Stand out from the crowd:dr sara shintonBuilding your Reputation as a Researcher

# What tempted you here?

Understanding reputation in the academic environment

Tactics to broaden your network

Personal marketing strategies and opportunities to raise your profile, including those in the virtual academic community

## Introductions

#### Me

- PhD in physical chemistry, 2 post-docs (one teaching/ skills)
- Careers Adviser & Academic Dev't 3 years
- 2000: Established researcher development company International, but wholly academic

#### You (in small groups)

Areas of interest, current career stage Objectives (or concerns to discuss) for today



## "doing good research"



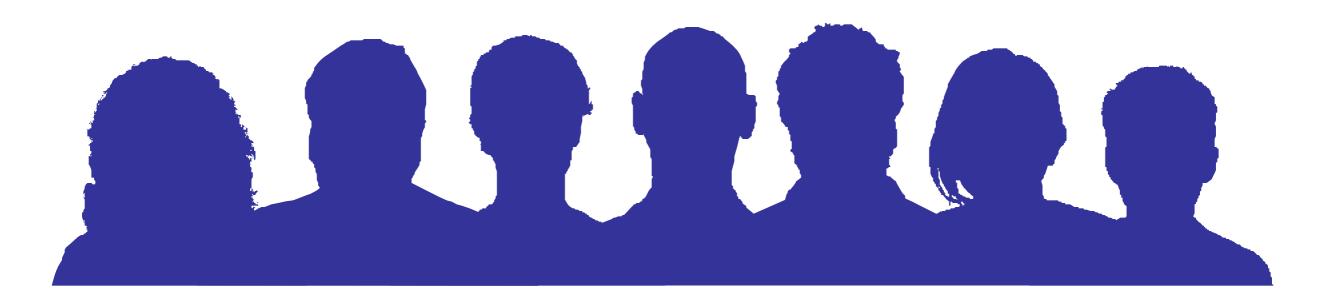
Sadly, not enough Must be measurably good\* Must be measurably *better*\* than your peers Must make a difference\*\* Must be visible

> \*both *good* & *better* are highly subjective terms \*\* we're still discovering what this "difference" is

#### Benchmarking

# Comparing yourself to your peers and competitors

Will be "done" to you each time you apply for a job, so "do it yourself" now



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### Benchmarking

Into groups according to length of experience Where & how can comparisons be made between you and your peers ?

Come up with a list of areas & define "first class" FIVE minutes

### Ideas last time

Publications - measure the quality

Year of graduation - what have you done with your time

Previous degrees (class and location)

Collaborations

Prizes

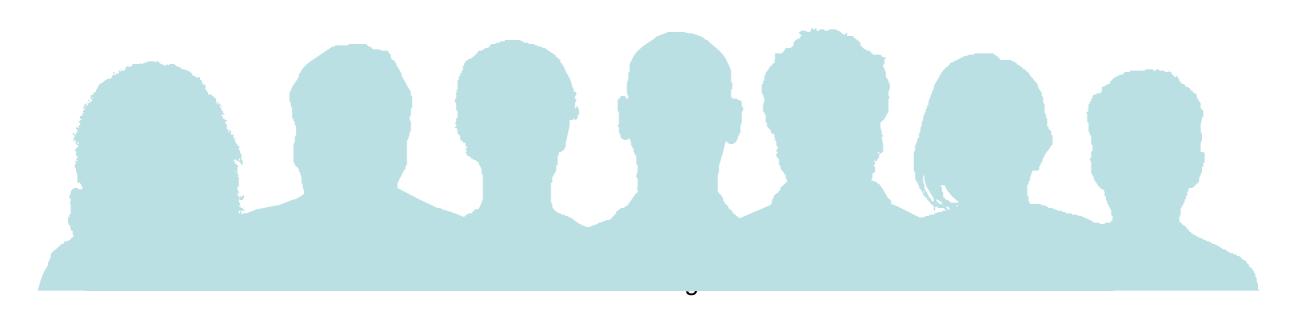
Invited contributions

Length of service

Experience (who have you worked for and where) Field of research Novel Has potential for funding Independent from supervisors Placements/visits - especially if you get your own funding References (who's willing to support you?)

