

Webinar Networking & LinkedIn: assignment

Creating a search profile and pitch

Introduction

Before you start networking, it's helpful to have a clear understanding of where you currently stand in your job search. Depending on the questions you have, you can decide whom you want to connect with and what you'd like to ask them.

Do you already know what kind of job you're looking for, and where? If so, it will probably be easy to identify people you want to network with and the questions you still need to ask. Write down everything you already know about your ideal job.

If you're not quite sure which direction you want to take, start by writing down what you do know. Maybe you have an idea of which skills you want to use in your next job, what type of organization you'd like to work for, the region you're interested in, or how many hours you want to work. Perhaps you know which sector excites you or what kind of work energizes you.

Everything you have discovered so far about yourself and your preferences can be described in what we call a search profile. Think of it as a summary of what you have to offer an employer and what you are looking for in your (next) job. The more concrete you can make this, the easier it will be to prepare for networking and job interviews.

You can also use your search profile to create a short pitch to introduce yourself.

Assignment 1: create a search profile

Below, you'll find two different example profiles. Choose the format that suits you best. These examples are meant to give you an idea of how you might structure your own profile—feel free to use your own layout and decide what information to include.

The first example is more detailed and can be a useful step towards creating the second, shorter profile. By filling out the first profile, you'll cover all aspects of what you have to offer (left page: personal profile) and where you want to work (right page: job market profile). If you're still figuring out what you want, we recommend starting with this profile to see how far you get.

The second profile is a brief summary, suitable for sharing on LinkedIn or by email with your network. This version is ideal if you already know what you want and are ready to share it with others.

See how far you can get for now. For the parts you're still unsure about, try reaching out to your network—there might be someone who can help you with information or advice to move forward in exploring a new job.

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Environmental advisor | Researcher

Personal profile (what motivates me, what can I offer)

What I want (drives, gives me energy)

- Delivering quality
- Interesting in terms of content
- Teamwork
- Creativity

What I bring

Education: Master of Science, Biology spec. Ecology + Geo-Informatics
PhD Earth science, agriculture, land use, emissions

Experience: Projectcoordinator and Projectleader a.i. advisor, consultant, researcher

Knowledge: environmental sector

- fertilizer, micronutrients
- higher agricultural yields, land and land use, also in relation to economic consequences
- water management, water quality
- ecology analyses, GIS analyses
- climate change
- land development
- biodiversity
- organisations: water boards, central government / ministries, province, engineering firm, OECD, LTO.
- Geographical areas in the Netherlands: Zeeland, Utrecht, North Holland.

Skills:

- Data-analysis (SPSS, R/R studio, Excel, Access, SQL, VBA, Python, PPT, SOBEK (WaterQuality, CF, RR), ArcGIS, ArcInfo, QGIS, PCRaster, EXTEND)
- Interpretation, data processing, scenario modeling, interpretation of results
- Statistical testing
- Advising
- Relationship management
- Coordination with other parties, consultation, cooperation
- Preparing and giving workshops
- Structure, broad outlines
- Ambassador role
- Writing scientific publications
- Supporting technical people
- Network (500+) within national government, provinces, water boards, knowledge institutions, companies

What I want to develop: Organization sensitivity

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Labor market profile (aspecten die ik in mijn volgende baan zoek)

Sectors / industries

- Central government, ministries
- Water authorities
- Provincial government
- Research institutes (e.g., Naturalis)

Type of Organization (Culture)

- Small, specialized companies, knowledge-focused
- Government organizations
- Socially engaged (e.g., immigration, public health)
- Collaborative work environment

Roles

- Expert or advisor
- Project team member
- Analyst or data analyst

Tasks / Requirements / Responsibilities / Authority

- Data analysis
- Interpreting and processing data, modeling scenarios, interpreting results
- Giving advice
- Managing relationships

Other: Location / Salary / Benefits

- Max. 1 hour by public transport from Amsterdam Central Station (one way)
- Full-time
- Preference for a permanent contract (over secondment)
- Salary: [to be specified]

What I'd prefer to avoid:

- Administrative tasks
- Commercial work, hourly billing, or having to do acquisition
- Returning to academia (too solitary)
- The financial sector (too corporate and commercially driven)
- Secondment or engineering firms

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Kelly Heart

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projectleader | coordinator | teamleader

Well-organized - Motivator – Resultdriven – Flexible – Independent – Eager to learn

What am I looking for

A varied management role within a healthcare, education, NGO or municipal institution in the Randstad region (the Netherlands)

I get energy from

Managing a team and achieving good results together.
Supervising projects.
Initiating and implementing (process) improvements.
Tactical-operational work.

Skills

- Planning and organizing
- Coordinating / managing
- Improving process- and quality
- Coaching and training of (new) employees

Knowledge

- Projectmanagement
- Finance
- Coaching
- Education
- Healthcare

Education

- MSc Strategic Management
- BSc Business economics
- LEAN Black Belt
- Agile
- Excel

Assignment 2: create a short pitch

During a conversation, you are often asked to introduce yourself. Based on your profile, you can develop a short pitch: a brief and impactful way to tell others who you are, what you do, and what your added value is. See the examples below to make your own pitch.

Basic pitch examples:

Behavioral Scientist - Family Coach

"I guide children aged 0–12 in playfully discovering their sense of self, empowering them to participate independently in society as they grow."

Communication Advisor

"I help university departments improve internal communication so their teams feel informed and engaged with the organization."

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Expanding your pitch

Add depth by sharing your *motivation* and *future goals*:

Data Analyst

"I've always been fascinated by how technology improves daily life. As a data analyst at VU, I help research teams interpret data for better decision-making. Next, I'd love to apply this expertise in an impact-driven organization, like healthcare or education."

Lecturer - Educational Development

"I'm passionate about making knowledge accessible. As a lecturer, I've developed curricula and mentored students. Now, I aim to innovate education—through digital tools or interdisciplinary programs."

Adding a networking ask

Pair your pitch with a clear request to spark collaboration:

Administrative Professional

"I streamline administrative processes so teams can focus on core tasks—something I've done at VU for two years. With my role ending due to restructuring, I'm exploring opportunities at municipalities, government agencies or safety regions. I'd love an introduction to someone working in these areas."

Researcher

"I study how to optimize complex systems, currently focusing on sustainable energy solutions while mentoring students. My next goal? Leading innovation projects that bridge science and industry—at organizations like TNO, energy providers, or startups. I'd appreciate connecting with Innovation managers or Project leads in these fields."

Key tips for an effective pitch

- **Keep it brief:** 15–30 seconds.
- **Show passion:** Share *why* your work matters.
- **Be specific:** Name target roles/organizations to prompt actionable help.
- **End with a question:** "*Do you know anyone working in ____?*"