Alignment

Your personal strategy to develop a solid reputation for a scientific career



Living in the networking age



- Stand alone scientists do not exist
- Distances are of minor importance
- Web technology rules
- The network = the knowledge

Who are in your network?



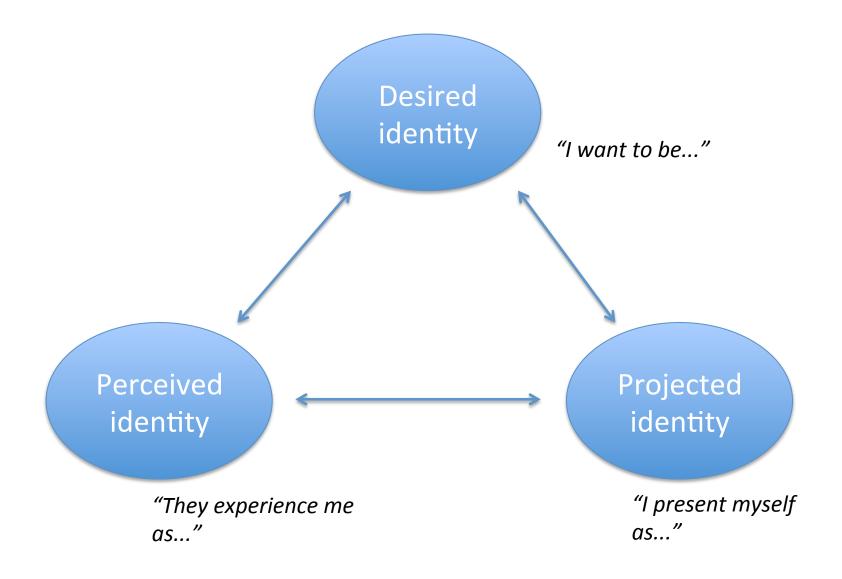
- Patients
- Peers
- Colleagues, employees and employers
- Seniors, experts and professors
- Authorities, governments

remember them:

they are your stakeholders

Who are you in your network?





