

# 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

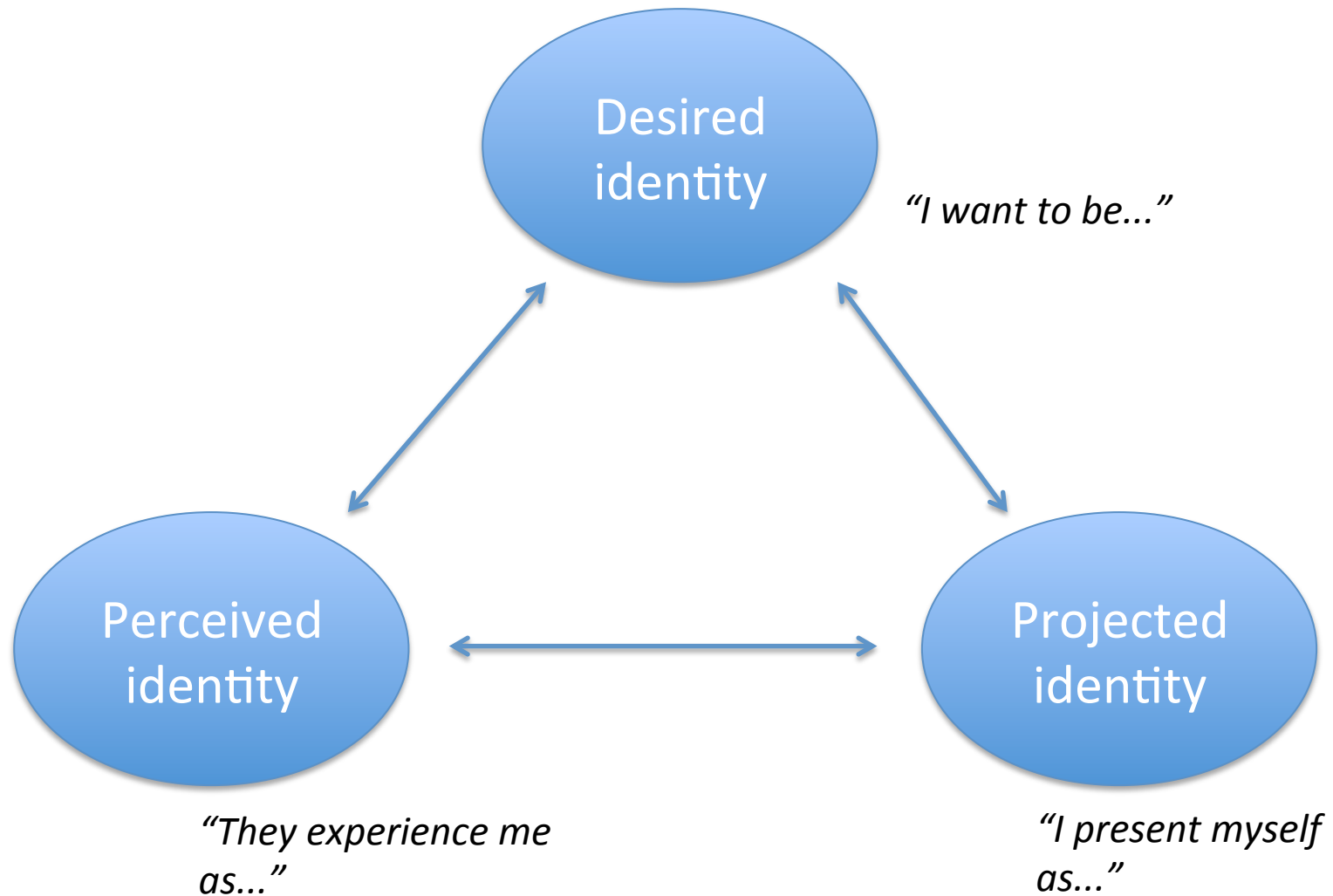
# Who are in your network?

