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## Online Webinars in English for PhD Students & Post Docs

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Our online courses are comprised of **three-hour** module blocks. Most webinars are delivered in two or three such modules.

In our experience, PhD students find these webinars easiest to absorb and also more combinable with other responsibilities, such as managing laboratory experiments or departmental commitments, when these three-hour blocks are offered on subsequent days.

Usual timings are 9.00 – 12.00 or 14.00- 17.00

We can offer our webinars via our own Zoom pro account, or if desired through your institution's videoconference system

All of our webinars are designed to be complementary and can be combined in any number of ways to create comprehensive learning programs.

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## Future Skills for Leadership and Teamwork

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**Trainer:** Mark Edwards

**Duration:** 2 x 3-hour videoconferences

**Language:** English

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**NEW  
WEBINAR**

### *21st Century team leadership and membership – Re-defining our roles for future-fitness*

Leaders, and those who seek to develop their leadership skills, cannot rely merely on the old 'tried and trusted' methods – sweeping changes in society require a greater appreciation of the value of all forms of diversity in the team, and how to harness it. New models and styles of leadership are widely being adopted and need to be understood and accommodated. Open working frameworks, new work methods and innovative project management modes present new opportunities – and new challenges. Teamwork is increasingly being perceived as a key personal skill. This seminar builds your knowledge of current developments in attitudes and approaches to the leadership and teamwork standards of the future.

#### **Content:**

- What does leadership and teamwork in the academic world mean? What is different?
- What is classical and future-oriented leadership in a VUCA-world?
- What are future skills for leaders?
- How to build a productive project team (3 key tools)
- How do I tap into the differences of the team members (Diversity - e.g, generations, nationalities, culture) in a productive way?
- Information and communication in the team in a remote working team (meetings and tools)
- Non-hierarchical conflict solution using the win-win approach

#### **Methods**

The seminar comprises inspirational input, lively and challenging exercises, small group work and group discussion. An exciting learning atmosphere is created, and sustainable results obtained.

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## Resilience:

## Bullet-proof Stress-Resistance

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**Trainer:** Mark Edwards

**Duration:** 2 x 3-hour videoconferences

**Language:** English

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**NEW  
WEBINAR**

### *Building inner resilience and positivity in fast-changing and challenging scenarios*

For many scientists and researchers, the Corona crisis was a great shock and was accompanied by many testing changes. It is just one example of how fast-changing events can sweep away plans and processes.

Responding effectively to turbulent events begins with understanding change processes and is powerfully affected by one's own thoughts, feelings and actions. At times it may be necessary to "re-invent oneself" as an identity within the team, or in larger organizations. In this workshop, the opportunities and risks of the current situation are examined, and sustainable models are presented with the aim of mastering the challenges in one's own life and work situation calmly and pro-actively, both internally and externally.

### **Content:**

- What does resilience and change competence mean?
- How do I proactively change the way I currently think?
- Typical reactions to change (personally and in teams) and how to use them constructively
- What are the opportunities and risks of crisis situations?
- How do I determine security and stability and how can I ensure inner and outer stability in turbulent times?
- 4 Future scenarios and preparatory planning - future competencies
- Maintaining motivation and the ability to work productively
- What are further resources of positivity that I can tap into?

### **Methods**

The seminar comprises inspirational input, lively and challenging exercises, small group work and group discussion. An exciting learning atmosphere is created, and sustainable results obtained.

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## Academic and Scientific Writing in English

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**Trainer:** Mark Edwards

**Duration:** 3 x 3-hour videoconferences

**Language:** English

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### *Achieving higher levels of written English*

This course examines how to develop powerful focus in your writing – an infallible guide to developing the best structure, and effectively communicating your ideas to your target audience. We look at how to systematically improve the impact, clarity and accuracy of your chosen words. You will receive a toolbox of methods including a range of easily-applied ‘quick tips’ that will improve how seriously your ideas are taken.

You will receive a clear process to follow when approaching an important piece of writing. How to start, develop and express your ideas plus a checklist of conceptual and practical filters to apply to your work to edit and improve your earlier drafts - shaping your writing from ‘good enough’ to ‘exactly fitted to its purpose’.

In this tip-filled seminar, we will examine:

- Appropriate levels of formality
- Tips for writing productivity
- Nailing the problem of structure
- Achieving a good ‘flow’ of ideas and expression
- Achieving impact by careful word choice
- Describing problems, solutions and outcomes
- Clarity, brevity and style of English
- Presenting data and data commentary
- Understanding the most common mistakes
- Hated words to avoid in your text

All of these writing skills are examined in the context of a variety of writing and editing tasks. The online presentation includes individual exercises with feedback, group discussion and small group work, as well as inspiring input from an established native-speaking communications expert. The result is a lively and varied learning experience for all.

