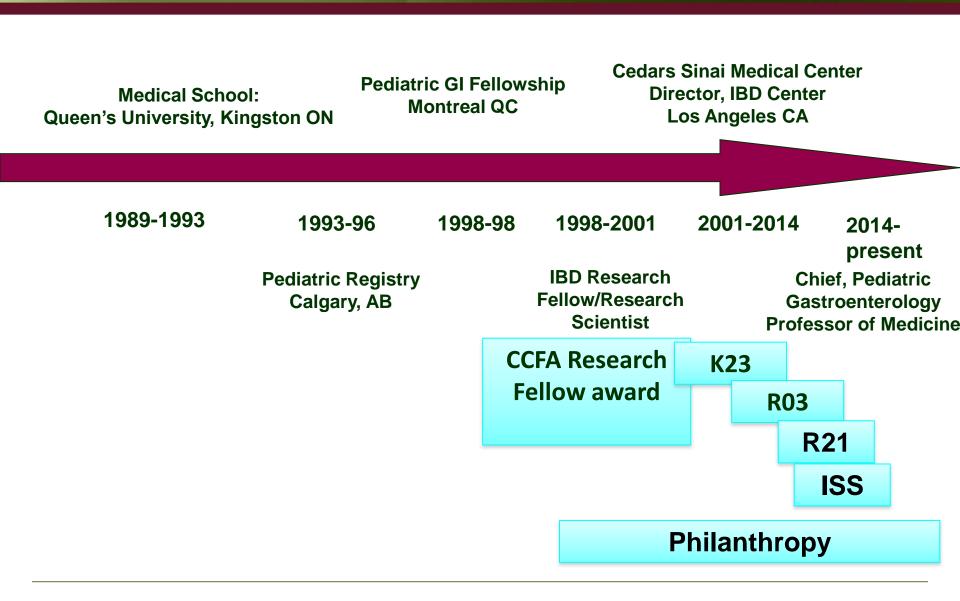
# Branding: How to Establish Your Research Niche

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#### **Timeline**



#### Secrets to success

- Identify a good mentor
  - Track record
  - Senior
  - Accessible
  - If not senior, mature and altruistic

# The Fire in the Belly Syndrome



#### Secrets to success

- Protected time
  - Be specific about what that means—how is 75% defined in your boss's mind
  - It's your time to protect
  - Use it wisely
  - Clinical work is a gas

# Getting it all done (not enough hours in day!)

- Be organized
  - Prioritize
- Protected time--you need to be protecting it too!
- Get plenty of help at home so your free time really is free
- Write every day but for short period of time
- Learn to say NO
- You're not alone—and you aren't the only busy person

## How to pick a project in the laboratory or clinic

- One big one
- One small one
- Think about what is a unique resource that you have to work with
  - Technique, cell lines, animal models, or patient population
- Do think about transition to independence what will you identify as your own

#### Secrets to success

- Never be afraid of rejection
  - Writing grants helps focus thoughts
  - Many small grants at beginning—even travel grants to get your name out there
  - No paper gets accepted the first time
- Write every day (like brushing and flossing)
  - Don't write bulemically

# It's not how you feel, it's how you look!

- The ideas and execution most important of course but...
- Must be beautiful
- Perfect—no grammatical errors and typos and mismatched figure legends....
- Have it done 1 month before due date to have others read it, edit it, slaughter it

# Professional organizations and networking

- Pay it forward
- Act as if every person you meet will be next reviewer for your paper/grant

## Challenges

- **Time management**
- Funding sources-more competitive
  - But there is always money set aside for junior investigators
- **Lower salary in academics** 
  - But reimbursements are changing
- **Education Restrictions** 
  - Sunshine Act

# Thinking Outside the Box: Training the Future Generation

- WE CARE in IBD (Women Clinicians Educators and Researchers) in IBD
- Cornerstones Health
- IBD Academic Workshop: Fellows Program

#### Remember...

# It takes a village

- Success is never one person Hang in there!
  - " You can do it