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

remember them:

# they are your stakeholders

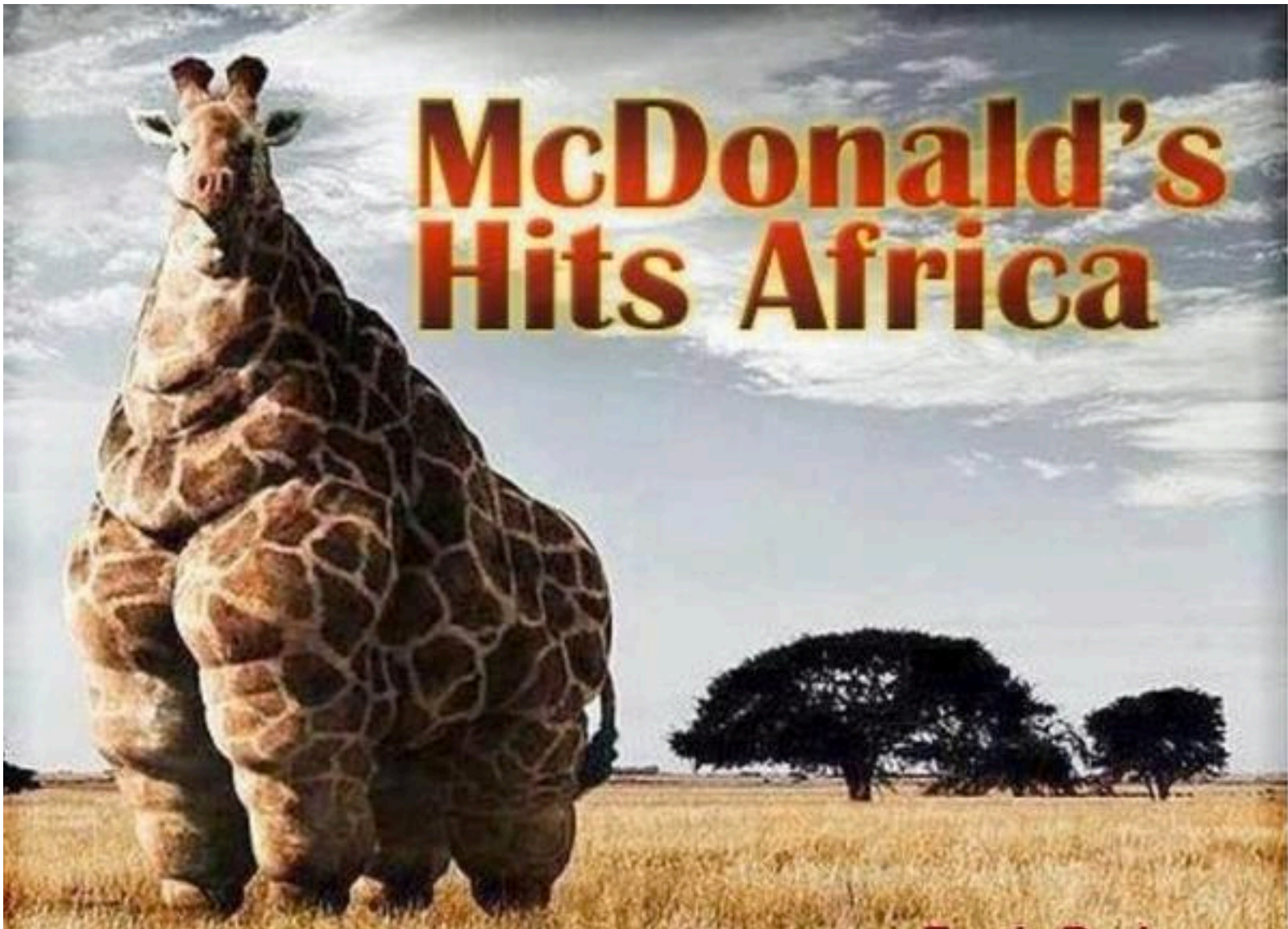
# Who are you in your network?