In this course, the participants also work on examining and editing a short piece of their own writing (500-600 words – for example, an abstract or an extract from the introduction, a key passage or conclusion). This will require the participants to be sent a pre-course briefing during the week preceding the course. Feedback is also provided on an individual basis by the course leader.

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## 'Plug-in' Module: Focus on the abstract

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**Trainer:** Mark Edwards

**Duration:** 1 x 3-hour 'add-in' videoconference

**Language:** English

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**This module can be added in to the 3-module writing course, to make a 4-module course:**

This extra 'plug-in' module focusses on the skills needed to create a powerful abstract:  
Precision, accuracy and brevity.

We explore the ideal structure for an abstract and practice the essential skills

- Editing for clarity
- Achieving the correct level of brevity
- Understanding the art of Précis
- The 'essential structure' checklist
- Abstract examples with analysis

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## Time & Activity Management, Prioritisation and Mindfulness

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**Trainer:** Mark Edwards

**Duration:** 2 x 3-hour videoconferences

**Language:** English

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### *Time planning and work-life balance utilizing new planning methods*

In this course, we present the most effective time management techniques within the framework of examining your broader goals for your life and career, and how to use these insights to effectively prioritize your daily activities.

We look at time-management techniques that really work for PhD students – how to apply the most effective methods that can be combined with other requirements, such as experiment and laboratory schedules, or research and field-trip activities.

We look at evaluating your own ways of working and how to change your patterns to facilitate better productivity, as well as removing the obstacles and barriers, both internal and external, to making the best use of your time.

In turbulent times it seems to be more difficult to plan effectively. We need new ways of thinking and planning, and new approaches and techniques, particularly with the increased importance of working from home. This seminar explores how to achieve a better balance within your own person and your professional surroundings.

Participants will leave the course with a comprehensive yet practical framework with which to approach their planning and day-to-day activities.

- Managing the stress and completing on time
- Dismantling practical and psychological barriers to writing
- 7 methods of prioritisation
- How to make hard choices: looking beyond completion
- Knowing when enough is enough
- Key techniques of new time Management
- Creating a personal schedule for the entire thesis
- Dealing effectively with internal and external blocks and disruptions
- Simplifying your PhD – productive work organization methods

### *Methods*

The seminar comprises inspirational input, exercises, small group work and group discussion. A lively learning atmosphere is created, and a comprehensive toolbox of techniques are examined.

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## Planning the Completion of your Dissertation

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**Trainer:** Mark Edwards

**Duration:** 2 x 3-hour videoconferences

**Language:** English

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### *A concentrated and well-structured finish to achieve your goal*

Towards the end of your doctoral study many questions arise, which are discussed in this module. The course addresses the many factors affecting the effective structuring of the final phase of your doctorate, and focusses on proven methods that will form the framework of clear future perspectives for the period after the successful dissertation.

### **Content**

- Effective use of your time: How to focus your efforts
- Daily, weekly, monthly and whole-PhD Plans
- 7 methods of prioritisation
- Planning and focussing on the writing process and the correction phase
- Dismantling practical and psychological barriers to writing
- Techniques for productivity
- Problems in the End-phase of the PhD - with solutions
- Getting the best from your supervisor
- Staying motivated
- Developing clear goals for your PhD and beyond

### **Methods**

The seminar comprises inspirational input, lively and challenging exercises, small group work and group discussion. An exciting learning atmosphere is created, and sustainable results obtained.

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## Scientific Communication

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**Trainer:** Mark Edwards

**Duration:** 2 x 3-hour videoconferences

**Language:** English

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### *Writing Scientific Articles, Grant Applications, Newsletters and Websites*

Audience-focussed and purpose-oriented communication techniques.

What matters is NOT what you want to say, what matters is what your target audience wants to hear – their interests, and not yours. Flex your style and your choice of words to speak in the language that your targets understand and feel comfortable with. Develop the clarity and natural-sounding flow of your writing in a style that suits its purpose - and the preferences of the intended reader.

We also examine common mistakes in English and ‘bust’ a few myths about the rules of English – for example - Finishing a sentence with a preposition? What are you thinking of? And as for starting a sentence with the word ‘and’... And what about split infinitives? – is it necessary to be so absolutely compliant with the ‘rules’?

