

Strategic Personal Marketing: *Science-Based Communications to Advance Your Career*

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Overview

- Traditional science communications evolving fast
- Do you have a science-based brand? Who cares?
- Collaborate with your career stakeholders (allies)
- Use your science communications *strategically* to create a more professional & effective brand
- Increase your “VCR Factor” - *Visibility, Credibility, & Relevance* by writing (& speaking)
- How to make compelling science-based stories a part of your brand

Old: Science Comms (peer-peer)

- Communicate with specialists in your research or clinical area. *If you can't understand...too bad.*
- Similar backgrounds assumed - education, knowledge, research/methods analysis, language
- Use of many undefined acronyms for brevity
- Journal-specific reporting format, departmental review, peer-review, rewrites, resubmit and publish cycle of 18 months.
- *PCs, internet, globalization, cross-disciplinary research & communications changed the game...*

New: Your Personal “Brand” (peer-peer-stakeholders)

- (Reminder...take out pen & paper)
- **Brand** = what you communicate, produce and are known for. **Your brand promises *the value you can deliver***. *Thesis: your writing is the foundation of your professional reputation (brand).*
- Your creativity, values and energy flow from your natural passion. ***Share your brand of passion widely!***
- Try to describe your brand (reputation) in 3 short “bullets” right now...do it in one minute...not a quiz.
- Do your colleagues see you that way? ***If not, change that!***

Surprise! - You're "Branded"

- You and your "products" are already online
- Check Google, LinkedIn, Facebook, Slideshare, Google Scholar, web sites, blogs, bios, photos
- Who is assessing you and why? Looking good?
- See "Personal Branding & Web Reputation" (Ref.)
- Your brand develops as you pursue your goals
 - who you care about, opportunities you seek
 - the value you can provide to a collaborator

Your Brand Stakeholders?

- The *stakeholders* in your career development ***all have some vested interest*** in your success.
 - colleague network (fellow advocates in research)
 - your supervisors/mentors (hey, they taught you)
 - students, patients, professional evaluators (“customers”)
 - grant-makers, funding organizations (funders)
 - business collaborators (investors)
 - your alma mater (your fame & fortune)

Strategic Communications?

- Communicating “strategically” includes clarifying your value to stakeholders in your evolving career path. *Writing well is the simplest & best way.*
- Bioscientists & clinicians must produce and deliver a wide range of written communications. ***Make them more memorable, compelling stories!***
- Your key “stakeholders” will read and share them if they are good.

Your Written Communications

(evidence + interpretation = your viewpoint)

- Resumes, bios, emails, blogs, web sites
- Grant proposals, business proposals
- Research & clinical reports and presentations for professional and broad audiences
- Review articles in your field
- Analysis and recommendations reports for projects and professional associations
- Advocacy materials for businesses, congress, foundations, and other stakeholders in your field

Marketing Your Brand

- Work to increase your “VCR” over time...
- **Visibility**: ensure stakeholders know you
- **Credibility**: make your true value known
- **Relevance**: demonstrate to stakeholders how your value can increase theirs
- Write effectively online for a strong VCR factor and professional advancement

Goal: “Well & Clearly Written”

- For professionals in biomedical sciences writing for ***broad comprehension*** is essential to success. Try this process...it works!
 - create an outline to clarify and order your concepts
 - write a really bad first draft with no rewriting
 - rewrite, read out loud, rewrite, read again and rewrite
 - have colleagues comment on your draft
 - trust feedback from reviewers and rewrite again
 - let it sit, return for a fresh read out loud, and finalize

Learning to Write Better

- Read examples you like and also review your colleague's draft papers and edit them.
- Take extension course in essay writing: good analysis, clear arguments and exposition, and convincing conclusions.
- Write for broad audiences too - if you can capture them, you can capture professionals
- Read your writing out loud and then edit!

You Are Your Writing

- Your writing is a window to your values, your ideas, your passions, your goals.
- Good writing allows the reader to transcend the content and embrace the story.
- Your writing demonstrates your skills and your weaknesses. Maximize the former.
- Your writing can create new stakeholders in your career path, so use it effectively.

Be a Passionate Tribal Leader?

- Tribes are forming everywhere (see “Tribes: We Need You to Lead Us”, Seth Godin, 2008)
- A “tribe” = an idea + a leader + followers (Godin)
- A biomedically-related tribe = a great idea + ***your passionate leadership*** + your stakeholders
- A tribal leader is not a manager and followers are not employees. The tribal leader ***provides the initial passion that attracts those who value and want to share and spread it.***
- Great labs, clinics, and businesses are like tribes.

Useful References

- Montgomery, Scott L. - The Chicago Guide to Communicating Science, 2003. (*a great book...almost all you need, see chapter on “Writing Well”*)
- Barnard, Sephanie, et al, “Writing, Speaking, and Communication Skills for Health Professionals”, Yale Univ Press, 2001. (*similar to Montgomery but with a broad biomedical focus, highly-recommended*)
- “Science Communication: survey of factors affecting science communication (*with the public*) by scientists & engineers”, The Royal Society, 2000 (<http://royalsociety.org/page.asp?id=3180>)

Useful References (2)

- Peters, Tom, “The Brand Called You”, Fast Company, 2007 (*general intro to the personal branding concept by one of the concept founders*), (<http://www.fastcompany.com/magazine/10/brandyou.html>)
- Delobelle, Vanina, “Personal Branding & Web Reputation”, 2008 (*create a professional web strategy for career development*) (<http://www.slideshare.net/vaninadelobelle/personal-branding-web-reputation>)
- Jensen, David G., “Tooling Up: Guerrilla Marketing Yourself”, 2006, (*Science magazine’s hot advice for scientists*), (<http://sciencecareers.sciencemag.org/career-development>)

Useful References (3)

- LoCicero, Joe, “Business Communication: Deliver Your Message with Clarity & Efficiency”, Streetwise Series, 2007 (*comprehensive guide with examples, great complement to Montgomery for biomedical scientists going into business*).
- Godin, Seth, “Tribes: We Need You to Lead Us”, Penguin Group, 2008 (*quirky, short, right-on-target marketing advice on the importance of individual leaders for creating opportunities and real impact*)

Backups

- Examples will be provided for viewing of the following hard-copy/online NASA-related biosciences communications:
 - An Experiment Abstract for All
 - A Research Summary for All
 - A Research Area Advocacy Report for All