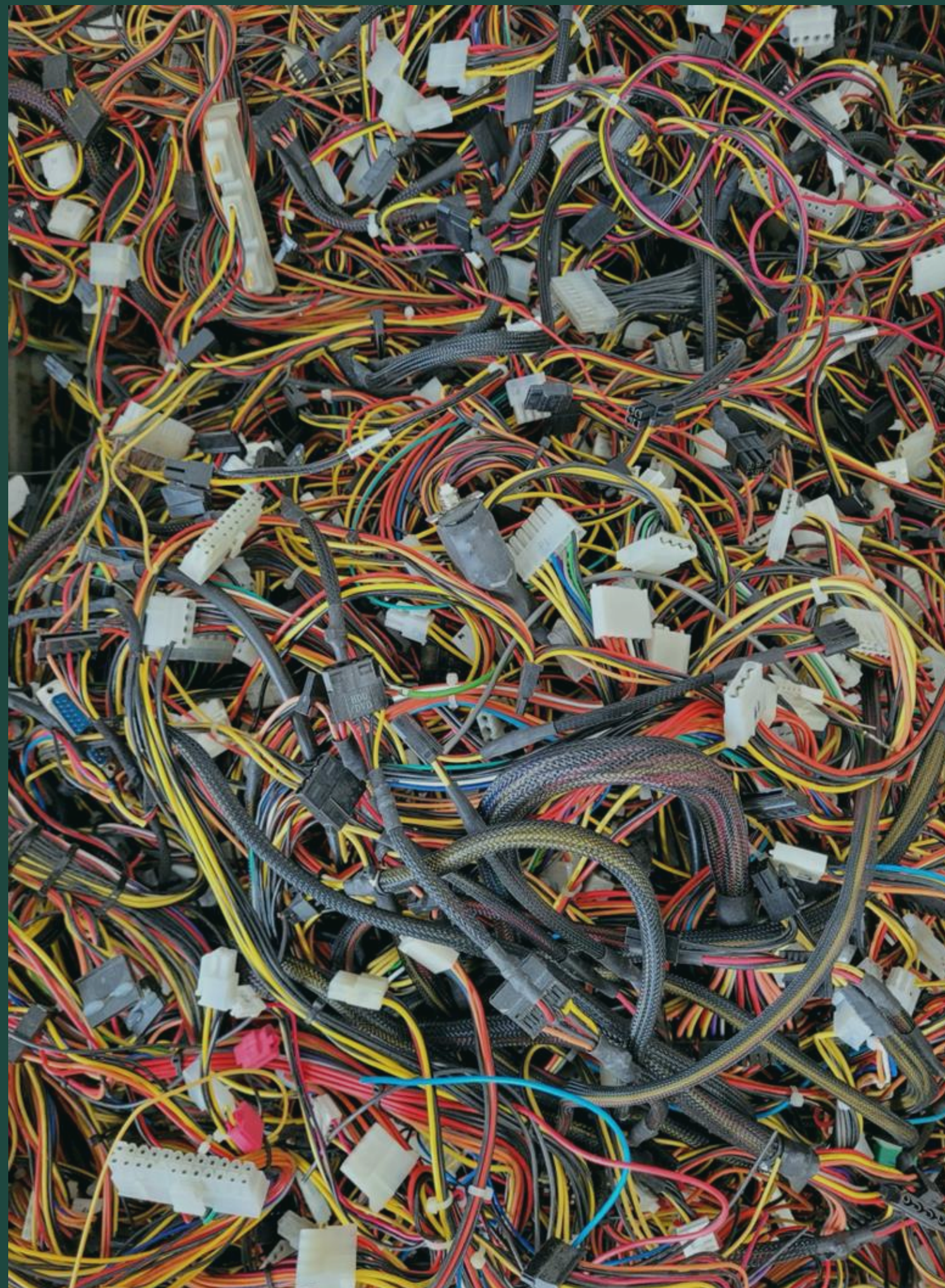
Tools for Impact: Clear Communication, Strategic and Authentic Networking, and Productivity Your Way

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**Communication and
relationships drive
the trajectory of
your career**

