

HEPTrepreneurs Episode 20
Entrepreneurial tech talk and digital networking

From Research to Recognition: Positioning Yourself as a Thought Leader in Science
Ian Tracey, Anchored In
Tuesday, 09th December 2025, 4 p.m. (CET)

Read more and register here:
<https://indico.gsi.de/event/23569/>



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1


Housekeeping

The real world is still there – take the phone calls, answer the urgent messages, but please **keep your camera on while you are in the room otherwise**

Please do **vacate** your room **if a fire alarm sounds**

Toilets are where you left them this morning

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2

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Please ask questions as we go

Out **loud** or in the **chat window**

3

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You will get a copy of the slides

And templates, handbooks and good websites via email

4

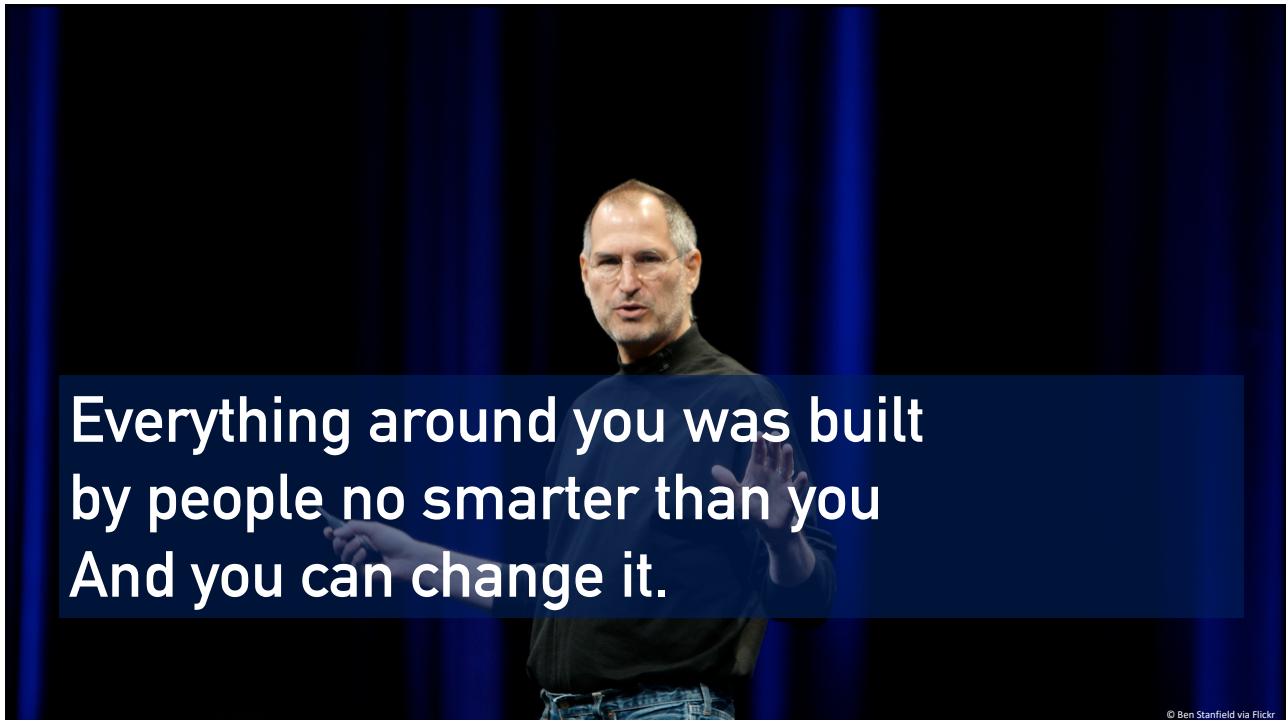
What does *Thought Leadership* in science mean to you?

5

A time line

- **1989-1990:** Tim Berners-Lee invents the World Wide Web at CERN; the first website and browser are created.
- **1993:** The Mosaic web browser is released, popularizing the web for the general public.
- **1998:** Google search engine launches, revolutionizing how people find information online.
- ***Thought Leaders:*** Insights on the Future of Business (John Wiley and Sons Inc, **1997**)

6



7

Definition of Thought Leadership

Cambridge Dictionary:

Thought leader - meaning

An expert on a particular subject whose ideas and opinions influence other people, especially in business

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A thought leader is

“one of the foremost authorities in selected areas of specialization, resulting in its being the go-to individual or organization for said expertise.”