In conclusion, we explore the special approaches needed for a variety of communication needs including writing grant proposals, preparing effective press releases and writing newsletters.

### **Content**

- Targeting your message and developing a good structure
- Editing skills – seeking clarity and brevity.
- Developing the flow of your text
- Proof-reading and final presentation
- Common mistakes in English
- Myths of grammar & style
- Using diversity-aware language
- Principles of plain English
- Top tips for writing press releases
- Writing newsletters that people actually want to read



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## Agile Project Management

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**Trainer:** Mark Edwards

**Duration:** 2 x 3-hour videoconferences

**Language:** English

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### *How to create successful projects and productive project-teams*

Scientific and corporate work-processes are more and more based on project-work with intercultural members.

This needs competences in two areas - project management skills and also the knowledge of how to build a team and to be able to co-operate with a variety of different personalities.

In this seminar we teach you how to combine these two abilities.

#### **Content:**

- What is a project?: Definition and outline
- What is the difference between classical and agile project management?
- The Agile manifesto – values and principles. Modern leadership.
- What are the phases of a project? Types of project working styles– Sprint & Scrum
- How do I set up a project? Project design - W-questions - Transparency
- How to build a productive project team (3 key tools) Leadership styles and models
- How do I use the differences of the team members (diversity)? - DISC
- Mitigating resistance
- Information and communication in the team (tools and meetings)
- Typical difficulties in the project and how to overcome them. Goal Clarity. Time management as a team

#### **Methods:**

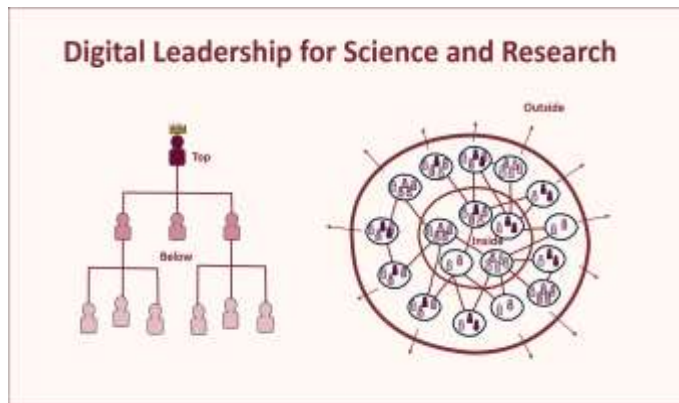
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## Digital Leadership for Science & Research

Trainer: Mark Edwards

Duration: 2 x 3-hour videoconferences

Language: English



### *21<sup>st</sup> Century leadership principles and practice*

The aim of this webinar is to familiarize participants with the basics of future-oriented leadership in a working environment where time pressure and complexity are strong drivers and there is a need for virtual collaboration and remote working.

### *Content*

- Classical leadership and transformational leadership - a comparison of leadership models
- Self-reflection – what is your unique leadership style?
- 4 steps to Leadership - Self-accountability
- Challenges of leadership and cooperation models that do not rely on authority
- Structure of successful information and communication flow
- Tool selection for virtual collaboration
- Agile planning, dealing with unforeseen factors and circumstances
- Putting together potential-oriented teams and considering differences
- Managing typical conflicts constructively

This seminar comprises inspirational input, group work, discussion and individual exercises which combine to form a powerful learning experience, with lasting effects.

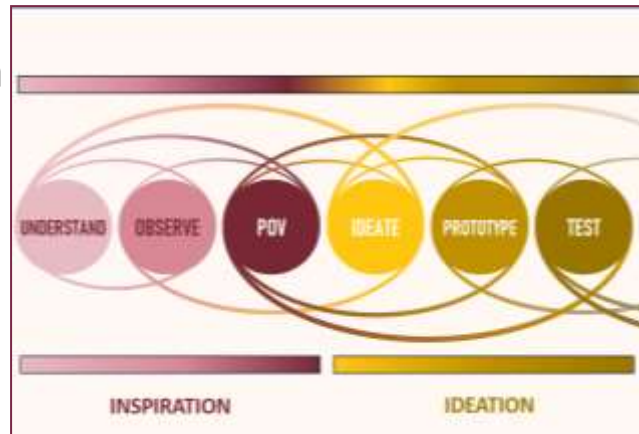
## Design Thinking in Academia

How new ideas, approaches and objects come into the world

Trainer: Mark Edwards

Duration: 2 x 3-hour teleconferences

Language: English



### *Innovative problem-solving techniques for leadership and cultural change in universities*

Globalisation and digitalisation are changing our individual lives and social conditions at a rapid pace and require a new approach to problems at all levels.