# Desired identity



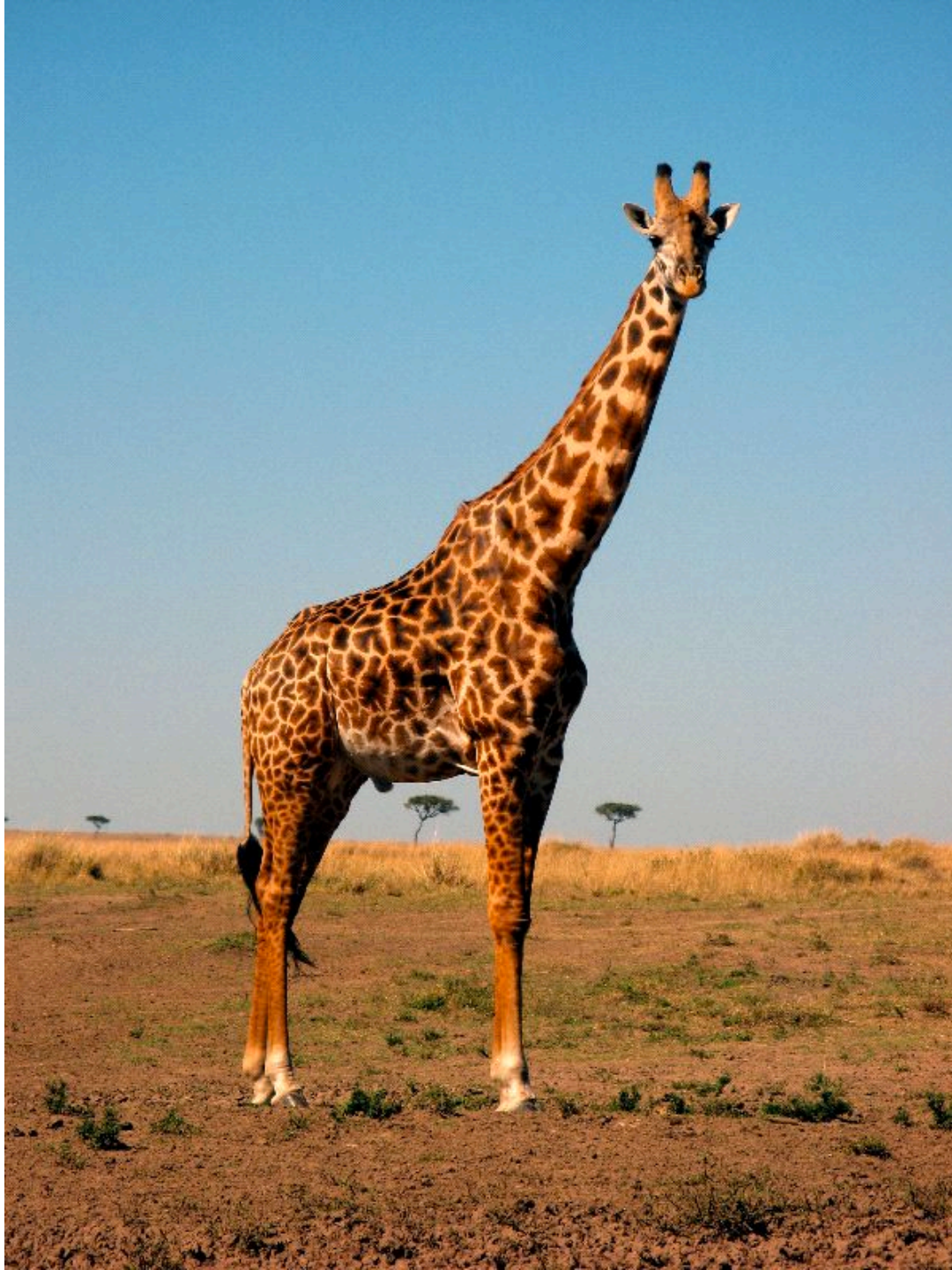
# Undesired identity





# Reputation

= the sum  
of perceptions



# Think of your stakeholders



Positive perceptions > good relationships