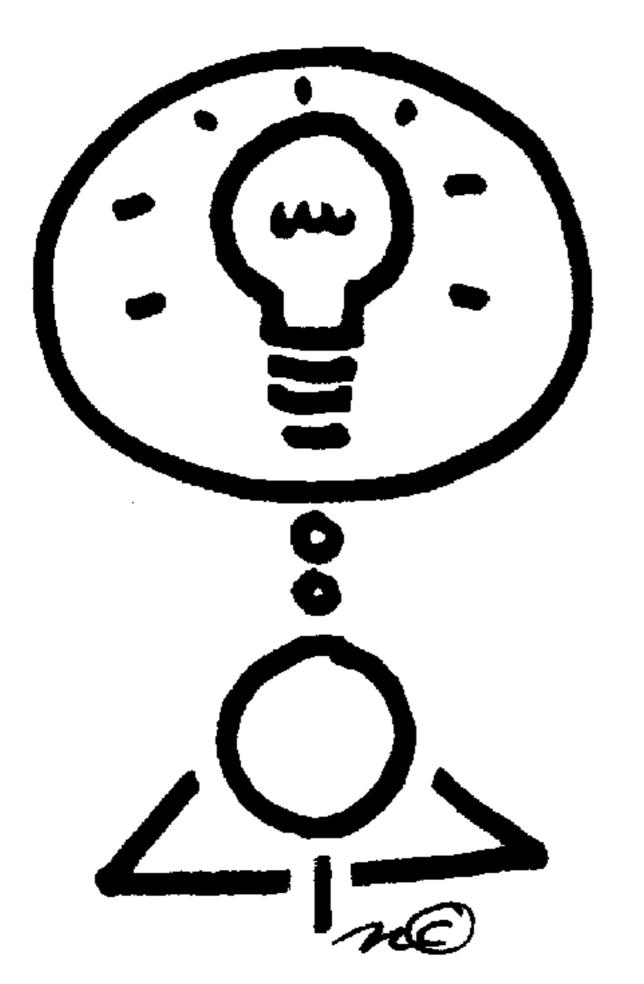
### Look at your lists

#### What is the ideal?



## **Benchmarking - Publications**

Number Journal and Impact Factor Book and publisher Citations Breadth of research (all the same names?) Your contribution (order of names)



Think about your publication record

Identify one thing you need to do in the next three months to improve this

Share with one person

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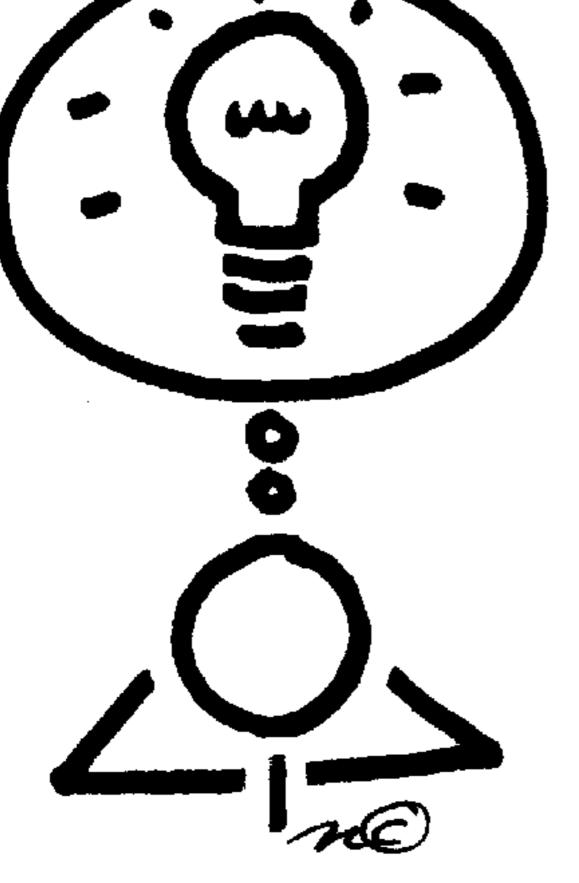
#### **Benchmarking - Experience**

Environment Supervisors and collaborators Potential connections ? Reputation of work Interest in field Novelty of experience Unique set of skills and knowledge ?