Q: Is it Research excellence implemented ?

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<https://www.forbes.com/councils/forbesagencycouncil/2023/04/19/what-it-really-means-and-takes-to-become-a-thought-leader/>

9

What Is A Thought Leader, Really?

- It's about being authentic and empowering. It's about influence—getting other people to think differently about something specific.
- It's much more than just generating content and commenting on world events and trends.
- Thought leaders bring alternate views and insightful points to the table.

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<https://www.forbes.com/councils/forbesagencycouncil/2023/04/19/what-it-really-means-and-takes-to-become-a-thought-leader/>

10

Thought Leadership in Academia

1. Originality and Innovation
2. Credibility and Authority
3. Communication and Dissemination
4. Impact and Actionability
5. Authentic and Purpose

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11

Originality and Innovation:

Academics who are thought leaders do not merely repeat existing knowledge; they generate new theories, methodologies, or solutions that challenge the status quo and push their field forward.

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Credibility and Authority:

Influence is built on a foundation of deep expertise, rigorous research, and a reputation as a trusted, authoritative source. Peer-reviewed publications, high citation rates, and a substantial body of work are traditional metrics of this authority in an academic context.

13

Communication and Dissemination:

Thought leaders effectively articulate and share their insights through various channels to reach a wide audience, including:

- **Publications:** Books, journal articles, and white papers.
- **Speaking Engagements:** Conferences, webinars, and invited lectures.
- **Media:** Opinion pieces (op-eds), blogs, and social media platforms like LinkedIn.

14

Impact and Actionability:

The ideas presented must be valuable and provide actionable solutions to real-world problems, with the goal of driving meaningful change in practice, policy, or educational approaches.

This is the Value Proposition

15

Authenticity and Purpose:

True thought leadership is purpose-driven and authentic, focusing on the collective advancement of knowledge and society rather than self-promotion or commercial gain alone.

16

General

- Start by being your true, authentic self. When you're true to yourself—to your strengths, talents and passions—others will take notice.

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For others to view you as a thought leader:

- You must exhibit strength, service, discipline and consistency.
- Create a steady flow of thought-provoking, relevant content on your channels. Stay active in conversations.
- Use a consistent voice that's confident, persuasive and credible. You need to earn the trust of your audience, not just build it.

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What Thought Leadership Is and Isn't

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- True Thought Leadership
 - It is about trusted authority based on evidence and contributions that benefit the research community.
- What It Isn't
 - Not about hype or self-promotion but emphasizes transparent knowledge sharing and collaboration.
- Benefits for Early Career Researchers
 - Enhances visibility, invitations to conferences, committee participation, and policy influence opportunities.
- Core Principles
 - Ground claims in peer-reviewed research, ensure reproducibility, and avoid absolutist statements.

19

What does this look like in the research world ?

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impact

noun
/ˈɪmpækt/

1. the action of one object coming forcibly into contact with another.
"there was the sound of a third impact"

Similar: collision crash smash clash bump bang knock jolt ▼

2. a marked effect or influence.
"our regional measures have had a significant **impact on** unemployment"

Similar: effect influence impression footprint results aftermath ▼

21

“The sole purpose of research is to be of benefit to mankind.”

Francis Bacon, 1561 – 1626
English philosopher and statesman.



22

INTERACTIVE

What do you think research can influence, or have an impact on?

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24

Why bother?

