



Presentation to Columbia Econ

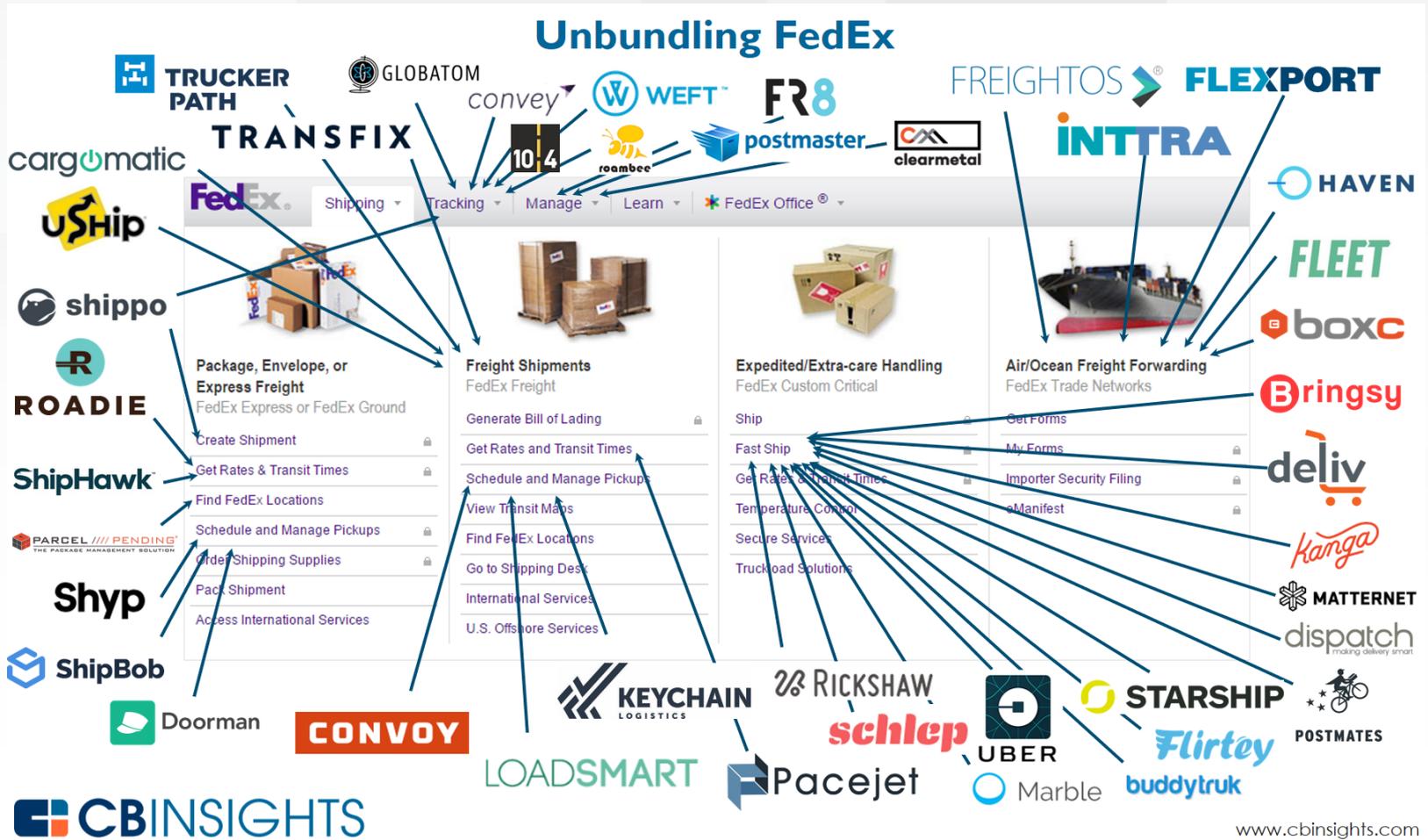
Todd Maurer  
October 28, 2020

The  
versatile PhD<sup>®</sup>

# Unbundling Your PhD:

## Strategies for the Private Sector

# Trends toward unbundling companies/industries



# How is your PhD a comparative advantage?

## Solving Problems

- Research design
- Statistical analysis
- Quant methods
- Programming languages
- Prediction
- Dealing with uncertainty



## Networks

- Academic colleagues
- Research sources
- Contacts in the field
- Global/industry experience

