

Becoming A KPI

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Project Management for Research

Swinburne Research

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Key Person Of Influence

KPI is often refers to **Key Performance Indicator**, a quantifiable measurement that shows how well an organization, team, or **individual** is performing with respect to a predetermined goal or objective.

In 2014, **Daniel Priestley** introduced a new definition for KPI as **Key Person of Influence**. The next slides will explain 5 steps to become a KPI of your organization.



** Acknowledgment- the lecture content is inspired by “Key Person Of Influence” by Daniel Priestley*

Functional Vs Vital Person

Becoming a KPI is about transition from a functional member to a vital member of an organization.

Vital



- Aligned with results
- Focus Why to do things
- Focus on creating value
- Produce more
- Create more
- Share more
- Is recognized vitality

Functional



- Is aligned with process
- Focus on how to do things
- To get more
- To learn more
- To be shown a path
- Is worn out by functionality

A vital person is virtually irreplaceable and indispensable for the organization.





Step 1- Pitch

Pitching was introduced in the first modules, however giving its importance, it will be discussed further to develop this capital.

Pitching is communicating the value or uniqueness of the research through words.

The niche research claim is the place people can easily find you and collaborate with you.

If you don't get the pitch right, you might just receive a polite sentence such as : "Oh, Nice!"



Design And Customized

Lets recall what we said before:

- Focus on the value of audience;
- Position yourself as clear and credible;
- Articulate the problem or need and how you noticed it;
- Extrapolate on the impact of the problem;
- Suggest your niche solution;
- Demonstrate it through your progress and achievements;
- Ask for what you are seeking if it is the right time;
- Leave the audience with a positive feeling.

Step 2- Publish

Publishing contributes to gaining credibility through outgoing content such as pre-reviewed papers, conference proceedings, thesis , chapter of book, etc.

Writing and publishing your findings will establish your reputation as one of the leaders in your field. It is the best business card to promote your research and, as a result, yourself.



Your research is your personal brand. The number of people who know you by this brand is your valuable assets that maximize its visibility of your brand. The value of your research idea scale up through an elegant ecosystem of products, such as public speaking, radio interviews, demonstrations, opinion pieces, short videos, 3M thesis, information kits, radio interviews, etc.



Step 4- Profile

Online platforms can provide an immense opportunity to have a voice within your research community or desired industry. Having said that, they also can amplify a bad voice. Becoming 'google-able' needs to be strategic and oriented toward expertise in which you want to be known.

The key strategy is consistency and wise usage of these platforms to promote your research and your brand. Out of date profile or unnecessary personal information could do damage to your profile and possibly tarnish your professional reputation.

Step 5- Partnership

Partnership and collaboration in research will promote efficiency in cost, time and use of resources. Here are some tips for collaboration:

- Set the scene and have a common vision;
- What each of you can bring to the table;
- What do you need to complete the full picture;
- Start with and maintain a good relation;
- Make sure your strategic plan benefits all;
- Be clear who owns the idea and run it.



Social And Identity Capitals

The steps explained contribute to social and identity capitals summarized below:

- Brand- promoting research idea, vision, values, achievements, passions, etc;
- Network- increasing the number of people with whom you connect with or know you through volunteer roles, pitching, providing information and insight, etc.