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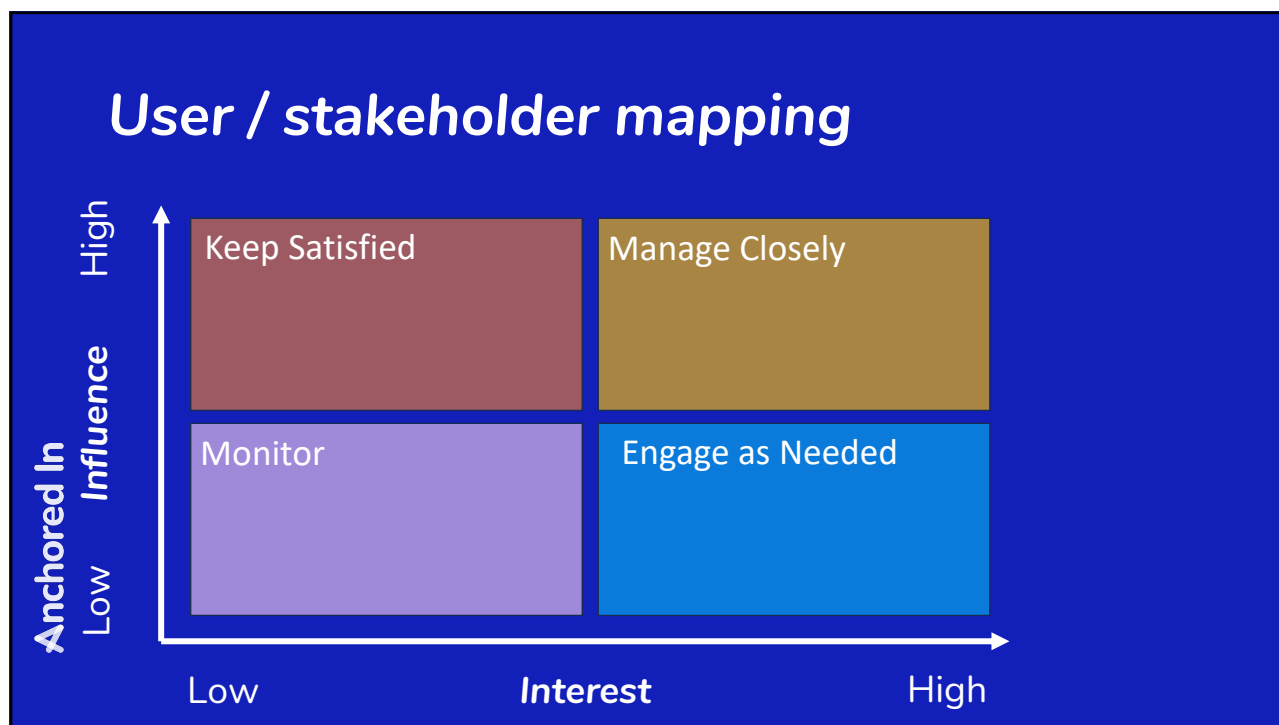
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How do you maximise impact from your research within your chosen community

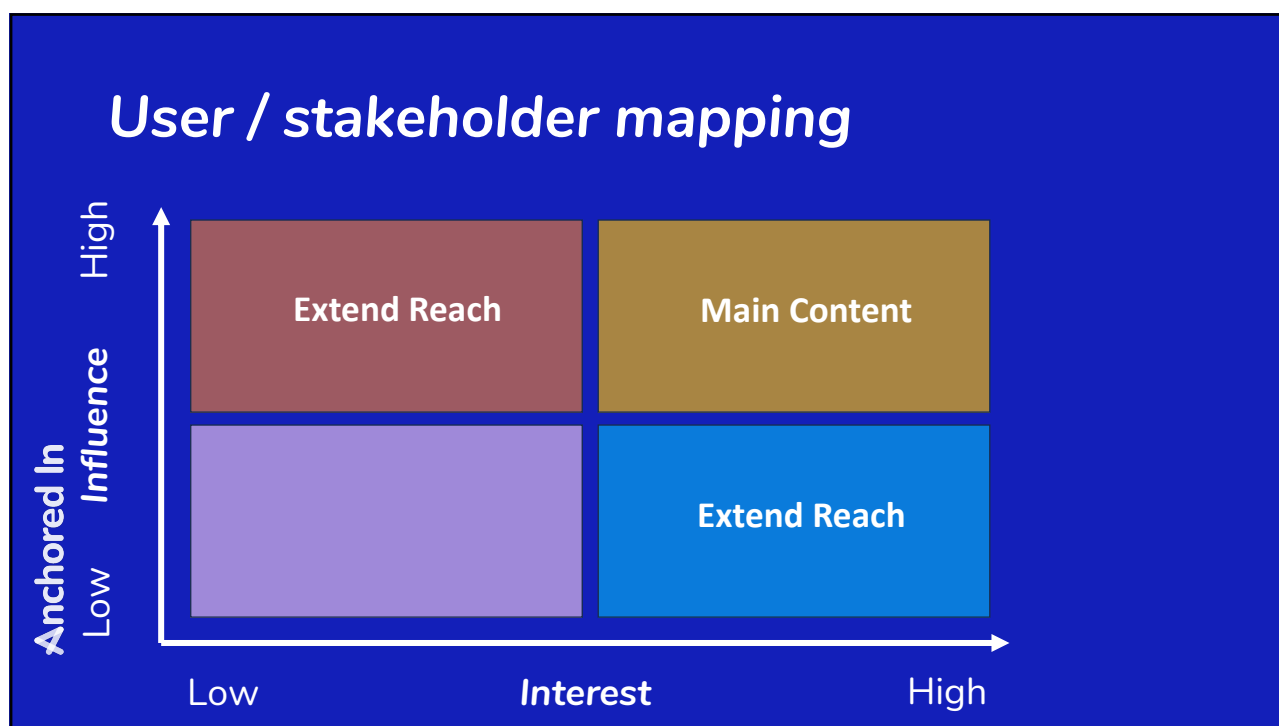
Anchored In **The more communities the harder it is**
Embed impact in all aspects