Is there a weakness or gap?

What are you going to do about this?



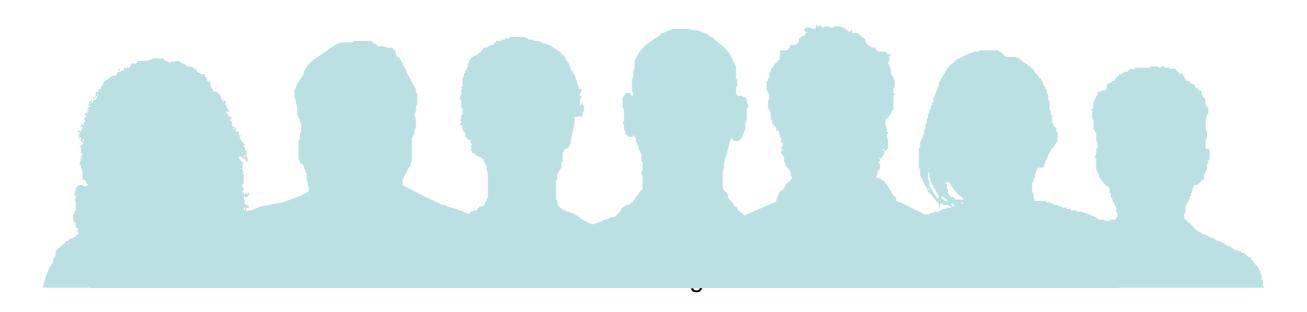
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## Benchmarking - PI potential

Funding

Short visits Conferences Collaborations Co-investigator Personal awards All these, however small, teach you "grantsmanship"

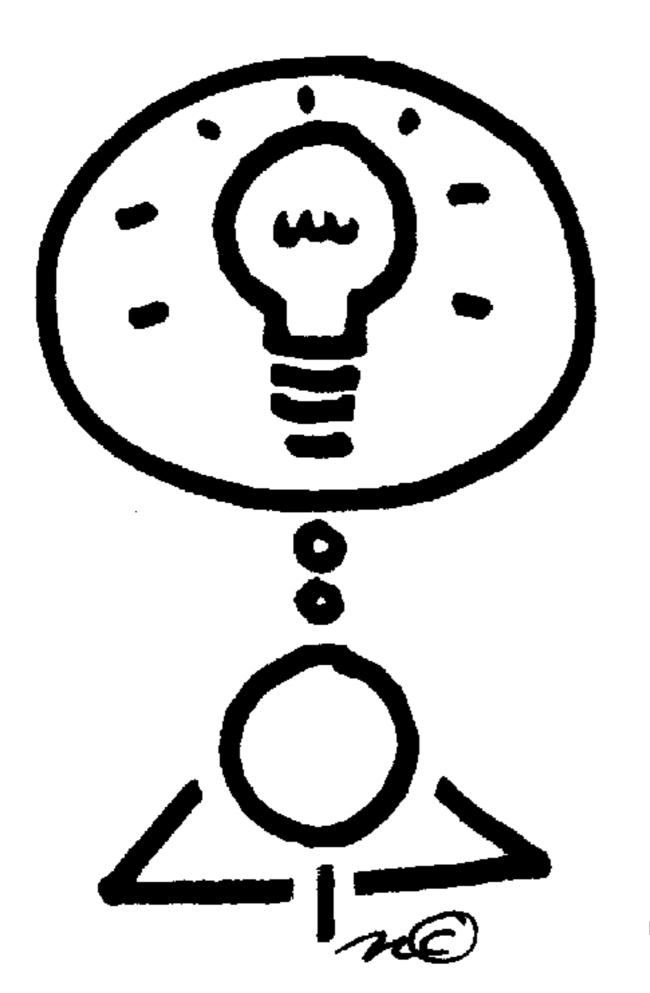
> Contribution Invited speaker Seminars given outside home institution



### Benchmarking - Research

Quality of ideas Relevance of research to department Attractiveness of research to funders Independence from former supervisors

Seminal contribution to the field



What are you doing that shows your research leadership potential?

