Establishing a Successful Research Program

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Basic Credos

- Think strategically
- Write on
- People, places, things
- Get help
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Think strategically – your research

• Long term
  – Programmatic
  – Big questions
  – Discipline / Interdisciplinary

• Short term
  – Low hanging fruit
  – Quick wins
Think strategically – your self

- Professional development
  - Workshops
  - Skills training
- Personal brand
  - Presentation
  - Media
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• Publications (and presentations)
  – Quick wins
  – Long term strategy

• Proposals
  – Identify sponsors – tricouncil, other government agencies, foundations, contract, philanthropy
  – Align with sponsor criteria, follow sponsor’s rules
  – Start early, get critiques, be prepared to edit

• Promotion
  – Media
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• Things
  – Equipment, infrastructure
  – Space
  – Proposal? (e.g., CFI, NSERC RTI)

• Places
  – Invite yourself for seminars / guest lectures / visits (there are 19 university campuses within 1d drive)
  – Conferences

• People
  – Recruit personnel… strategically
  – Get the balance right: Undergrad, Grad, Post-doc, Tech
  – “Having them here is like having 2 good people gone.”
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• Context
  – Department – expectations, emphases

• Guidance
  – Mentorship – help to identify the right course for realising your ambitions – if you don’t one assigned, assign one to yourself

• Details
  – Administrative offices – e.g., Office of Research

• Make them your Jerry McGuire
  – “Help them help you.”
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Questions?