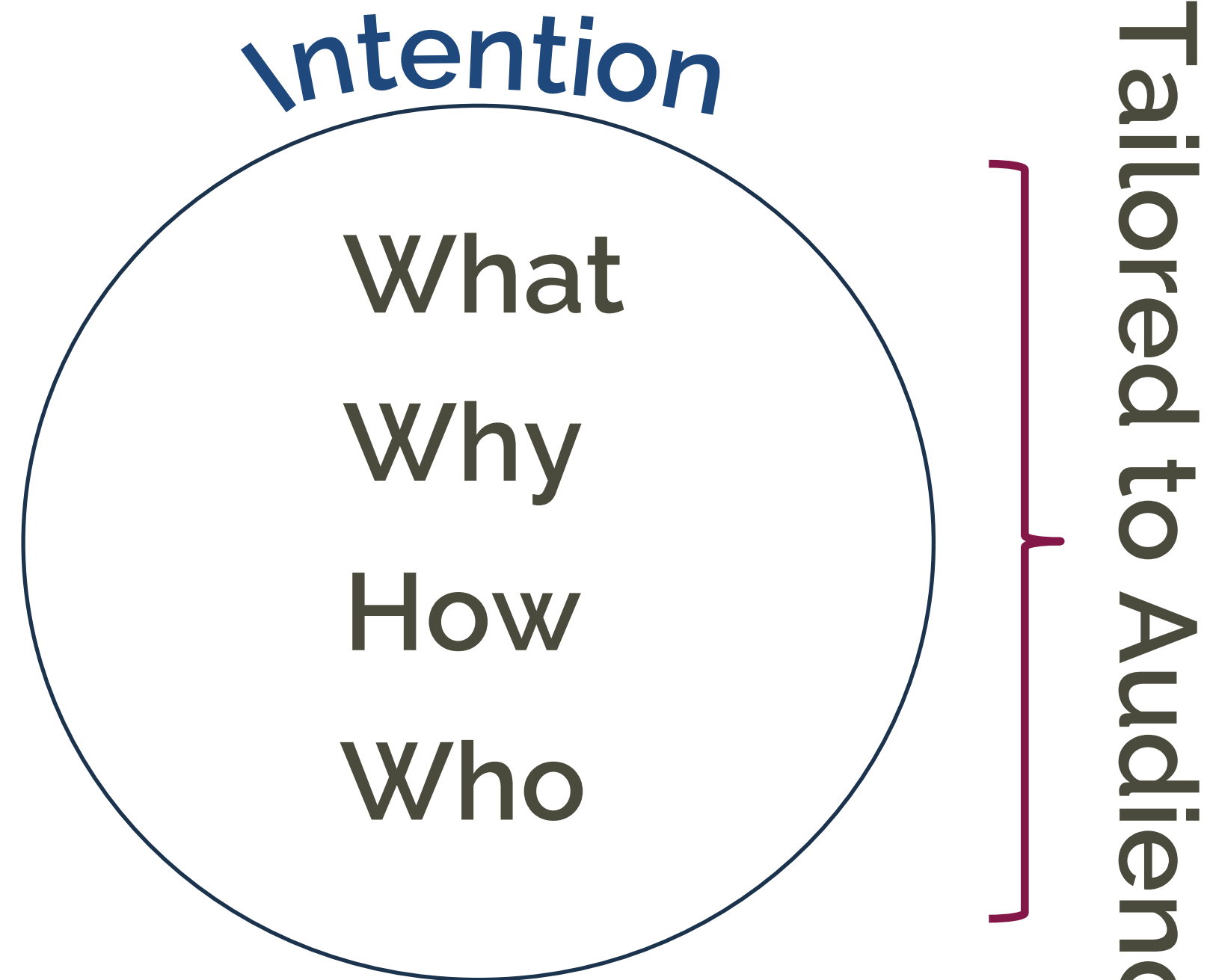




Common challenges

- Lack of clarity about purpose or intention
- No context setting
- Not customized for the person/audience
- Too much detail (too quickly)
- Monologue instead of a dialogue