26



27



28

Make your use case GROW

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- **GOALS**
 - What are your user goals?
- **REALITY**
 - What is the state of the art?
- **OPTIONS**
 - What are the options for improvement?
- **WHAT**
 - What are you going to do next?

30

Make your use case GROW

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GOALS

- What do you want to achieve together?
- What does success look like?
- What is the timescale you are working on?

31

Make your use case GROW

REALITY: Next, consider what is the state of the art:

- What stage are you in your research?
- What technology readiness level are you at?
- What existing technology are you competing with?
- What is the reality in which your technology will be applied?

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Make your use case GROW

OPTIONS

- What solution could help solve the problem?
- What use case should you tackle first?
- Which technology will give the best result?
- Advantages/disadvantages?
- How will you prioritise?

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Make your use case GROW

WHAT

- What research will you need to do?
- What performance requirements will you need to achieve?
- What resources you need?
- What are the biggest risks?
- What is your mitigation strategy?

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34

The Recognition Ladder

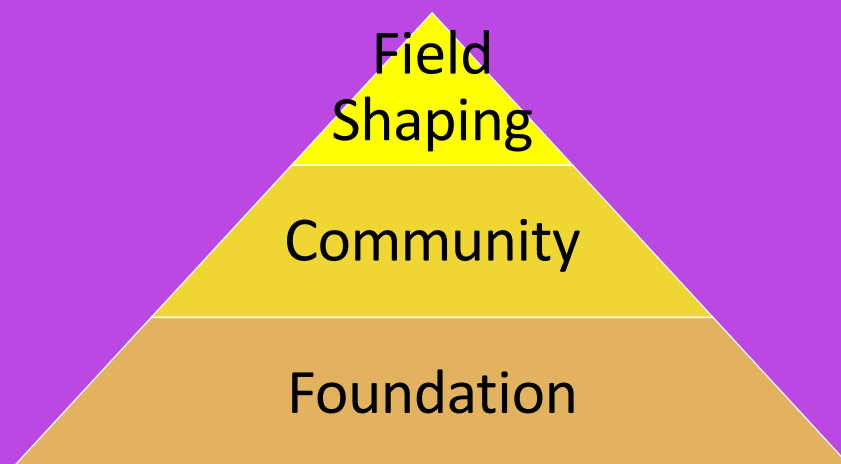
Mapping how to increase your profile.

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35

The Recognition Ladder

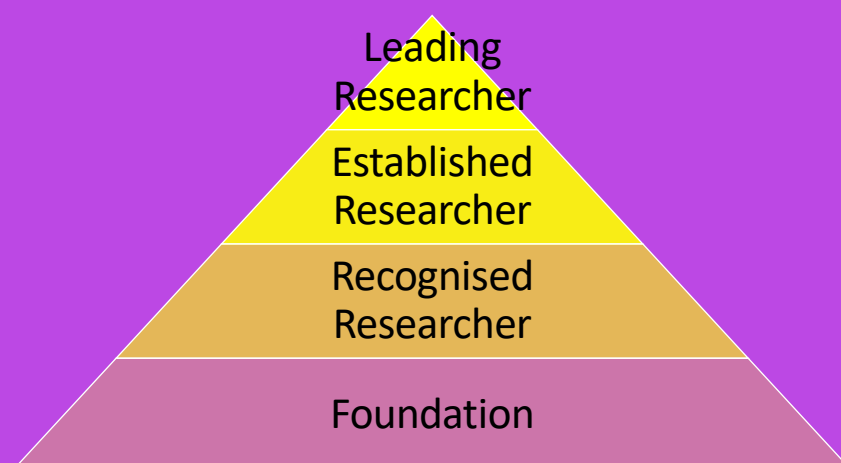
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36

The Career Ladder

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- **Leading Researcher**

- Leads a research group, has significant influence in their field, strategic leadership

- **Established Researcher**

- Has established a reputation based on research excellence, leads projects or supervises others

- **Recognised Researcher**

- Has demonstrated competence through a PhD but still requires supervision for some activities

- **First Stage Researcher**

- Carrying out research under supervision, developing research skills and competencies

38

Foundation

- ORCID profile, lab webpage, preprints, open data/code
- Purpose: Establish basic visibility and credibility

39

Community

- Examples: Seminars, society committees, tutorials, shared datasets
- Purpose: Engage with peers and contribute to community knowledge

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Jess Wade (BEM)

Went the science communication route.

