Hugh Kearns
Shameless Self-Promotion
Ben Bulben, County Sligo, Ireland
Who are you?

Name?

What do you do?

What have you been up to for the past few months?
This Workshop

Asking for what you want

Waiting isn’t enough
You have to go and ask
Self promotion
Writing convincing applications
Putting yourself in the spotlight
Don’t look at me

Asking for what you want
Waiting isn’t enough
You have to go and ask
Self promotion
Writing convincing applications
Putting yourself in the spotlight

Why is it hard?
Why it can be hard

Seen as big-headed

Cultural

Risky

Pushy

it’s all about me. deal with it.
A more positive spin

The past few month

What are 1-2 achievements

How would you weave them into your story?

Try it out
Some strategies

Your web-page

Do a vanity search

Borrow from good examples
Hugh Kearns

BAgSc, MEd, MMHS

Hugh Kearns is recognised internationally as a public speaker, educator and researcher. He regularly lectures at universities across the world and has recently returned from a lecture tour of the UK and the US which included lectures at Oxford, Harvard and Stanford.

His areas of expertise include self-management, positive psychology, work-life balance, learning and creativity. He draws on over twenty years of experience as a leading training and development professional within the corporate, financial, education and health sectors in Ireland, Scotland, New Zealand and Australia. He has coached individuals, teams and executives in a wide range of organisations in the public and private sectors.

Hugh lectures and researches at Flinders University, Adelaide, Australia. He is widely recognised for his ability to take the latest research in psychology and education and apply it to high-performing people and groups. As a co-author with Maria Gardiner, he has published six books which are in high demand both in Australia and internationally.
Some strategies

Your bio

Create a short introduction for yourself
Some strategies
Your publications

COLUMN
The care and maintenance of your adviser
Graduate students bear as much responsibility as their mentors for
ans well guided through their degrees, says Hugh Kearns and Maria

COLUMN
Waiting for the motivation fairy
It’s easy to give in to procrastination — but Hugh Kearns and Maria Gardiner offer some tips for getting your drive back.

COLUMN
Turbocharge your writing today
Before you can tackle the overwhelming task of huge writing projects, you must first put aside some widely held myths, say Maria Gardiner and Hugh Kearns.
Some strategies

Your publications

Tell people (twitter!)

Tell your students

Send to key citations
Some strategies

Simon Chapman
University of Sydney
Professional Journals

WHY?

Impact
Knowledge-transfer
Communicate results
Profile
Networks
Fun!
Professional Journals

Different type of writing

• Non-academic audience
• More accessible language
• More emphasis on impact and outcomes
• Less detail about statistics
### Other academic fields

<table>
<thead>
<tr>
<th>WHY?</th>
<th>Cross-disciplinary links</th>
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<td>Collaborations</td>
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<th>HOW?</th>
<th>Broad based conferences</th>
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<td>Multi-disciplinary projects</td>
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The Public

WHY? Profile
     Enjoyment

HOW? Newspapers
     TV, Radio
     New media
Getting Media Attention

What are you currently researching?

How will the media find out about it?

Media Office (News and Media)

ExpertGuide
The Imposter Syndrome

Athena Swan rep

Success and the Imposter Syndrome

Even felt like a fraud? Do you agonise over the success you’ve achieved because you really believe you don’t deserve it?

Cynically feeling that at any moment you’ll be exposed as a frightful end maverick, experience and surprisingly common in high performing and seemingly very successful people.

So what causes someone to dismiss and doubt their ability, despite evidence to the contrary, and what strategies are there to alleviate or manage Imposter Syndrome?

- Athena Swan

The imposter syndrome

Do you ever get the feeling that at some point your lucky run is going to run out?

You’ve had success in your career, but it’s all been through sheer chance rather than your own skills, right?

At some point someone’s going to tap you on the shoulder and say, “The game’s up. You shouldn’t be here.”

If that’s you, you may be an imposter. And there’s many others just like you.
A journalist calls:

What will you do?

Buy some time
   “I will call you back in 20 minutes”
Get some information
   What media?
   What angle?
It’s always urgent
Contact PR?

Work out your message
2-3 key points
Quotable phrases – stories
Cut out detail
A journalist calls:

Stay on message

Avoid traps
Newspapers

You don't have much control of what happens to your words.

Headlines are not written by the journalist.

You don't get to edit your piece.
Feel like a fraud? You might have imposter syndrome

Hugh Kearns
Academic Researcher at University of Manchester

Hugh Kearns is co-founder of Thinkwell, a consultancy.
Radio

Prepare yourself

Conversation

Stick to message
TV
Short grabs
Visual – things to see
Advice on dress
PR help – practice
Short grabs

Visual – things to see

Advice on dress

PR help - practice
Some strategies

The Media!