Capsule Narrative



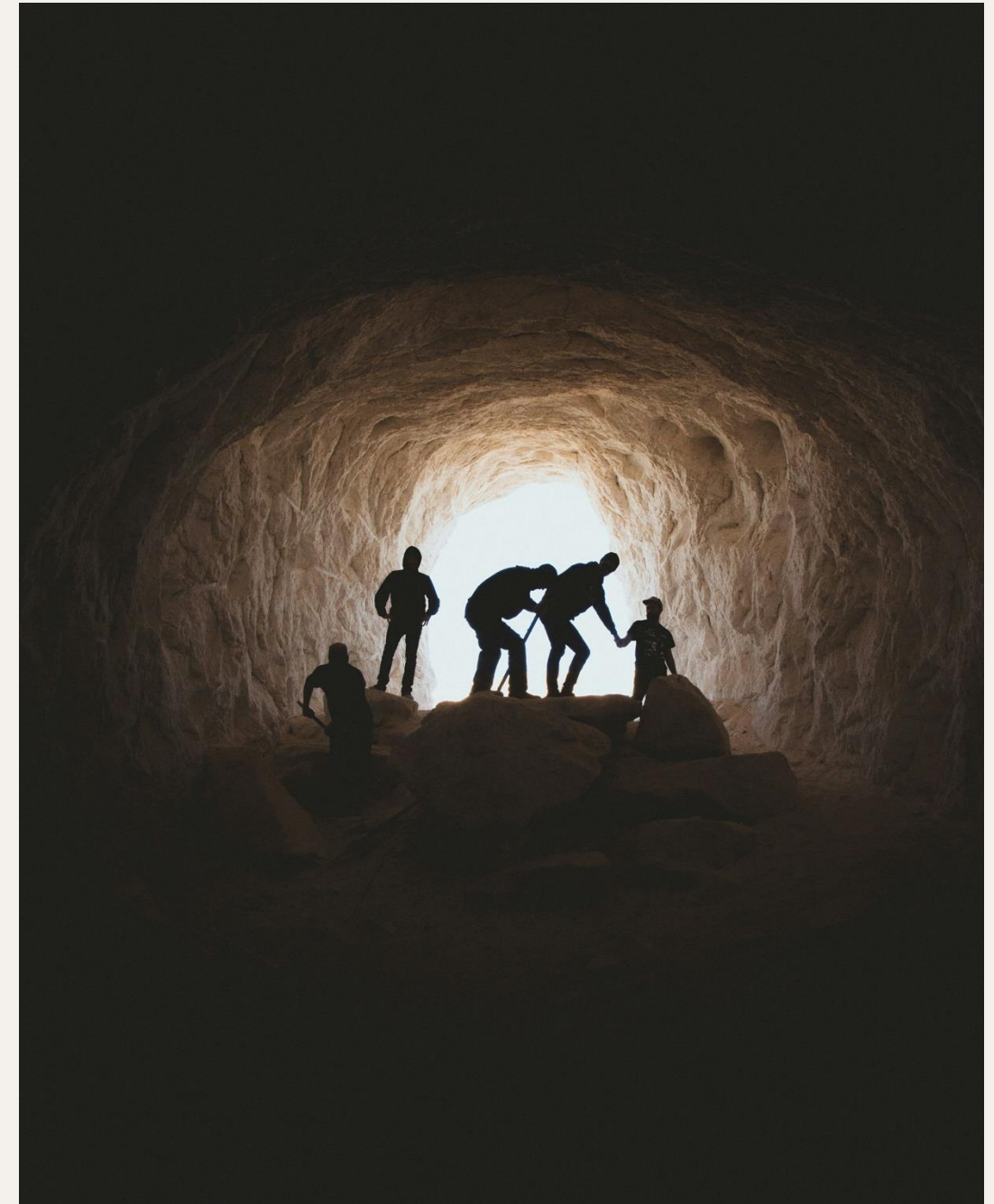
Layperson



Scientist



Colleague in your field



Audience	Knowledge	Relevance/why they care	What, why, how, who
Lay person	Low	Knowledge expansion; care about you	
Press	Low to medium	Readers' interests/ newsworthiness	
Fellow physicist or scientist (but not in your field)	Medium to high	Crosswalks with their work, curiosity	
Colleague in your field	Very high	Crosswalks with their work, novel questions, collaboration, input	

Increasing level of depth

What

In no more than two sentences, what do you do?

Got down notes

Why

Ten years in the future, what is the potential
impact of your work?

Today, what is the promise of your work? What
lights you up or motivates you?

Get down notes

How

What is novel or interesting about how you're studying this?

What tools, processes, or mechanisms do you use?

Jot down notes

Who

Who are you in the field?

Who do you collaborate with?

Who are you inspired by?

What values drive you/what do you care about?

Get down notes

Putting this into action

Audience:

Intention:

What: I am fascinated by_____

Why: It has the potential for_____

How: We're using X, Y, Z to look at _____

Who: I am committed to_____.



Putting this into action

Audience:

Intention:

What: I am working on_____

Why: It has promise for_____

How: I'm using a novel process _____

Who: I care a lot about_____.