Think of something you can do over the next 12 months to convince a future reviewer or employer you can meet the challenges

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### Where to start



Online CVs and career summaries Personal Development Review with PI or mentor

Share research ideas with trusted colleagues

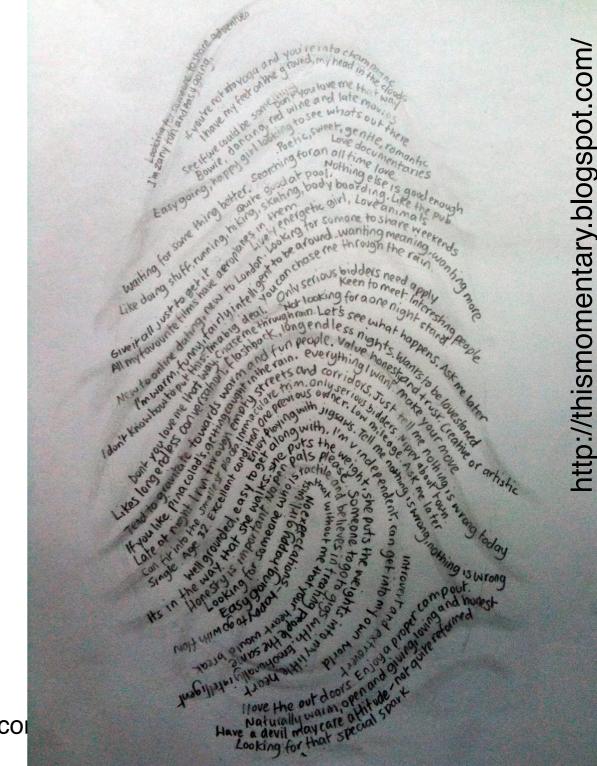
Become familiar with the trends in research and funding

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### how can I connect?

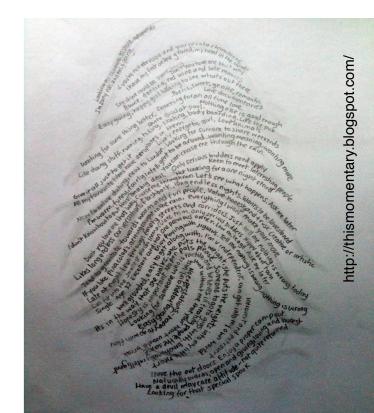
#### Quick shout out of ideas

*"What are the main personal characteristics/traits of academics with successful networks?"* 



## Profile

Passionate about topic Efficient and able to prioritise Strong project management Strategic thinker Invest in networking Politically aware



### Characteristics

Driven Entrepreneurial Proactive Self Reliant Enthusiastic Adaptable Focused Politically aware Has a vision Takes responsibility Tenacious Collaborative Networks Gains commitment Strategic thinker Self belief



#### Future interview

tell me about a time when you were... proactive collaborative strategic

tell me about a time when your research... changed thinking had an impact was talked about

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### Reputation

#### Esteem - What is it ? Recognition by your professional community



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## Reputation

Esteem - What is it ?

Recognition by your professional community

Tangible esteem factors High impact publications Grants Invited articles or talks Conference organisation



### Reputation

Esteem - What is it ?

Recognition by your professional community

What can you do at this level to develop yours ? Come up with 5 ideas to develop your reputation



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## Esteem – five early career

Review papers - ask your PI Join your professional community and get involved Look for prizes at your career level Write something important and market it Look for collaborations to connect with key people



### Esteem – five mid career

Editorial responsibilities Fellowship of learned societies Lead collaborations (international) Keynote presentations Money money money





What do people think of when they hear / read your name ?

Do people think of you when they talk about your research field ?

What five things can you do to become more visible ?

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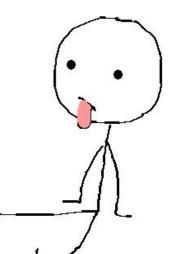
Give seminars in other departments Ask questions at conferences Develop your online brand Contribute to CREDIBLE discussion boards

Get a mentor

## Max impact

Your last paper has just been published. What do you do now?

Allow yourself a moment to bask in pride and achievement? Take a deep breath and get back to the draft of the next one?