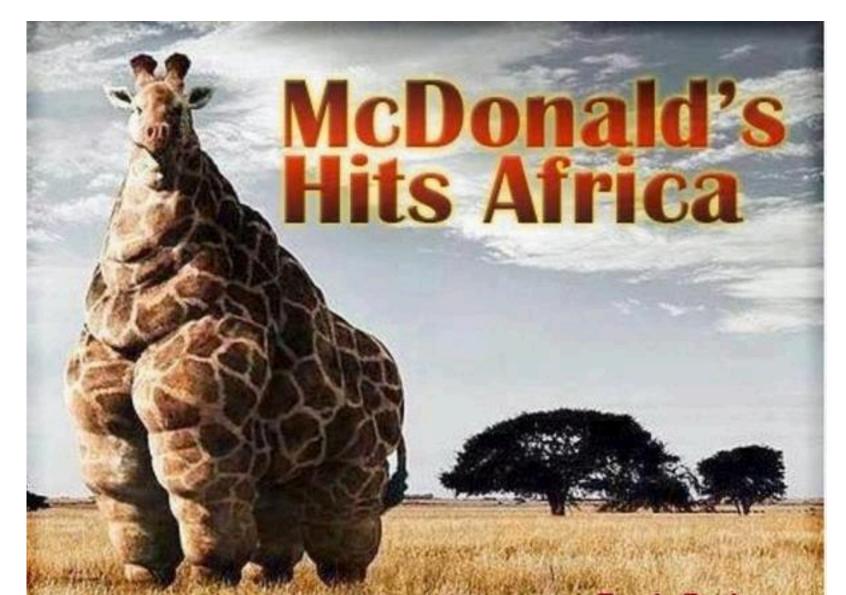
Desired identity





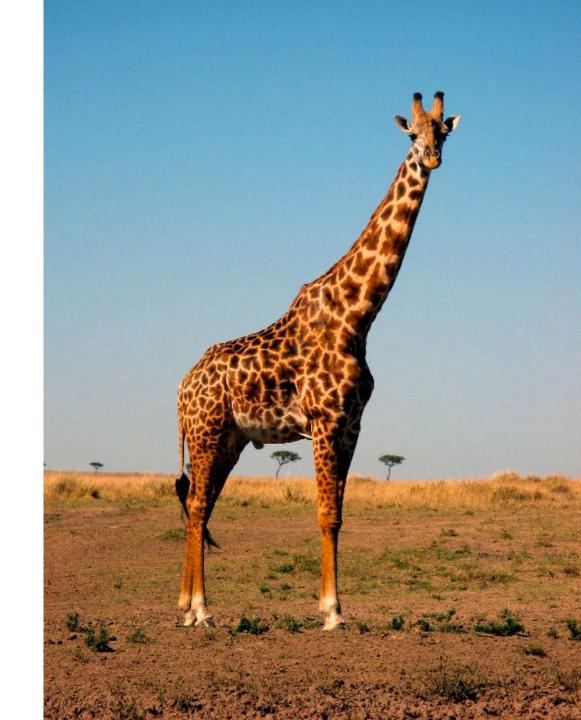
Undesired identity





Reputation

= the sumof perceptions



Think of your stakeholders



Positive perceptions > good relationships

Where you:

... interact, trust, allow, grant, award, first give and then take.

The strategy in the networking age: Alignment developing sustainable relationships

Strategic roadmap



Sustainable relationships with your network success of patients, peers, colleagues, employees and employers, seniors, experts and authorities, governments, etc. sustainable Build a good **reputation** amongst your broad network. Get to know them, listen to what they think of relationships you, and: what aspects of those perceptions are right, and which ones are wrong? Do what you say, and act from your strategic reputation position. The sum of perceptions of your actions and expressions will be your image in your broad network. Take position and choose a clear goal. Outline your reliable line of march towards that goal. Be accountable and show your successes. Also communicate your route map. develop your vision. strategy Define what success means to you and make a plan.

The Alignment Factor, Van Riel, 2012.

1. Strategy





- Look at yourself in a broad context.
- Look at the future and develop your vision.
- Define what success means to you.
- Make a plan.

2. Reliable





- Take position and choose a clear goal.
- Outline your line of march towards that goal.
- Be accountable and show your successes.
- Don't forget to also communicate your route map.

3. Reputation





- Do what you say.
- Act from your strategic position.
- The sum of perceptions of your actions and expressions will be your image in your broad network.

4. Sustainable relationships





- Build a good reputation amongst your broad network.
- Get to know them.
- Listen to what they think of you
- And: what aspects of those perceptions are right, and which ones are wrong?

5. Success





 Maintain sustainable relationships with your network of patients, peers, colleagues, employees and employers, seniors, experts and authorities, governments, etc.

Strategic roadmap

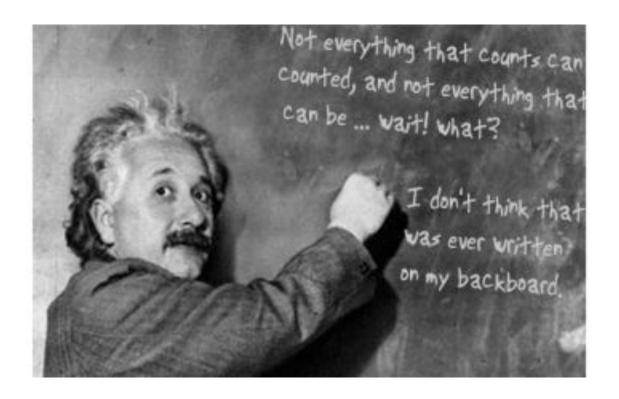


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Not everything can be counted





"Not everything that counts can be counted, and not everything that can be counted counts."

From: William Bruce Cameron, Informal Sociology (1963).

Communication-expressivity



Communicate adequately with everyone in your professional environment: take initiatives in the interest of stakeholders and make them visible. participate in meaningful civic activities

visibility

Distinguish your own personal vision and personality from those of other researchers. Explain the differences.

distinction

Do what you say. Say it in your own style and be recognizable by your communications. Your message is consistent and 'makes sense' in the perception of recipients.

consistency

Stick to your principles. Share your knowledge – disclose and publish timely. Listen to stakeholders. Apply your ethics.

transparency

Be credible in your expressions. Be an engaged and sincere player, someone who is 'attractive to deal with'.

authenticity

communicationexpressivity

Your personal

Communication-expressivity rate, Fombrun, Van Riel – 2004.

Summary



- The network = the knowledge, splendid isolation is out.
- Communication = perception management and not: sending messages.
- Reputation is not only about you,
 it is about you and your network of stakeholders.
- Developing and maintaining <u>sustainable relationships</u> ("alignment") is the key to success. Soloist excellence will die out.



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