Generate your capsule narrative & share

- 1) Create capsule narrative (6 minutes)
- 2) Partner A shares; Partner B listens (2 minutes)
- 3) Partner B gives **two appreciations** and **one suggestion** (1 minute)
- 4) Switch

Networking= Connecting & Relationship- Building



How it often goes



How it CAN go



Secret weapon? Curiosity

Reframing

From This

- ✓ I'm bad at this
- ✓ Do or die
- ✓ Ego-driven
- ✓ Chaos

Harder

To That

- ✓ Learning a skill
- ✓ Tiny steps
- ✓ Center work & other
- ✓ Strategic

Easier

3 Step Strategy

Before

- Who will be there
- Set networking goal (Who? Why?)
- Make invitations
- Read papers & prep
- Identify energy management approaches

During

- Implement goals
- Genuine questions
- Energy management

"I appreciated..."

"...made me think about..."

"A connection I see between our work..."

After

- Follow up notes
- Reflect on your process
- Maintain

"Your comment about...has stayed with me b/c..."

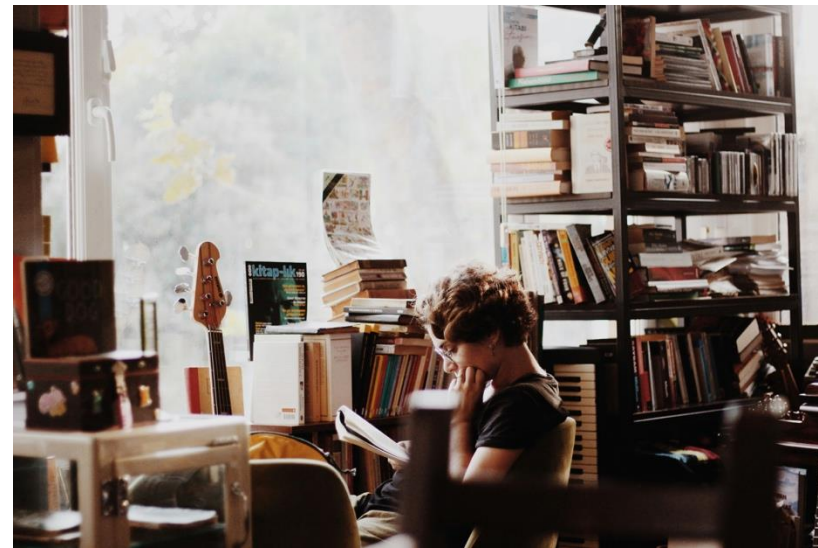
"I appreciated..., and looking forward to..."



Laying relevance planks

- 1) Make a list of people you'd love to read (and cite) your paper.
- 2) Personal note: why them, draw attention to what's relevant/important to THEM, potentially request a conversation
- 3) Continue the conversation
- 4) Appropriate reciprocity