## Ten things



In groups:

Things you can do to maximise the impact of your research outputs traditional and social media tools Within 30 minutes Within half a day With a little more time...

## Could you...?

Add the article to your university staff page

Make it freely available - open access journal, institutional repository or on your blog

Use a social citation system like CiteULike.

Send out a Tweet – I've just written an article on .....

Blog about it

Add it to the Publications section on your LinkedIn profile.

Search for bloggers in this field

Guest post

Post presentation on SlideShare (or similar)

Connect with people you've cited

Tristram Hooley

#### **Curriculum Vitae**

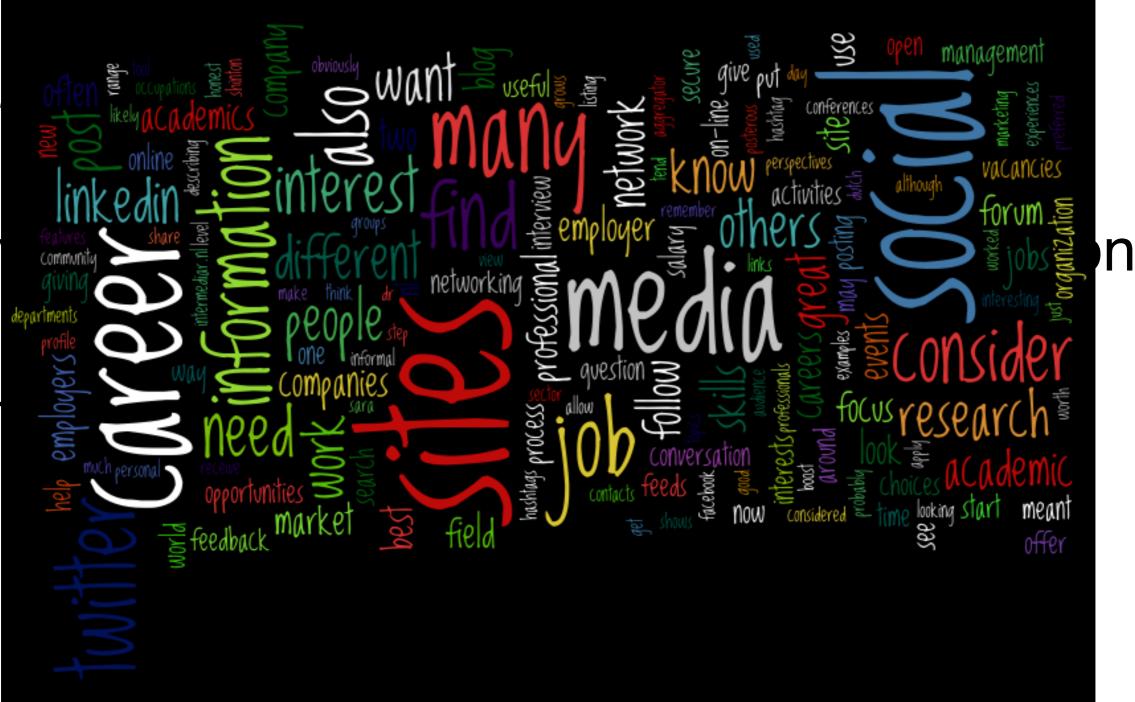
brought out & presented to employers when a vacancy available

formal, static list of achievements

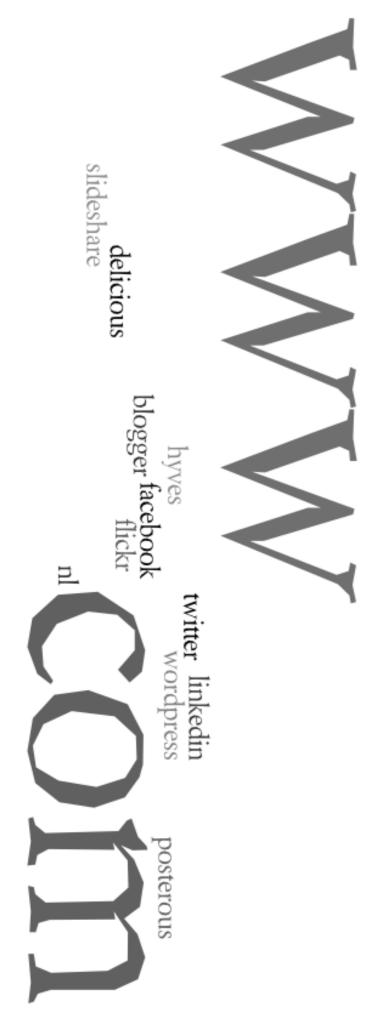
tailored for the audience and opportunity