Updated Wikipedia every day with

Invested a lot of time & effort in STEM out reach

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41

Steve Cross

Went the science
communication route / comedy

Freelance comms and
engagement trainer

<https://drstevecross.squarespace.com/>

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Field Shaping

- Examples: Invited talks, standards committees, policy briefs, editorial roles
- How: Influence the direction of the field and shape best practices

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Prof Miles Padgett

Went the science excellence route.

Changed fellowships partway through to take a more prestigious one

Ensured he created high - impact papers

Worked on getting his nominations

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44

Understand Your Voice

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45

7 greatest speakers

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Knowledge

Passion

Pace

Personality

Confidence



public speakinga conversation not a performance

Richard Greene

46

7 Secrets by Richard Greene

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1. Words 7%
2. Voice tone 38%
3. Body language 55%
4. Compelling message - What's the headliner?
5. Conversation from your heart
6. 4 Languages of human communication
7. Authentic Passion

<https://youtu.be/i0a61wFaF8A>

47

7 Secrets by Richard Greene

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48



49

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A

Barack Obama

D

Winston Churchill

F

Martin Luther King Jr.

B

Barbara Jordan

E

Lou Gehrig

G

John F Kennedy

C

Albert Einstein

50

Barack Obama

Power Pause

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The future rewards those who press on. I don't have time to feel sorry for myself. I don't have time to complain. I'm going to press on.



51

Barbara Jordan

Rhetoric

If you are going to play the game properly,
you'd better know every rule.

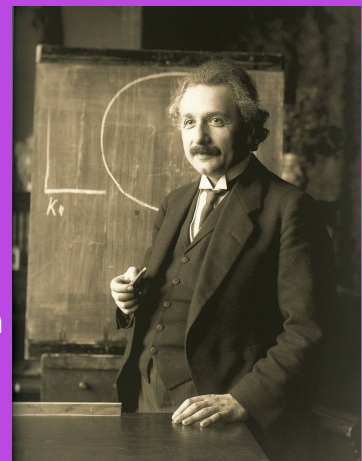


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52

Albert Einstein

- “If you can’t explain it simply, you don’t understand it well enough.”
- “Any intelligent fool can make things bigger, more complex, and more violent. It takes a touch of genius—and a lot of courage—to move in the opposite direction.”



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Simplicity

53

Lou Gehrig

I love to win; but I love to lose almost as much. I love the thrill of victory, and I also love the challenge of defeat

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Quiet dignity



54

Winston Churchill

Courage is what it takes to stand up and speak. Courage is also what it takes to sit down and listen.

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Carefully Crafted



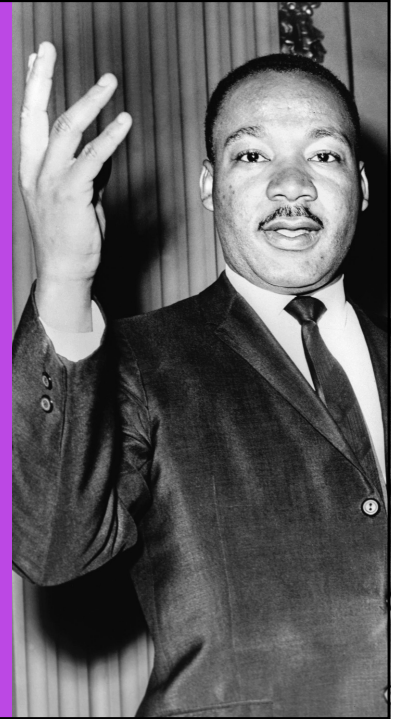
55

Martin Luther King Jr.

If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward.

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Power through repetition



56

John F Kennedy

When written in Chinese, the word 'crisis' is composed of two characters. One represents danger and the other represents opportunity.

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Talks with his audience



57

Thank You

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