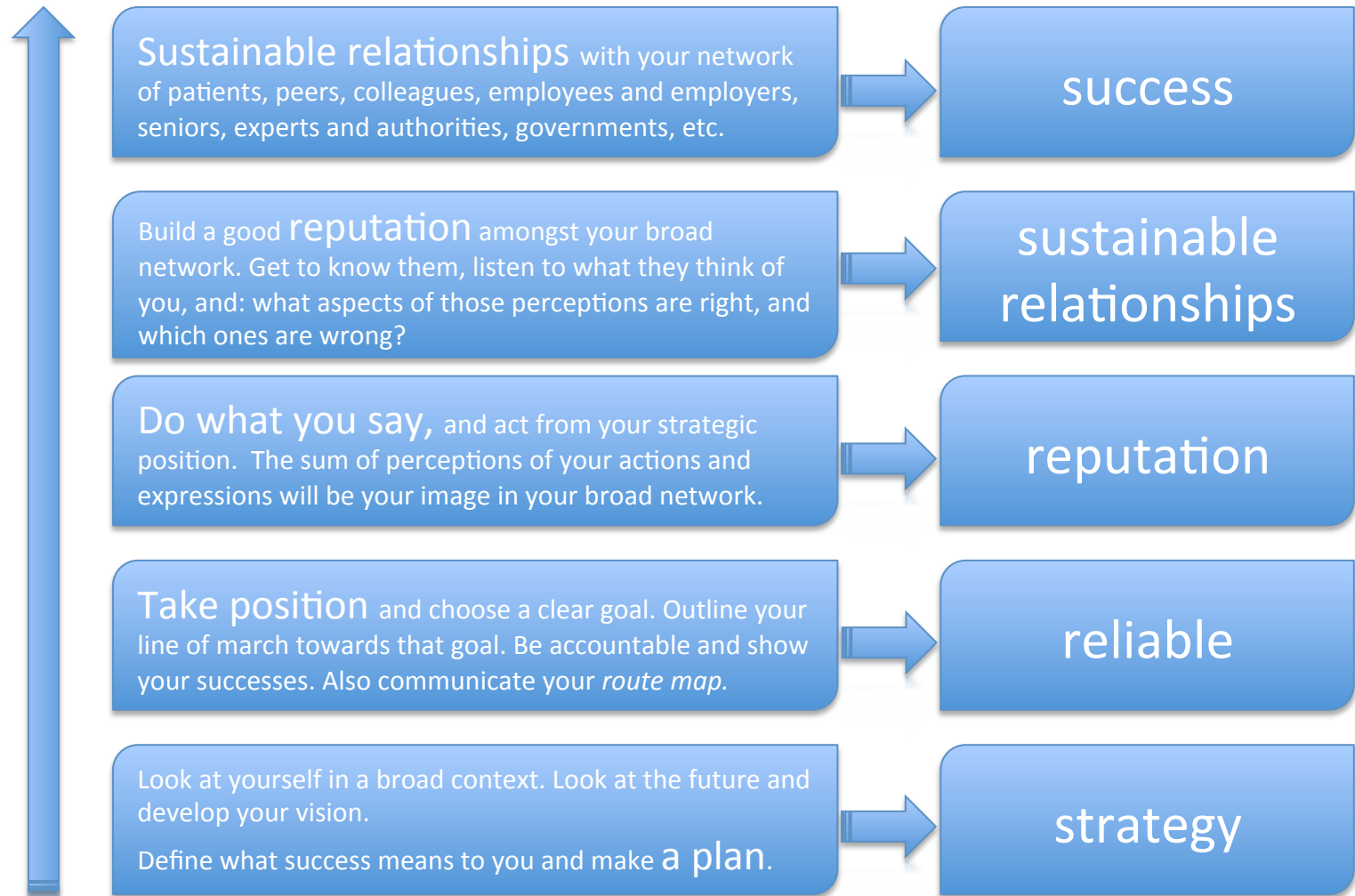
Where you:

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

The strategy in the networking age: **Alignment**  
developing sustainable relationships