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### Curriculum Tweetae



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## Curriculum Tweetae

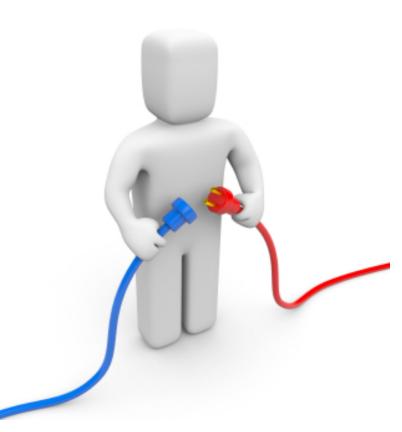
24/7 availability controlled\* by you

vibrant, topical, full of personality & opinion

tailored to your audience\*

## Constructing your CTweetae

You stand for something (your brand) Your brand is consistent (what you say) (what I find about you on the web) (what others say about you)



## Developing a brand

#### Who are you? What do you stand for? How do you want to be perceived?

#### VERY tricky until you've found your niche



# Controlling your brand

How are you currently being perceived? How do others see you... When they know you? When they read your CV? When they talk to your boss?



**On-line** 

What happens if you Google<sup>™</sup>yourself? What can I see on social networking sites? Would you be happy for a potential employer or collaborator to see this?

#### Control your brand What is on your university web space? Do you have a

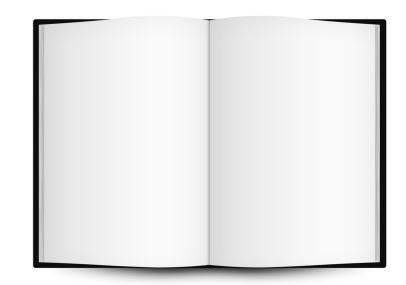
personal site?

