WELCOME TO THE ACADEMY

TERI LOMBARDI YOHN





Our Roles as Scholars in the Academy

Creating Knowledge

Disseminating Knowledge

Contributing to the Scholarly Community





Creating Knowledge

The purpose of research is to change the consensus of beliefs about an important problem.





Creating Knowledge

The consensus of beliefs is changed through grounded persuasion.







Motivation & Hypothesis Development

Does the study address an important problem?

Does the study accurately portray the consensus of beliefs?

Are the arguments and/or empirical evidence persuasive?



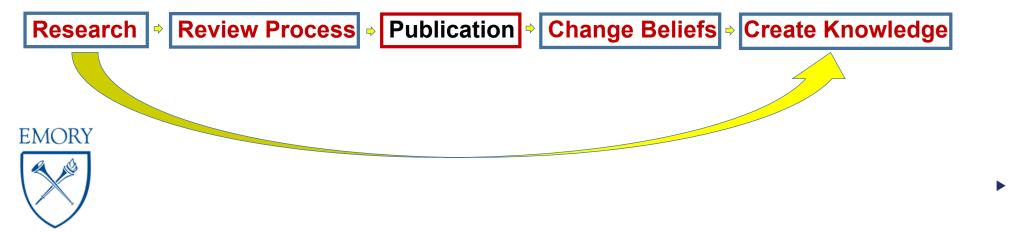


PERSUASIVENESS IS A CONTINUUM





Creating Knowledge



Creating Knowledge

- is about the consensus of beliefs
 - is a process enjoy it
- is not a strategic game for publishing or tenure
 - is an honor and responsibility





Disseminating Knowledge







Practice





Disseminating Knowledge through **Teaching**



- Embrace teaching research synergies
- Share research with your students
 increases student respect for your timeestablishes the importance of research

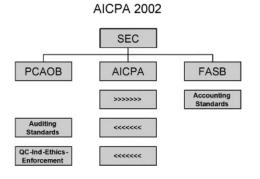


Disseminating Knowledge through Practice

Firm Stakeholders



Regulators



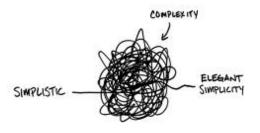


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Creating and Disseminating Knowledge

- Use grounded persuasion
- Strive for "simplicity on the other side of complexity"

(Oliver Wendell Holmes)











This is where I found the milk this morning when I started putting away the dishes



Contributing to the Scholarly Community

- Be yourself
- Don't be intimidated by others or their successes
- Enjoy the community





Countdown of Teri's Top 10 Tips



For a Fun and Fulfilling Academic Career



Do not strive to publish...

#10



....but rather strive to create knowledge.

Do not hone your research skills...





.....but rather hone your passion for your research.

Do not develop a research pipeline...





....but rather develop your intended contributions to the academic and practice communities.

Do not be concerned about your reputation...





....but rather be concerned about being a valuable coauthor, colleague, and scholar.

Do not seek skilled coauthors...





....but rather seek coauthors with a positive attitude.

Do not network...





....but rather build genuine relationships.

Do not maximize your efficiency...





....but rather take time to pause and reflect.

Do not try to meet your university's tenure standards...





....but rather try to be the best scholar you can be.

Do not take your work seriously...





....but rather enjoy the process and celebrate even the smallest successes!

Do not pursue your career with ambition...





....but rather pursue your career with personal integrity.



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