Your PR department

What's hot?

Otago Daily Times

Published on Otago Daily Times Online News (http://www.odc.co.nz)

Warning over email 'addiction'

By Julie Hlab

Chemical experts

Email 'addiction' has become the biggest single cause of reduced productivity among writers and many others using computers, visiting psychologist Hugh Kearns says.

Mr Kearns (81), an Irish-born lecturer at Flinders University, Adelaide, South Australia, is also an international speaker, educator and author, whose areas include research creativity and productivity.

He is visiting Dunedin to give two motivational workshops today for University of Otago postgraduate students on "the seven secrets of highly successful research students" and how to "turbocharge your writing".

The sessions are part of Otago University's annual Graduate Research Month, which aims to support postgraduate students and celebrate their achievements.

Mr Kearns said he would be advising the students that uncontrolled exposure to emails could be particularly damaging for writers.

Writers often needed to develop complex trains of thought, which could be easily disrupted if emails offering a mess of extraneous ideas were a constant distraction.

Because writers often used computers in their writing, it was particularly hard to escape emails constantly arriving on the same machines.

He suggested writers work for several hours in the morning before checking their emails, and then allocate strictly controlled periods during the day to deal with them.

University of Otago  Dunedin

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Source URL: http://www.odc.co.nz/newsarticle/127631/Warning-over-email-addiction

Link

ithinkwell.com.au
The Media!

Your PR department

What’s hot?
Some strategies

Going to conferences

Big names
Some strategies

Brag file
Engagement Activities

Presentations
Festival of ideas
Libraries
Museums
Workshops
Open days
Café Scientifique

Time and effort
New Media

Web pages
Blogs
Twitter
Social networks
Facebook, Linkedin, Academia,
ResearchGate
Youtube
Slideshare
Scribd
Your digital footprint
Welcome to ThinkWell™

ThinkWell™ uses the latest psychological and educational research to develop workshops and materials to help you be more effective in your daily life.

We work extensively with doctors, academics, PhD students, CEOs and many others to assist them to:

- manage their time more effectively and perform better
- set goals and achieve them
- achieve sustainability in their career
- think more clearly and make better decisions
- reduce stress
- find out what is making them stressed
- learn how to evaluate and deal with emotions
- feel more content and confident
- spend more time with their family and those who matter

University Events 2013

Australia

Latest News

January 2013
IRU Highly Effective Researcher Program 2013
We will be continuing with this very popular program in 2013. Check our home page for dates at your university. In the meantime, if you want to see what might be on offer, check out the program guide.

January 2013
Vitae Podcast
Maria visited Vitae in the UK to present Turbocharge your Writing and Time for Research. Hear her tips and also what the researchers who attended thought about the workshop.

November 2012
New paper on writing
We’ve just published a paper on the psychology of writing called The
Web pages

Links — Robinson – IPAS
Biographical information
Publications
  List
  Copies
Research interests

Links to books, blogs
Science Stories

Quality control in protein production ensures normal brain development

Jozef Gecz and colleagues have found that NMD exists in cells to make sure that only top quality proteins are produced. Alterations in NMD genes are strongly associated with neurodevelopmental disorders.

Read the full story

Exciting new target for schizophrenia diagnosis and treatment

Schizophrenia is a common and debilitating brain disorder that remains difficult to diagnose and treat due to fundamental knowledge gaps. Dr Quentin Schwarz has identified a new focus for schizophrenia research which may lead to new options for diagnosing and treating the disease.

Read the full story

Longer not always better in twin pregnancies

Conventional wisdom suggests that for a normal pregnancy, the longer a baby remains inside the womb, the better. But new research from the Robinson Institute suggests that this approach may not always be best.

View all news
Talking Papers


Radiation sensing fibres - talking papers #5

Imagine:

- clothing that can detect radiation
- a tiny probe to reduce side effects of cancer treatment

Radiation sensing fibres - talking papers #5.
Blogs

Conservation (Prof Corey Bradshaw, Adelaide)
The Grammar Gang (UniSA)
Don’t Forget Your Shovel (Archaeology)

Word Press

Conversations with like minded people
Welcome to ConservationBytes.com

I have dedicated this site to highlighting, discussing and critiquing the science of conservation that has demonstrated measurable, positive effects for global biodiversity. My goal is to stimulate scientists and any interested in maintaining their future to find real-world solutions to the degradation of ecosystem services supporting life on Earth.