# Strategic roadmap



# 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?

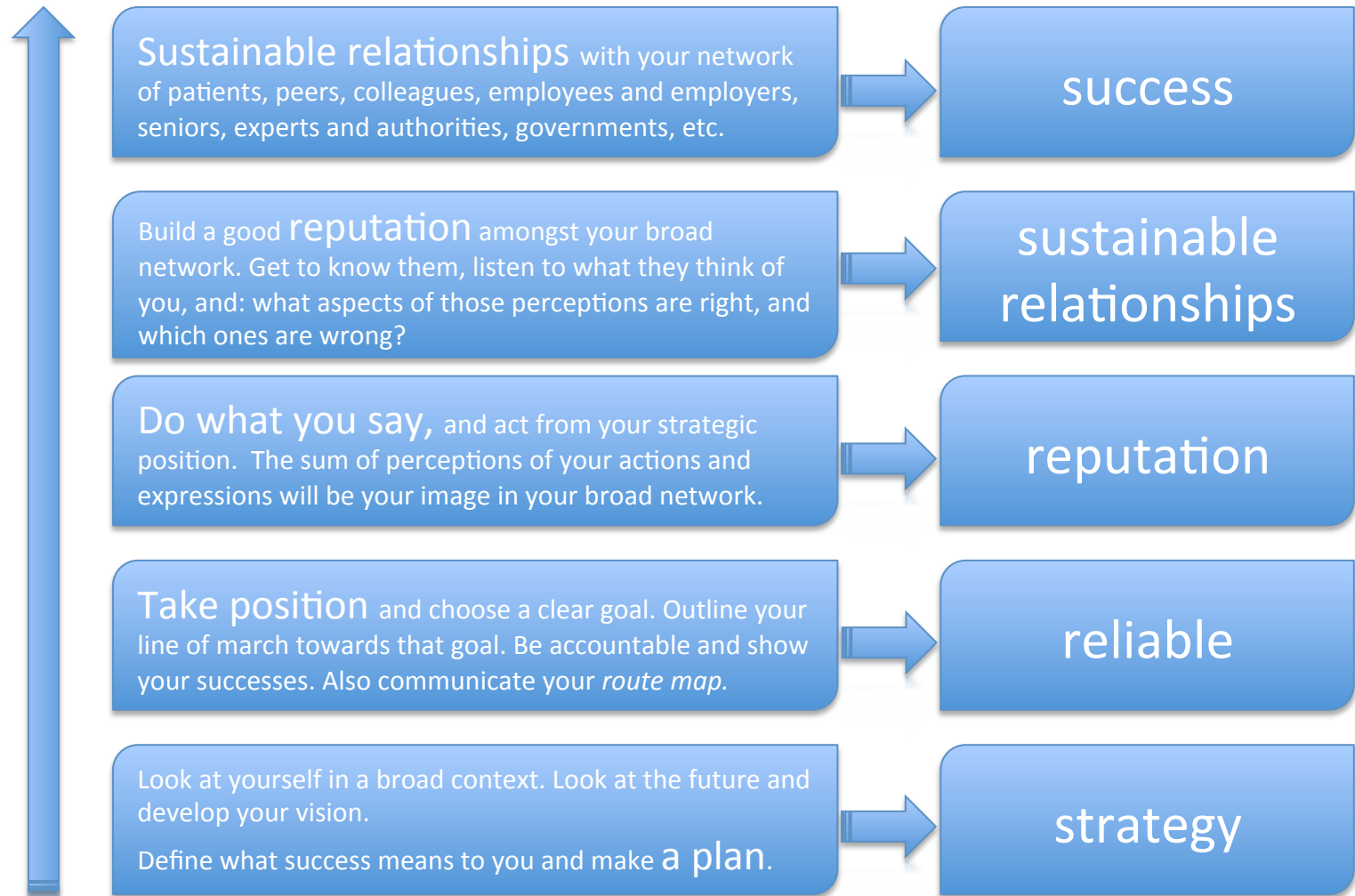
## 5. Success



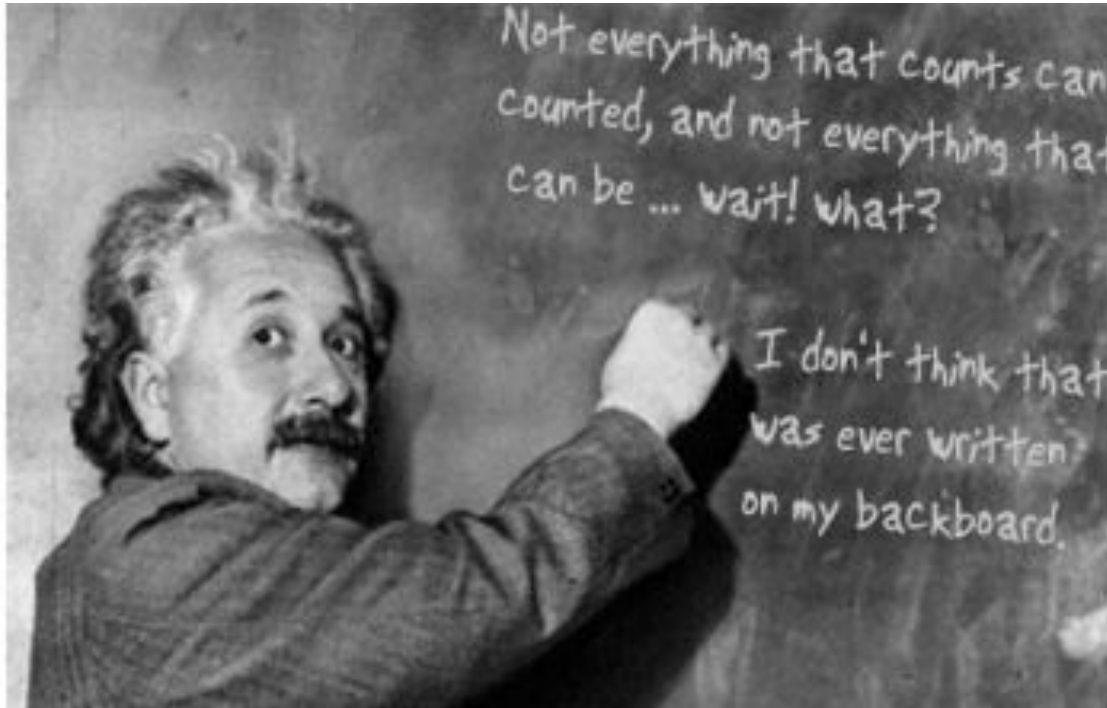
- Maintain sustainable relationships with your network of patients, peers, colleagues, employees and employers, seniors, experts and authorities, governments, etc.