Maintain relationships



Productivity



112 Waking hours/week

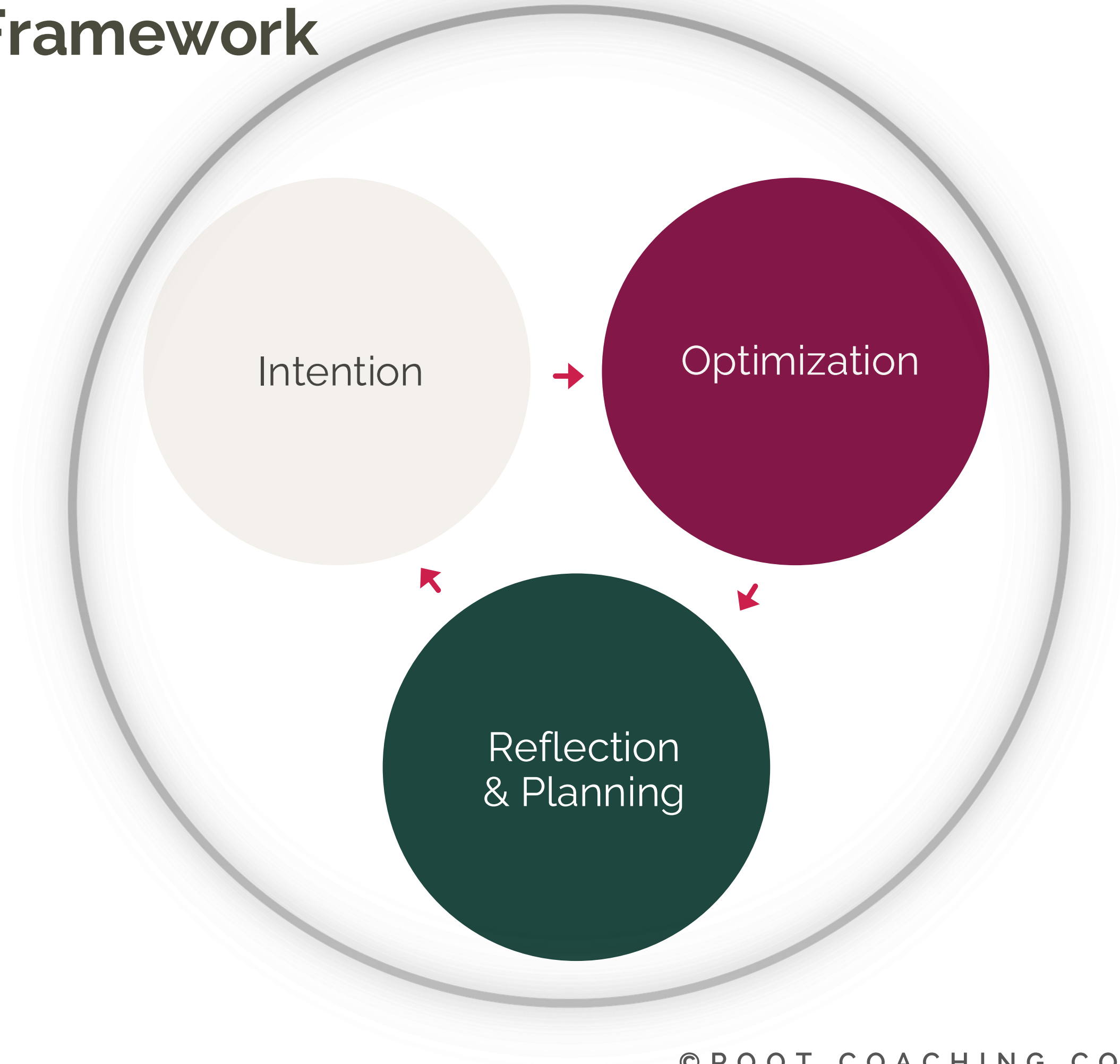




Principles

- Process in service of outcomes.
- Incremental progress.
- Choice is essential.
- Honor your preferences and rhythms.
- Harness motivation instead of muscling through.
- Support goes a long way.

Productivity Framework



Components of intention

Your WHY

Collective impact

B-SMAHTY Goals



Intention

**5 years in the future, you overhear colleagues as
a conference speaking well of you behind your
back. What are they saying...?**

*Get down what you
hear*

As social creatures,
professional relationship
and “team” is highly
motivating

What is your **collective**
impact?



B Being

S Specific

M Measurable

A Attainable

B-SMAHTY Goal Setting

H How

T Timely

Y Why

B-SMAHTY

By June, I will complete a rough draft of my paper that has xyz impact in the field. I will have 4 hours per week of writing buddy sessions that motivate me.

B-SMAHTY

**I will implement a study partner program by
October 31, as a means grow students'
collaboration and lab skills. The roll out will
be joyful and collaborative.**

