Introduction
Your career is your choice. Enable your identity by using a selection of digital networks and tools to enhance your profile and connect with peers and colleagues. Use established technology that is globally respected to record your research output, measure your impact, and promote your portfolio.

Abstract
Building a lasting career requires energy and agility. Protect your future by continually interpreting and understanding the view that others see of you by refining your focus, recognising opportunities, and adapting to evolving technology to increase your visibility. Observe and discover, then actively and respectfully participate, connecting with peers through social and profession-al media to enhance your credibility and reputation.

Conclusion
Being conversant with the networks of your chosen profession will enable you to refine your direction at any point, whether transitioning to a changing role or aspiring to a new endeavour. A discoverable, relevant and current professional profile will help sustain and enhance your career by providing momentum that builds your esteem and raises your profile.