

Content

- ☐ Tools for improving your academic research profile
- ☐ Tips for increasing your transferable skills set and expand your research career
- ☐ Importance of selecting a research field and developing a sound research question
- ☐ Selecting appropriate journals for your research
- ☐ Using media (social) for developing a voice

Disclaimer

re-search

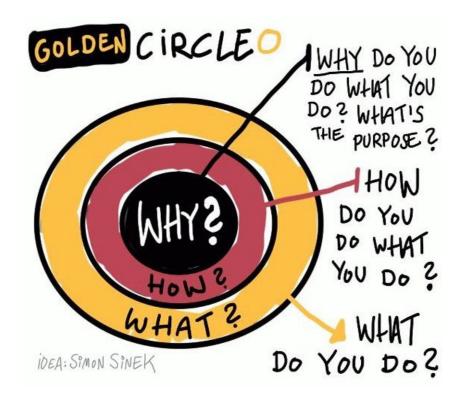
[ri-surch, ree-surch], n

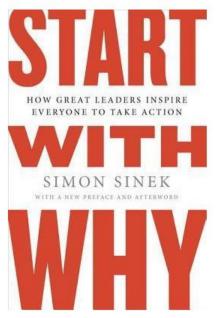
1. what you are doing when you don't know what you are doing. **coll.** *important research*, what you are doing when you don't know what you are doing, and you're being paid for it.





Start with Why...







Start with Why...

Why we do (or want to do) research:

- Build our knowledge and skilla
- Facilitate learning
- Understand issues and increase public awareness social responsibility
- Way to prove lies and support truths
- Way to find, gauge, engage and seize opportunity
- Contribute meaningful and significant knowledge to the field
- The love of reading, writing, analyzing and sharing of valuable information
- Nourish and energize your mind

You must define your why before you can begin with the what and the how.





Define (and refine) your purpose statement



- Your brand tells the world who you are, what you value and what you have to offer
- An expression of who you are and what you wish to achieve is critical in the "landscape of brand identity"
- A personal purpose statement takes the "why" of what you do and consolidates it to become an expression of your values
- Defines who you are. It reflects your passions and values. It pr ovides clarity as you set goals. Your sense of purpose steers t he direction of your life (academic career).
- □ A personal purpose statement simplifies your direction your g oals will either align with your definite major purpose or it does n't.
- ☐ Reminds yourself why you wake up every morning
- □ Display your purpose statement CV, online profile, workspace stay connected

"What a different story men would have to tell if only they would adopt a definite purpose and stand by that purpose until it had time to become an all-consuming obsession!"



Build you

- A transferable or occupations
- This is a specific general skills the name)
- ☐ Benefits of deve
 - ✓ Flex
 - ✓ Dive
 - ✓ Port
 - ✓ Emp
- Transferable sk
 - ✓ Lead
 - ✓ Prob
 - √ Proje
 - ✓ Tean
 - √ Data
 - √ Com
 - ✓ Time
 - ✓ Worl
 - ✓ Listening
 - √ Negotiation Skills

II set

THE

PROFESSOR

IS IN

The Universit

THE ESSENTIAL GUIDE TO

TURNING YOUR PH.D INTO A JOB

KAREN KELSKY, PH.D.

y be used in a variety of roles

lar niche, industry or job; they are tments and industries (hence the

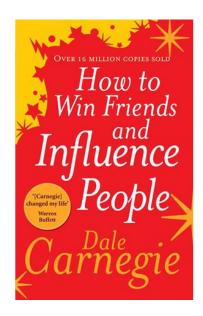






Get international exposure and establish relevant networks/collaborations

- ☐ Join international exchange programs or training initiatives (fellowships)
- Make attempts to "PUT YOURSELF ON THE MAP"
- Make an effort to place yourself on international platforms
- Engage in online discussions
- → Attend international conferences
- ☐ Join groups (discussion groups)
- ☐ Maintain relationships with people you engage with
- Seek out forums
- Never say no to public speaking invitations
- Banish the silo habit of researchers extend beyond





Get a Mentor/Coach

- A mentor is someone who offers experience, wisdom, guidance and encouragement and who also demonstrates superior leadership
- Benefits of having a mentor/coach
 - ✓ Accountability
 - ✓ Objective views
 - Support structure
 - Advice
 - ✓ Motivation
 - ✓ Guidance
- ☐ Key qualities when selecting a mentor
 - Ability and willingness to communicate what they know
 - Approachability, availability, and the ability to listen
 - ✓ Honesty with diplomacy
 - Inquisitiveness
 - ✓ Objectivity and fairness
 - Compassion and genuineness
 - ✓ Someone you aspire to be (model) similar value systems



