



Research culture, business culture – some reflections from a communicator

Lund, 24 October, 2019

1. Business is a strange world – but you will do fine. Just observe, learn and adapt
2. You need to become a professional multi-artist, learning totally new skills.
3. Do what you're good at and feel passionate about – leave the other tasks to colleagues and experts.



1

Main
messages

2

some
career
reflections

3

Entering a
new world

1. New mindset.
2. New tasks.
3. New lifestyle

Five dirty
4 secrets




1

It's not about
you.

IDEAS
are in no short
supply.

It's about the
potential
of the project.

A man in a dark suit and white shirt is shown from the chest up, looking thoughtfully to his right with his hand on his chin. A white speech bubble is positioned to his left.

Will they make my
money and
reputation grow?

2

It's not about
your details.

**OK, one minute
left. Get to the
point!**

It's about your
main messages.

1. What do you do?
2. What problem do you solve?
3. How are you different?
4. Why should I care?

3

It's not about
your past.

There are other
smart people
out there.

It's about
what you can do
from now on.

4

It's not about
your prestige

Everything
you know
is wrong.

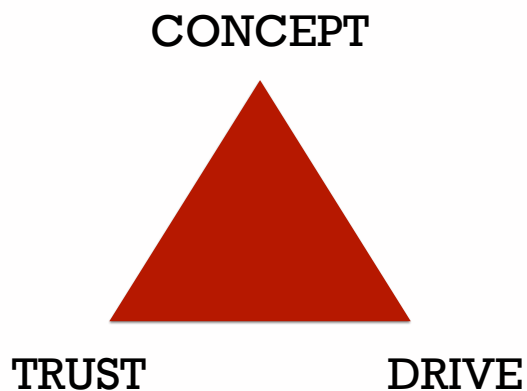
It's about learning
and developing.

5

It's not about
winning or losing

Everyone
wants to
be the DJ

It's about
building
mutual trust



- See things from the target group's perspective.
- Get the point across, not a thousand details.
- Explain what you can do, rather than what you have done.
- Be humble and prepared to learn.
- Build trust, founded in competence, drive and perseverance.

Communicating
with
IMPACT



- What do you do as a scientist?
- What problem(s) do you solve?
- How is your research different?
- Why should I care?

CLARIFY
your concept

SIMPLYFY
your message

ENGAGE
your audience

**THE RIGHT
ATTITUDE:**
personal
modesty
+
professional
boldness



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