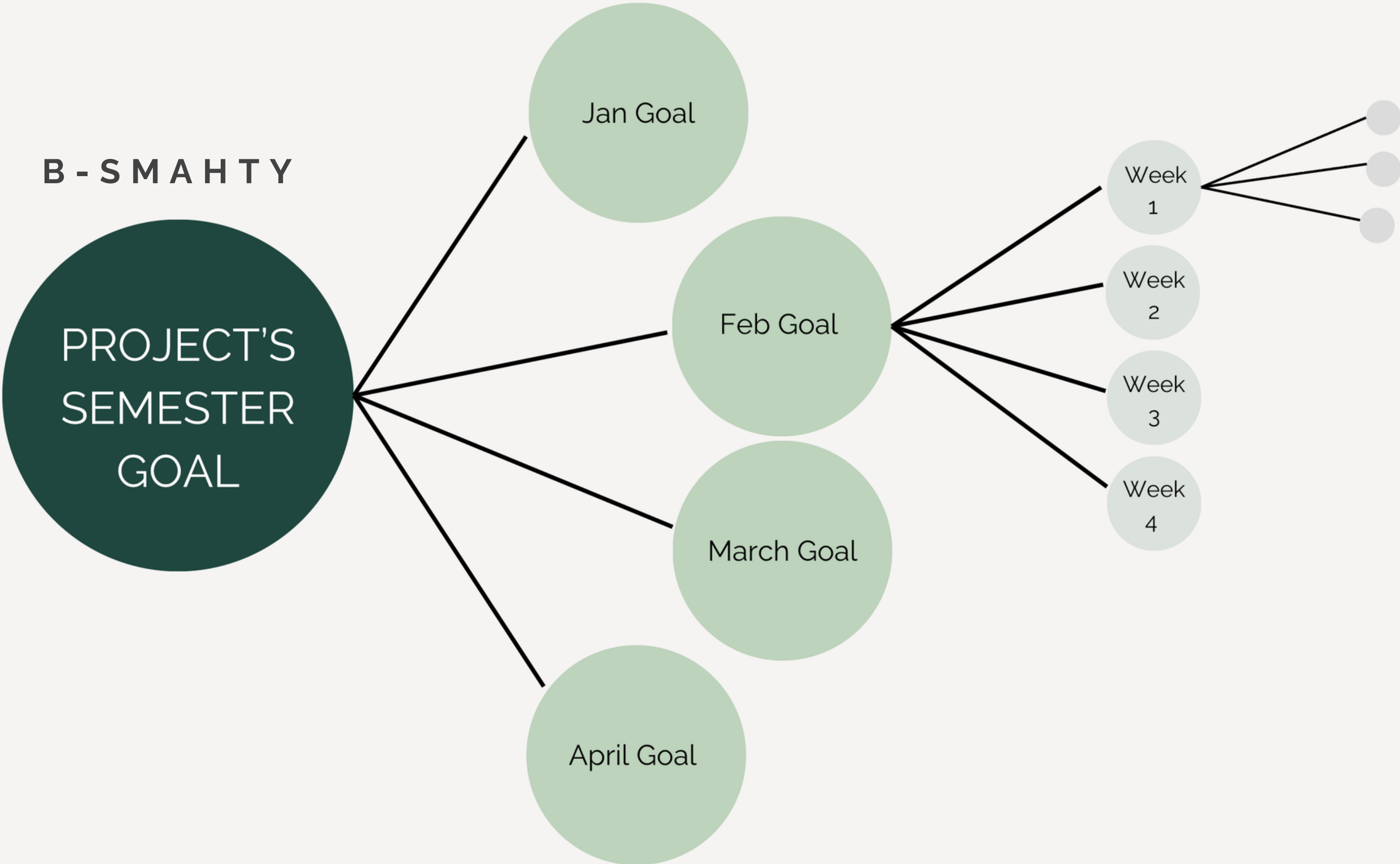
B-SMAHTY

**I will go to the gym M, T, Th, F at 8:00am to
build endurance for my hiking trip in June. My
gym sessions will be music-filled and
targeted, leaving me energized.**

B-SMAHTY

Your turn: Generate a B-SMAHTY Goal.

Next steps



When am I supposed to do all this?

“There’s no time for deep work.”