In the seminar you will learn, among other techniques, to understand the Design Thinking process, step-by-step and apply it to the basis of your specific question or design challenge.

Using new creative methods, you will learn to identify problems that are systematically relevant to your everyday life and to develop user and employee-oriented solutions.

This seminar provides participants with the most important basics of Design Thinking and an overview of innovative creative techniques for problem solving.

### **Content:**

- What is Design Thinking?
- How can it be transferred from an entrepreneurial focus to the university context?
- How does the entire Design Thinking process work?
- The change arises in the mind - Which other innovative creative techniques expand the thinking and action framework?
- How can cooperation in cross-disciplinary projects with very different employees be successful as a basis for innovative methods and discoveries?

This seminar comprises inspirational input, group work, discussion and individual exercises which combine to form a powerful learning experience, with lasting effects.

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## Solution-Oriented Conflict Management

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**Trainer:** Mark Edwards

**Duration:** 2 x 3-hour videoconferences

**Language:** English

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### *Strategies for effectively handling conflict situations in the academic world*

Conflicts, intelligently handled, are an opportunity for personal growth and a chance to deepen relationships. Conflicts are present in daily life, but also of course in the wider business world. Whether you are a participant in a conflict, or attempting to mediate one, it is always useful to acquire new strategies and new ways of behaviour in conflicted situations.

This allows greater flexibility in dealing with different scenarios and characters and reduces eventual suffering. This seminar provides both the opportunity to reflect on one's attitude to conflict, and to put new techniques into practice.

### **Content**

- What is conflict?
- Positive role of conflict - learning effect in conflicts
- Conflicts without suffering - conflicts seen as creative puzzle-solving
- Typical conflict situations (Relationships with supervisors, clients and colleagues)
- Solutions to disagreements and criticism
- Intercultural competence in solving conflicts
- Diversity in the team as a potential rather than a conflict
- Dealing with dependency
- Diversity-competences
- Strategies for dealing with unfair communication (provocation, intrigue, etc.)
- Implementing win-win solutions successfully

### **Methods**

The seminar comprises inspirational input, exercises, small group work and group discussion. A lively learning atmosphere is created, and sustainable results obtained.

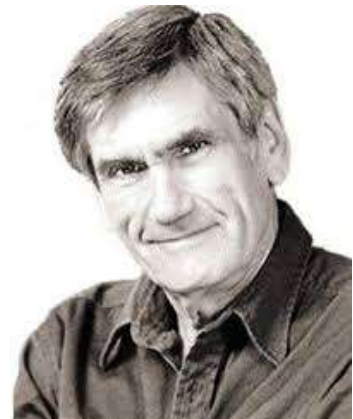
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## Nonviolent Communication for Academics and Scientists

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**Trainer:** Mark Edwards  
**Duration:** 2 x 3-hour videoconferences  
**Language:** English

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### *Applying the extraordinary communication techniques of Marshall Rosenberg to the academic and scientific setting*

The work of Marshall Rosenberg has been described as nothing short of world-changing. In this challenging two-day seminar, working with applying his ideas in the scientific context, we are invited to re-evaluate the fundamental attitudes underlying our communication with others and reach a richer, more conscious understanding.

Marshall Rosenberg said that his principles offer us the chance to:

- Increase our ability to live with choice, meaning and connection, and
- Connect empathically with ourselves and others to have more satisfying relationships.

We explore how these principles operate in the scientific and academic setting. Can we really apply an approach based on 'giving from the heart' in the cut-and-thrust of daily professional life? How does not criticising or judging others sit with the long-established practices of academic rigour? Can Scientists or Academics truly be empathetic?

#### *Principles of NVC - Day 1*

- The essential principles of non-violent communication
- Communication that blocks compassion
- Observing without evaluating
- Identifying and expressing feelings
- Taking responsibility for our feelings
- Requesting that which would enrich life

#### *Application of NVC - Day 2*

- Receiving empathically
- Connecting compassionately with ourselves
- Expressing anger fully
- Conflict resolution and mediation
- Liberating ourselves and counselling others
- Expressing appreciation in nonviolent communication

This seminar comprises inspirational input, group work, discussion and individual exercises which combine to form a powerful learning experience, with lasting effects.

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## Successful Slide Presentation in English

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**Trainer:** Mark Edwards

**Duration:** 3 x 3-hour videoconferences

**Language:** English

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### *Communicating your thinking with clarity, impact and style*

This highly interactive and participative presentation course is a lively mix of tutorials, exercises and feedback.