None Coursey of Shamonson



Develop Good Research Habits

- Always keep reading the literature set up alerts. Set aside reading time for staying up t o date. Keep an organized database.
- Keep a research journal and document your progress and journey
- ☐ Create summaries of you're the data generated
- ☐ Update your CV regularly with courses, publications, media mentions, conference abstracts
- ☐ Stay organized (mentally) and plan ahead
- □ Constantly revise your timelines always give yourself more time than your best estima te
- ☐ Find an accountability partner
- Meticulously plan experiments in advance
- Do the hard tasks first
- ☐ Keep detailed notes on everything you do
- ☐ Always refer to your aims and objectives and make sure you are not deviating
- ☐ Take up teaching opportunities when possible
- ☐ Know that knowledge should be shared, not hoarded.
- Know when to stop persisting pays off in 99.9% of cases, there's no point in beating a dead horse.
- Progress. Not perfection.





Selecting a research field and define your research question

Considerations in Selecting a Topic

- Personal interest / Passion
- Importance / Contribution to the field
- Newness / Relevance
- Feasibility
 - Tradeoff between rigor and practicality
 - Time constraints
 - · Ethical constraints
 - Organizational support
 - Economic factors
 - · Availability of Subjects

"A **research question** is an answerable inquiry into a specific concern or issue. It is the i nitial step in a **research** project. The 'initial step' means after you have an idea of what y ou want to **study**, the **research question** is the first active step in the **research** project"



Publish Strategically

- ☐ Publish or Perish important to communicate your work
- Choose the appropriate journal
 - ✓ Publishing is about joining a conversation decide the level you are able to converse and select a journal accordingly
 - ✓ Where you publish is as important as what you publish refer to the Impact Factor
 - ✓ Refer to your database and citations (authors)
 - ✓ Watch out for "predatory journals"
- ☐ Use appropriate key words Does is contain "agreed terminology" of your research area that will be found by other researchers?
- Make your work Open Access
 - ✓ Work that is freely available is more likely to be used than work that is hidden
 - ✓ Making your research openly available gives your more opportunities to make an impact



Publish Strategically

☐ Use ORCiD

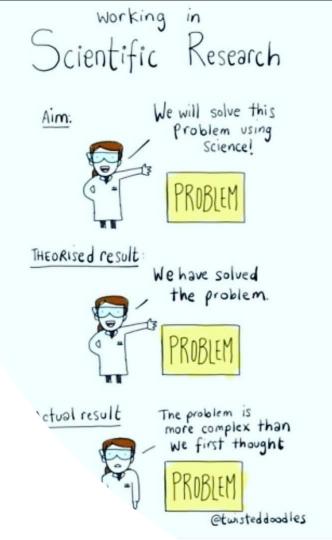
- Provides researchers with a unique identifier and transparent method of linking research activities and outputs to these identifiers
- ✓ ORCiD is unique in its ability to reach across disciplines, research sectors and national boundaries and it cooperates with other identifier systems

☐ Use ResearchGate

ResearchGate is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators.

Manage your research data

- Consider your file naming conventions
- Complete and data management plan protection of data
- Share your data
 - Store your data in a repository and link it to research outputs
 - Allow other researchers to verify your work and build on your work
 - Enhances academic reputation



Promote Your Work

- Research promotion is all about driving as many eyes as possible to your research output
- Present at conferences
- Interviews with media
- Leverage social networking tools
- Update Wikipedia articles
- Write an article on LinkedIn





Use Social Media

- ☐ Consider disseminating your thoughts an findings using a blog (keywords important for maximum hits on search engines)
- ☐ Use hashtags effectively to help people find your tweets and broaden your network followers
- ☐ Twitter is a good way to create a platform to voice key research findings, thoughts and views
- ☐ Follow people within your field
- □ Have a kick-ass LinkedIn profile and page (consider Acdemia.edu) – keep it updated
- ☐ Remember to raise your profile retrospectively don't forget to mention work already done
- ☐ Engage in conversation debate



In summary...

- ☐ Know your "Why"
- ☐ Define your purpose statement
- ☐ Build your transferable skill set
- Get international exposure and establish networks and collaborations
- □ Get a mentor/coach
- Develop good research habits
- Select a research field that you are passionate about define your research question
- Publish strategically
- Manage you research data
- ☐ Promote your work
- ☐ Use social media platforms



WHEN EVERYTHING IS IMPORTANT, NOTHING IS.

Courtney Carver of Be More with Less Let your decisions today shape the way we will be living in the future.

PROCRASTINATION COACH