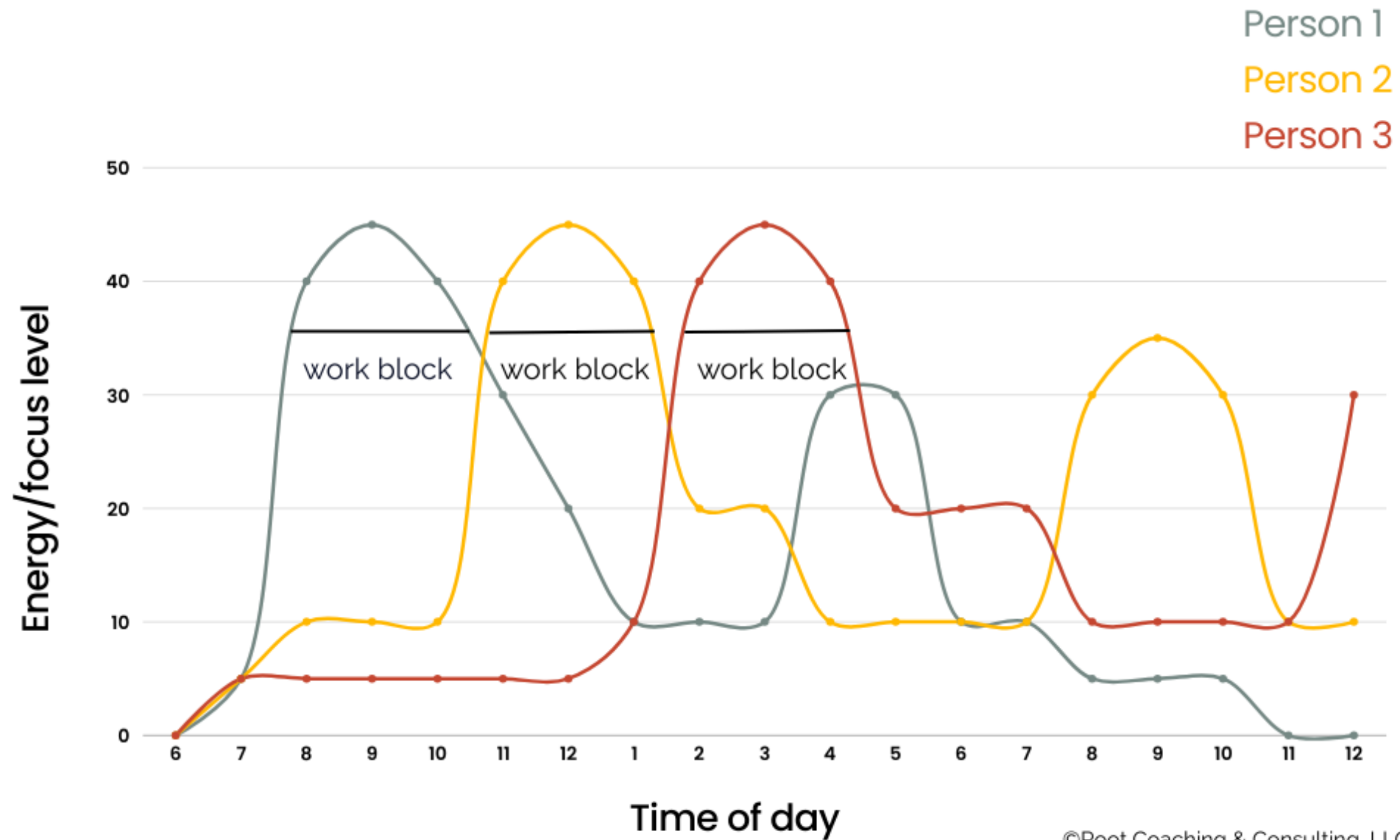
“There are so many meetings.”

“I can’t get it all done.”



Optimization

ENERGY/FOCUS MAP



Design your optimal work blocks

CONSIDER WHAT WORKS BEST FOR YOU
(NOT EVERYONE ELSE).