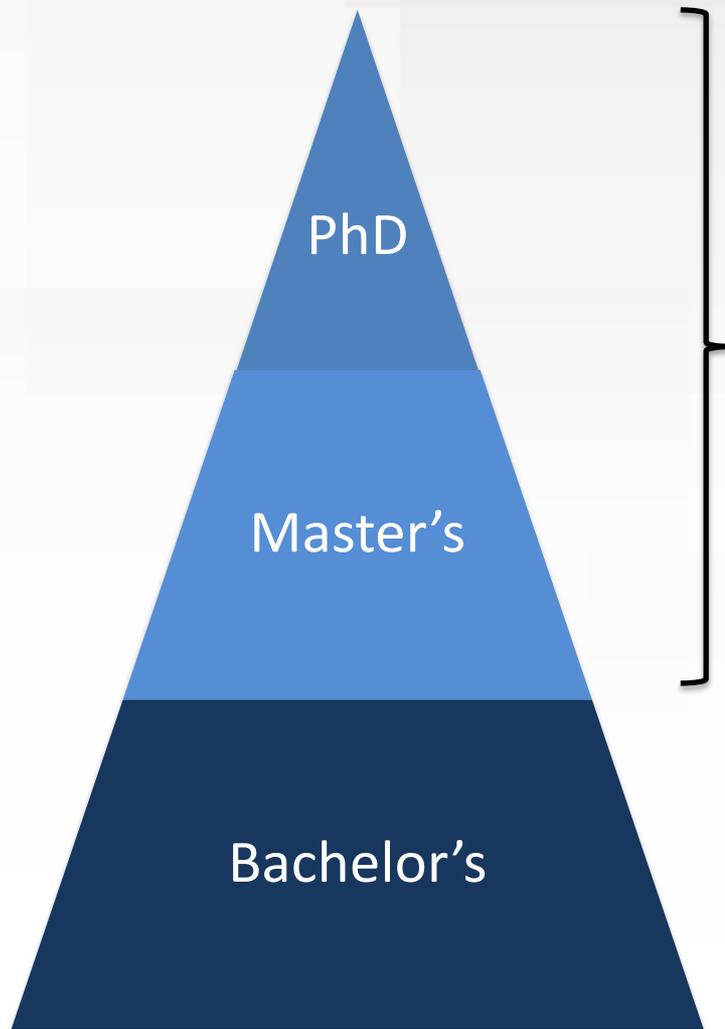
## Working in Teams

- Research collaboration
- Communication
- Persistence
- Persuasion
- Teaching/mentoring
- Time management

## Domain Knowledge

- Experimental econ
- Behavioral
- Financial
- Markets (e.g. Education, Energy, Health, Climate, Space...)
- Interdisciplinary

# Talent pipeline and supply



## Demand Pool in the US

Total post-grads: 1,838,451 students

- 477,244 PhDs
- 1,361,027 Masters
- 1,094,792 Int'l

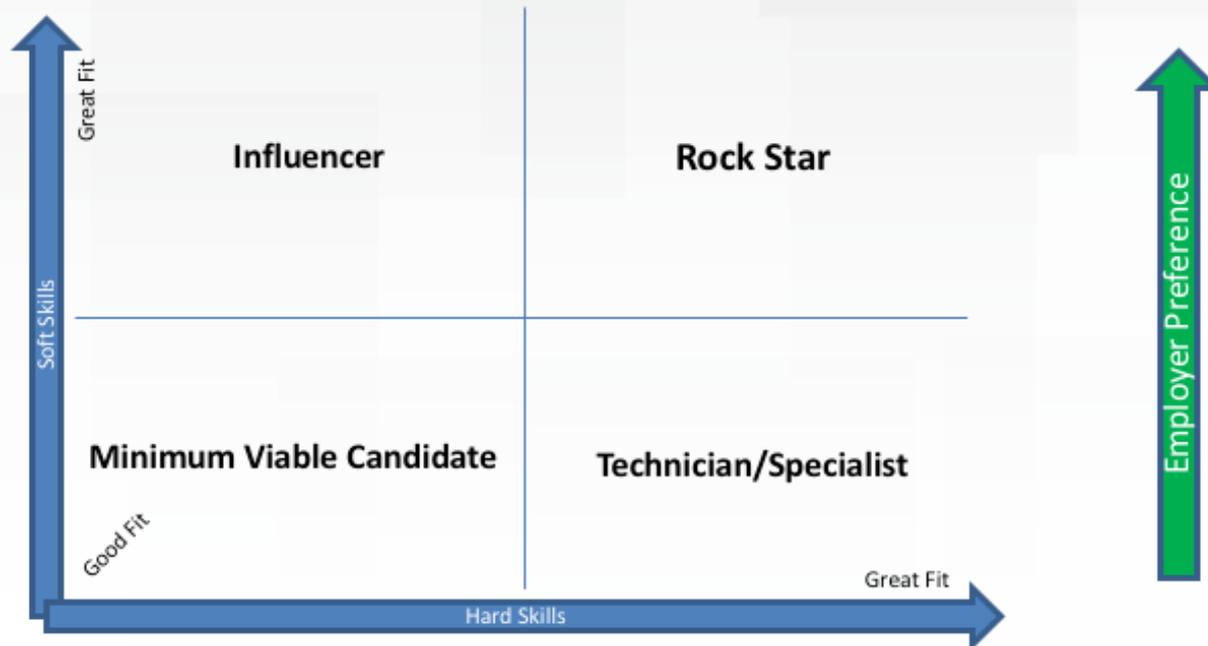
## New Annual Enrollments:

- 50,000 + post-docs
- 87,000+ PhDs
- 440,00+ MAs

## Supply

4,336 graduate level institutions  
2,300 undergraduate-only institutions  
685 PhD classified institutions

# What do employers want?



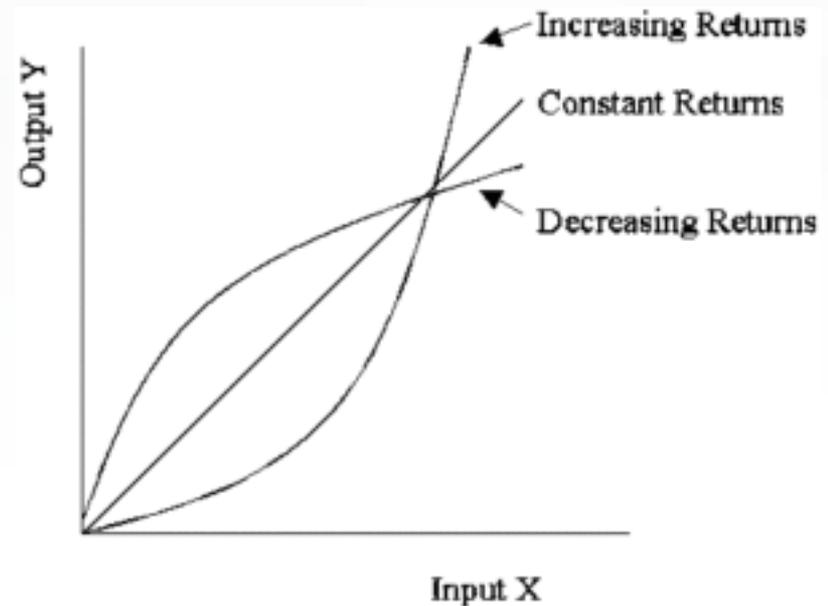
*Employers' order of preference >>> Rock Star, Influencer, Technician/Specialist, MVC*

# Be a problem solver, not a job seeker

- **You're being hired to solve problems**
  - What are they? Figure it out.
  - How are you best positioned to tackle these problems?
  - How is your academic research/PhD experience relevant?
  - What skills and experiences give you credibility
- **Banish the “I’m looking for x kind of work” or “I want a job in y” approach**
  - Employers already know this
  - You’re not adding anything new to the picture if you don’t get ahead of them
  - Find the problems or challenges in specific industry, field, company, global macro
- **What experience is relevant here?**
  - Show, don’t tell. If possible, gain micro-experiences outside of the Academy
  - Construct a narrative to explain, prepare beforehand
- **If more entrepreneurial, pursue funding rather than a job:**
  - See: Economists as Founders (<https://conversationswithtyler.com/episodes/michael-kremer/>)

# Your career is a test lab

- Test fit for industry, function, and company – over and over
- Don't get hung up on an “Economist” job title?
- Demonstrate your soft skills and cultural fit
- Show that you can get things done in a professional environment
  - Networking may be how you get the job
  - Collaboration is how you get the job done
- Unbundle/re-bundle your PhD