To this end I will be posting scientific studies that I believe have had real benefits for biodiversity... in other words, those that represent scientific breakthroughs that have
Zero emission synfuel from seawater

Posted on 18 January 2013 by Barry Brook

Guest post by John Morgan. John runs R&D programmes at a Sydney startup company. He has a PhD in physical chemistry, and research experience in chemical engineering in the US and at CSIRO. He is a regular commenter on BNC.

You can follow John on Twitter @JohnDMorgan

Introduction

Liquid hydrocarbons account for about one third of fossil carbon dioxide emissions, and while transition to electric vehicles is possible for some passenger transport, it is simply not feasible to substitute for liquid fuel in most long haul transport, aviation, or agricultural and industrial prime movers. Synthesizing fuel from carbon dioxide extracted from air is possible in principle but horrendously expensive. Yet, if we are to achieve CO₂ levels of 350 ppm from our current 392 ppm, CO₂ removal from the biosphere appears necessary.

Two papers published last year described a new approach to zero emissions synfuel, looking at direct carbon dioxide extraction from seawater. The new insight in these papers is that CO₂ is very soluble in seawater, where the concentration is about 140 times higher than in the atmosphere. This could make seawater extraction a lot cheaper than direct air capture.

The work was done by the US Navy (full text here) and by the Palo Alto Research Center (PARC) who each developed membrane processes to extract CO₂ from seawater. The Navy’s interest is military – shipboard production of synthetic jet fuel far from supply lines – but I figure we can beat this sword into a ploughshare.

Rather than going after the CO₂ directly with chemical scrubbers, they use electrochemical processes to split seawater into an acid and base stream, and the CO₂ bubbles off from the acidified water. The two streams are recombined and returned to the ocean. While these processes are novel, they are very similar to a number of ion exchange processes, including desalination, which are currently deployed at scale.
Spring in other dialect

I must write down this Chinese verbal example that I heard while having breakfast in a market-cum-hawker centre before I forget. The reopening of the market place near my house in January 2014 after it underwent renovation for nine months was a relief, especially for people like me who wanted a fast and nutritious breakfast before going to work. Breakfast is never complete without a glass of hot coffee or hot tea in good old Southeast Asian style.

Hot tea served in the heartland coffee shops in Singapore
Mystery metal man
Posted on December 13, 2013

The photo below shows the slightly rumpled bust of an unknown man. It was found on Baker’s Flat at some time in the last few years. It’s not very big, about 7 cm tall, and I’m assuming at this stage that it’s nineteenth century. Any takers for who it might be? After extensive research on Google images and the web (!), I’m thinking that it could be Gladstone, Prime Minister of Britain four times in the mid to late nineteenth century, and a supporter of Home Rule for Ireland.
Game-based Teaching

Posted on 20 November 2013 | Edit

We lecture. That’s why we’re called lecturers, isn’t it? So what have Play Your Cards Right and The Apprentice got to do with nurse education? Well quite a lot in the Preparation for Practice Unit taught as part of Leadership and Management in the School of Nursing, Midwifery and Social Work.

In 2009 the pass rate in this course was 57% and student satisfaction was low. A review of the unit carried out by Dianne Burns and Sue Jones resulted in a new unit team led by Dianne (Steven Prymachuk, Monica Haggart and Lucie Moore) implementing the recommended twenty changes including greater use of Blackboard, more structured guidance to students and revising the assessment. Student input suggested that there was too much of stand and deliver lectures. So the team worked together to develop and incorporate game-based learning.
Twitterati flocks to researcher's post

Simon Chapman
University of Sydney
Social Networking

Facebook

LinkedIn
Academia.edu
ResearchGate

Public and permanent
Break

Five minutes for a quick break
Situation:
The Division has been asked to nominate someone for an important role. You thought you would have been asked. But instead you’ve just heard that someone else’s name has been put forward.

Feelings:
<table>
<thead>
<tr>
<th>Situation</th>
<th>Name not put forward</th>
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</thead>
<tbody>
<tr>
<td>Feelings</td>
<td></td>
</tr>
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</table>

**ANTS**

Automatic Negative Thoughts
| Thoughts | Challenges |
The Imposter Syndrome

• That feeling that you’re just one step away from being found out as a complete fraud!

• The Fraud Squad
How would you ask?

You’ve decided to go and ask for something.

How would you do it?
Formal Applications

I was involved in ...

The team ...

We ran a course ...

There was positive feedback.

I did my job

I played a leading in ...

I ...

I led the development and delivery of ...

The reaction was overwhelmingly favourable, for example...

I initiated ...
Formal Applications

Get the profiles
Look at successful applications
Show a draft
Enlist supporters
The spotlight
Your Strategy
Your Strategy

Why?

Time?

Which medium?

How you will develop skills?
Your Action

What can you do asap?