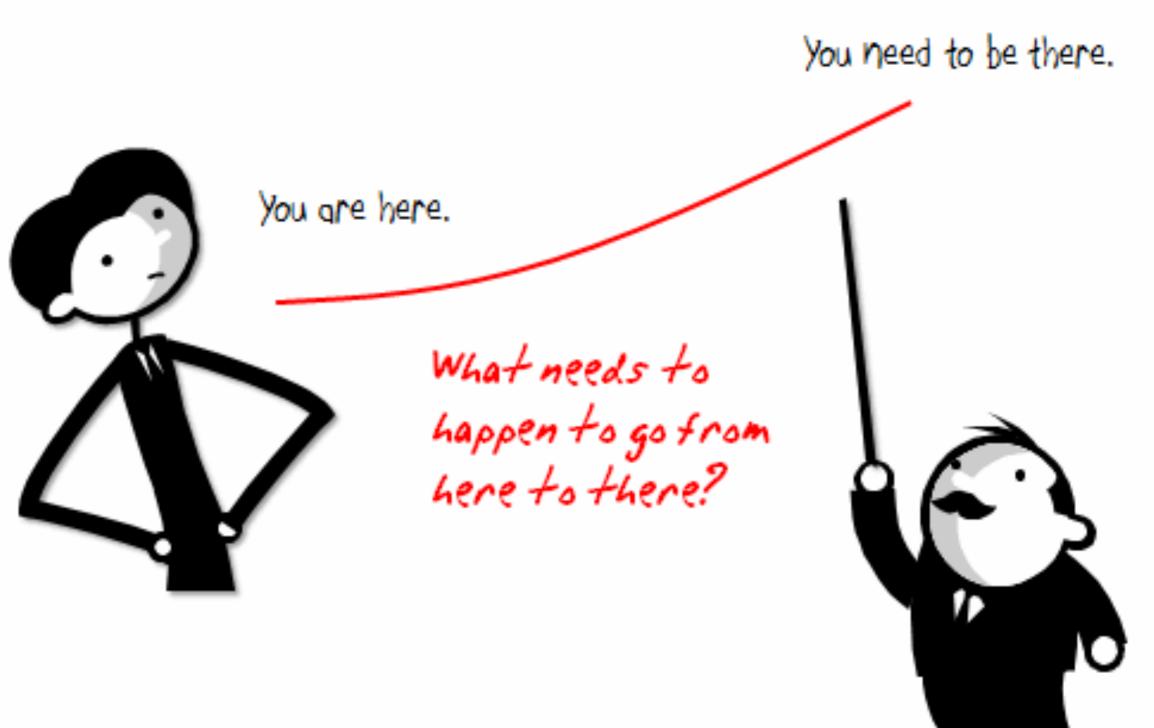
### Develop your brand

What information about you would you like an employer to access?

What do you need to remove?

5 minutes, then discuss





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As a group 3 things you can do differently to improve your impact



JOIN - the right SM place for me (LinkedIn and Twitter)

> Post an appropriate photo (be consistent across profiles)

> > I NEED TO....

Find the right groups and people on the sites I choose (follow tags for common interests, follow conference feeds, follow people through connections)

Subscribe to RSS feeds to manage this for me

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write some recommendations
(hopefully some will
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reciprocate)

link my various SM and find a way to manage them efficiently

> contribute to relevant discussions

> > find the right balance of personal information in my professional feeds (enough to build relationships and establish my personality

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What needs to

happen to go from

here to there? Put new information up
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structure my profile, using groups to help me

Look for feedback ad input from my community

a clear objective for my SM use.

integrate SM into my daily routine

# 50

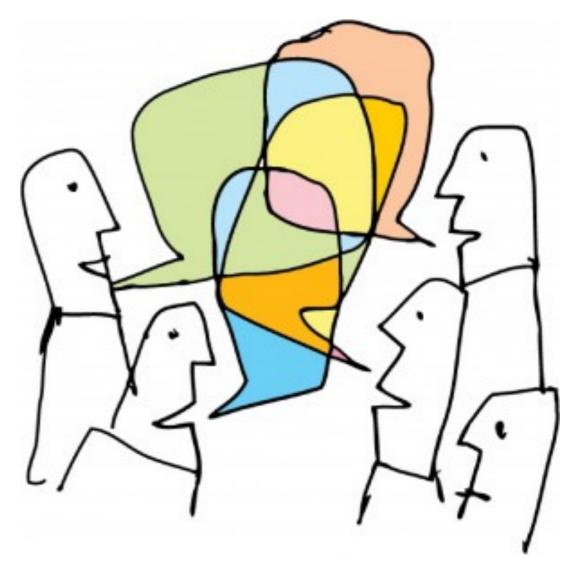
#### Deadly

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I'm Sara, company director of SHINTONCONSULTING.COM which offers training and development to intelligent people. We build better careers by helping people develop relevant skills; become politically aware; have confidence; think strategically; develop brilliant networks; communicate effectively; manage their time and energy and make the right choices.

www.shintonconsulting.com ... and that's just 46

Who is your audience? What do they need to know about you? How will you get them talking about you?



hudsonhorizons.com

#### Focus on the future

Think about the next transition point Fellowship ? Lectureship ? International move ? Are you clear on how you will be evaluated ?

Are you confident you'll stand out ?

#### Final discussion

Back to our initial objectives... Any outstanding concerns ?

One last question...

What is the most important thing you've learnt this afternoon ?

# Take home thoughts

Be positive and passionate Do interesting and important work Contribute to your community Become independent early Have international connections Change the way people think Deliver Develop yourself (use a mentor) Develop your brand and visibility

Be ambitious and ask for what you want



# Maximising Your Impact

Work out what success looks, sounds and feels like

Identify what will make a real difference to your career progression and FOCUS

Work out what you are offering

Work out how you will find a way to promote yourself and your work (in a way that suits you)

## Can you...

See how the impact agenda relates to your research?

- Understand how you might start to connect with others?
- Develop a personal marketing plan to maximise your academic impact?