WEEKLY
PLANNER

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00							
7:00							
8:00							
9:00							
10:00							
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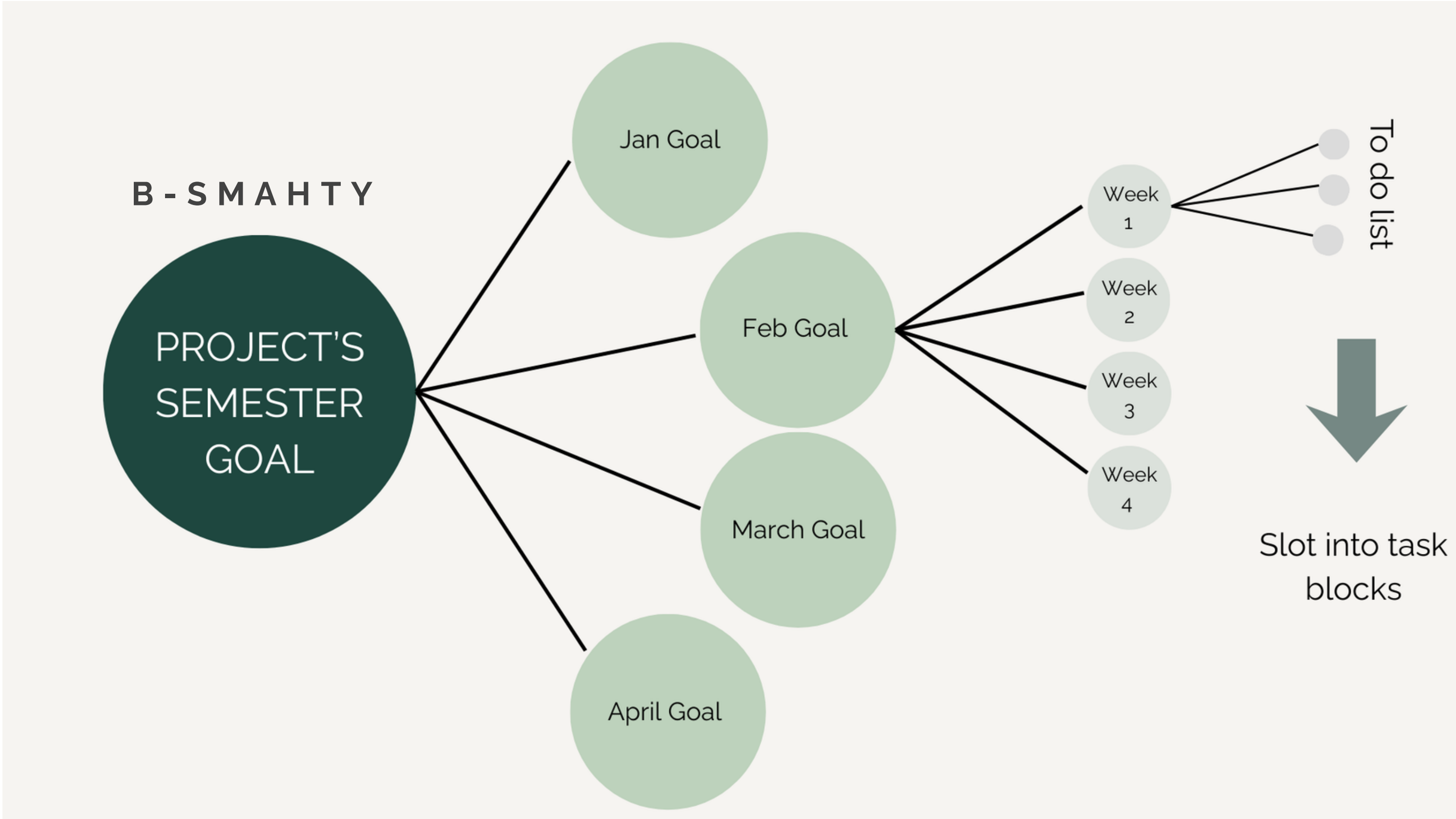
How to make it all work

Weekly planning time
Effective work blocks
Dealing with energy/time leaks
Tiny changes



Planning &
Reflection

Goals → To Do Lists → Task Blocks



WEEKLY PLANNING & REFLECTION

WINS THIS WEEK!

REFLECTIONS

GOALS FOR THIS WEEK

PROJECT ONE

PROJECT TWO

PROJECT THREE

PROJECT FOUR

TO DO LIST (PROJECT ONE)

TO DO LIST (PROJECT TWO)



☐ HML= HIGH, MEDIUM, OR LOW FOCUS

Tiny, doable, clear



Making work blocks work

- The only rule
- Start up routine
- Muscle memory & mode
- Chunking
- WHY front and center
- Bridging
- Troubleshoot your predictable distractions



Time/energy vampires

- Poor self-care
- Perfectionism
- Self-doubt/thought-looping
- Pseudo-productivity
- Over-planning/under-doing
- Waiting around
- What do I work on next?



Boundaries = More time for your priorities

- Know how a YES feels and how a NO does
- Criteria for a YES, including mapping the actual time it will take
- Guidelines for yourself (2 coffees/week; 3 presentations/year)
- Re-connect with your WHY

Sustainable, tiny changes

Intention

I will write my WHY on a post-it and stick it to my computer. I'll read it whenever I'm stuck.

Perfectionism

When I'm fiddling with slide formatting, I will remind myself, 96% to 98% isn't a meaningful difference.

Weekly planning

I will have a weekly planning session with myself on Friday's at 3:00pm.

Communication

I will create four different capsule narratives for different audience by July 11.

Scheduling

I will create my ideal weekly schedule this weekend and start implementing it next week.

Slow start up

I will create a routine for work blocks: cup of tea, stretch, put on music to create muscle memory.

Reach out

SEND ME YOUR TINY CHANGE

Rebecca@rootcoachingconsulting.com

rootcoachingconsulting.com

"Rebecca was pivotal in helping me understand and manage the overwhelm that comes with perfectionism -- without ever asking me to lower my standards. I find myself more grounded and productive than I was before I met her. Choosing to work with her was truly one of the best decisions I've made." -- Mashail Malik, Assistant Professor at Harvard University



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Expires July 3rd