# Strategic roadmap



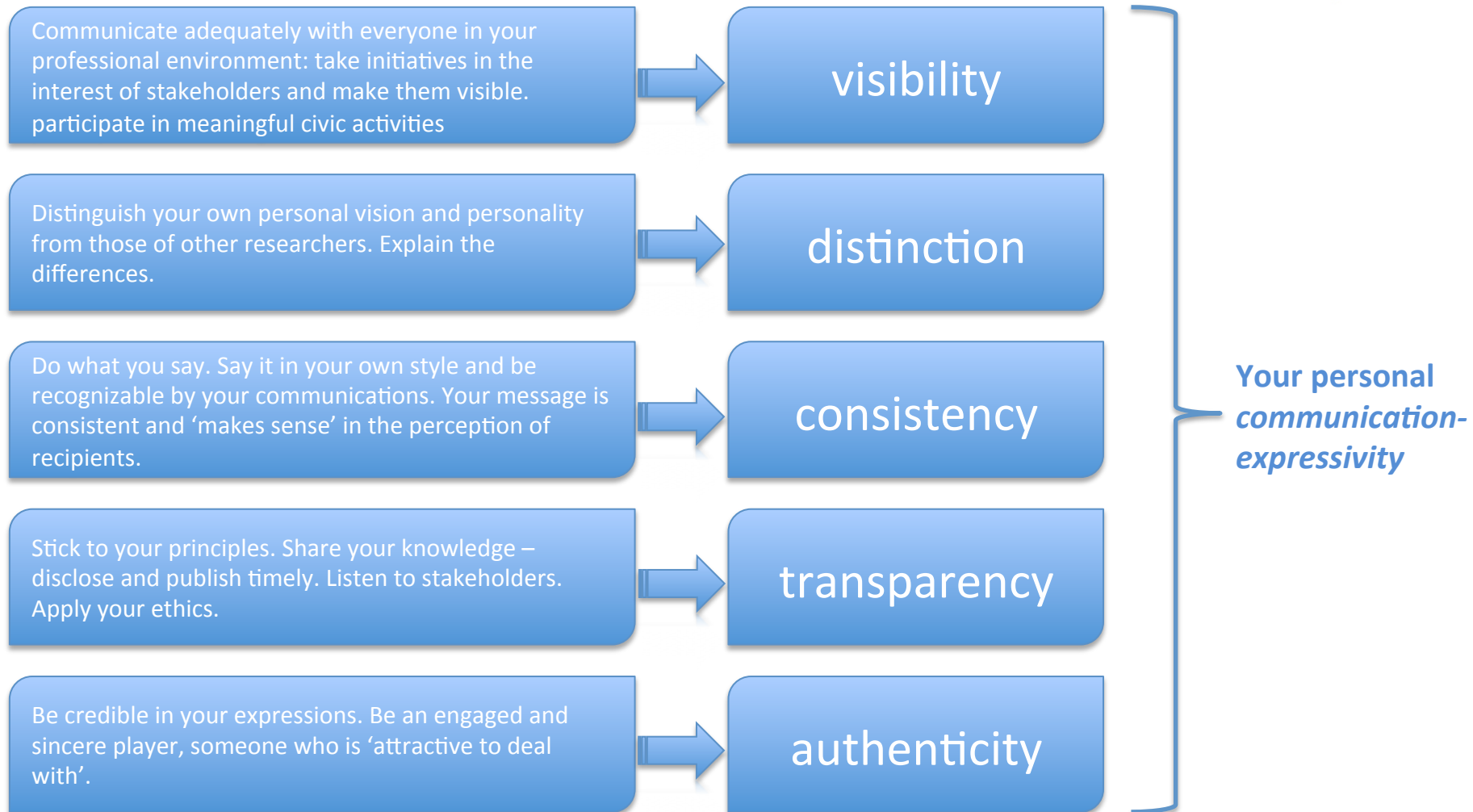
# Not everything can be counted



“Not everything that counts can be counted,  
and not everything that can be counted counts.”

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

# Communication-expressivity



# 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 sustainable relationships  
("alignment") is the key to success. Soloist excellence  
will die out.

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