# Be prepared

The versatile **PhD.**



## GET READY.



### PHD CAREER FINDER

Overview of non-academic careers by discipline, informed by resumes, cover letters and narratives



### OPTIONS FOR SUCCESS COURSE

Engaging career discovery and readiness modules



### VERSATILE CAREER PLANNER

Individualized milestones for careers and degrees



### FORUMS AND WEBINARS

Archived and ongoing advice and support from the PhD community



### VPHD SMART JOBS

High-volume PhD-appropriate job postings, new trends and frequent analysis



### POWER SEARCH & NETWORKS

Networking tool that finds post-ac PhDs

- ❖ PhD narratives (who did what, how)
- ❖ Career assets
- ❖ Archived panels and webinars
- ❖ Forums/networking platform w/ 115,000 PhDs and post-docs
- ❖ Options 4 Success course
- ❖ Jobs analytics and postings
- ❖ Career Planner

The versatile **PhD.**

HELPING STUDENTS TAKE ACTION

### INTRODUCING SMART JOBS

Versatile PhD is harnessing the latest in employment analysis to provide a PhD-appropriate, weekly job and alerting tool used directly by students. Our database for employers includes a deeper set of possible career options, and more targeted ways to pursue them.

Available in Fall 2018.



OPPORTUNITIES AND IDEAS

Contact us for more details. Inquiries: [ToledD@VersatilePhD.com](mailto:ToledD@VersatilePhD.com)

[versatilephd.com](http://versatilephd.com)  
101 River Street #1129 | Santa Monica, CA 90405-1193  
(818) 318-2623  
© 2018 The Versatile PhD LLC



PHD APPROPRIATE JOBS, VIA E-MAIL  
Curator of high quality jobs and career opportunities delivered directly to your inbox.

DEDICATED ARCHIVE AND SEARCH FUNCTIONS  
Weekly jobs will be available and archived by a dedicated PhD curator, allowing for further research, search history and engagement.

EMPHASIS ON TRANSFERABLE SKILLS  
Our job curators will screen for transferable skills in job descriptions, providing queries with a deeper understanding of how a specific job might fit with their strengths.

A PLACE TO GENERATE CAREER IDEAS  
A wealth of personal advice, career and industry tips that will help you generate ideas for PhD careers and industries, and all kinds of career development.

DEEPER ENGAGEMENT OPPORTUNITIES  
We believe in deeper engagement with our PhDs and post-docs to better understand their interests and needs, and to provide more targeted support and resources.

The versatile **PhD.**

### OPTIONS 4 SUCCESS Career Exploration Course

Versatile PhD is proud to offer the Options for Success Career Exploration program, a six-module course developed specifically for PhDs by Dr. Richard Williams as part of the Future Track. Arriving in Fall 2018.

Options for Success is a career exploration and professional development program that is designed to help graduate students and postdoctoral scholars identify viable career paths, understand the link between their degrees and the professional world, and confidently manage the transition from academia to high-quality professional placements.

For more information contact [toled@versatilephd.com](mailto:toled@versatilephd.com)

### OPTIONS 4 SUCCESS Career Exploration Course



### STUDENT BENEFITS

- ASSESS STRENGTHS**  
Enable students to assess their personal strengths, interests and values.
- UNDERSTAND OPTIONS**  
Investigate various professional employment opportunities within and beyond academia.
- IDENTIFY INTERESTS**  
Analyze students to identify professional fields of particular interest.
- MARKET TALENTS & SKILLS**  
Culture students' ability to explore and market their talents and skills.
- IMPROVE JOB READINESS**  
Guide students to prepare materials for a job search, including the cover letter, resume, and professional narrative.
- BUILD A NETWORK**  
Meet students' networking skills.
- MANAGE THE PLACEMENT PROCESS**  
Provide students to manage the process of professional placement.
- INTERFACE WITH CAREER RESOURCES**  
Enhance students' readiness to take advantage of on-campus and external professional development and career resources.



The  
versatile PhD<sup>®</sup>

**Visit us:**

[www.versatilephd.com](http://www.versatilephd.com)

@versatilephd

**Todd Maurer:**

[todd@versatilephd.com](mailto:todd@versatilephd.com)

[maurer@edunomix.com](mailto:maurer@edunomix.com)