Learn from a Native-speaker how to use and improve your spoken English skills. The course also looks at the latest thinking in presentation theory.

Create your own presentation in English and learn how to sound professional, confident, clear and exciting.

- What makes a great presentation?
- How do you make your message truly memorable?
- Introducing yourself and beginning your presentation
- Voice and body language coaching
- How to write and structure your presentation for maximum effect
- Developing a key message
- Techniques to overcome nerves
- How to make your message memorable
- Involving and engaging the audience – and keeping them engaged
- Effective slide design
- Speaking tips for international audiences
- Dealing with audience questions
- ‘Insurance’ against what might go wrong
- Closing your presentation

**This course includes the opportunity to present your own short presentation, to obtain feedback from your colleagues and individual advice from the coach**

## Powerful Online Presentations in English

**Trainer:** Mark Edwards

**Duration:** 3 x 3-hour videoconferences

**Language:** English



### *Remote presentations with clarity, impact and style*

This highly interactive and participative presentation course is a lively mix of tutorials, exercises and feedback. Learn from a Native-speaker how to use and improve your spoken English skills. Tips and tricks from a professional speaker and presenter. Create your own online presentation in English and learn how to sound professional, confident, clear and exciting.

- What makes a great academic or scientific presentation?
- What is the essential difference for online presentations?
- How do you make your message truly memorable?
- How to write with focus and impact – tailored to your audience
- Developing a key message
- Voice and body language for on-screen presentations
- Techniques to overcome nerves
- Involving and engaging the audience from a distance – and keeping them engaged
- Effective slide design for on-screen presentations
- Managing your on-screen appearance: lighting, backgrounds, using the camera
- How to use online videoconference software to best effect e.g Zoom, Webex, etc.
- Dealing with the online Q & A
- 'Insurance' against what might go wrong

**This course includes the opportunity to present your own short presentation, to obtain feedback from your colleagues and individual advice from the coach**

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## Academic and Scientific Poster Presentation – Live or Online

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**Trainer:** Mark Edwards

**Duration:** 3 x 3-hour Teleconferences

**Language:** English

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### *The art of brevity*

Having an effective and attractively-designed academic poster is only the beginning of the story – you also need the skills to present it and talk about your research in an engaging and professional manner. In these times, you also need the special skills to present it **online**.

Effective and concise presentation of your research results or field of study is what will make you stand out to potential partners, employers or financial backers.

This is your opportunity to spend valuable practice time with an experienced native English-speaking presentation specialist and to learn:

- How to prepare and practice
- How to catch the attention – right from the beginning
- How to improve your speaking style
- How to move, stand and gesture
- How to keep it brief but relevant
- How to summarise and close
- How to read your audience
- How to involve and hold the attention of your audience
- How to make your poster presentation stand out from the others

Please note this is a highly participative workshop. It is important to prepare your own poster (or one that you wish to practice with) to this lively and interactive learning experience.

### **Methods**

The seminar comprises inspirational input, exercises, small group work and group discussion. A lively learning atmosphere is created, and sustainable results obtained.



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## Secrets of Impactful Poster Design

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**Trainer:** Mark Edwards

**Duration:** 2 x 3-hour videoconferences

**Language:** English

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How to stand out in a world of boring grey boxes with no relief and five thousand word unreadable texts with no visual communication and endless titles that do not catch the attention and significantly understate the contents due to lack of confidence on the part of the author that leads them to believe that using visual techniques will make them seem genuine



Conclusion

### *Standing out in a world of grey boxes*

A guide to the essential steps to designing a powerful poster. What has visual impact – and what to avoid. Practical, easy-to-apply tips to create a professional standard of output. Integrating the principles of visual communication to poster design, and the course leader's recommendation for easiest software to learn.

- Starting right: writing and editing the text to provide a powerful focus
- Essentials of visual logic
- Finding the optimum layout:
- Principles of 'Grid Design'
- Software tools: Powerpoint, Adobe illustrator, Corel Draw
- Powerpoint techniques and brief top tips tutorial
- Use of Imagery: What works, and what doesn't – with examples
- Graphic Design or hand-drawn illustration?
- Photoshop and other photo-manipulation software
- How to test the poster and obtain feedback

Using a lively mix of Design theory and practical techniques, software tutorial, discussion, and group evaluation work this course examines the essentials of creating an impactful and memorable poster design.

**This course includes the opportunity to show your own poster design, to obtain feedback from your colleagues and individual advice from the coach**

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## Understanding Visual Communication

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**Trainer:** Mark Edwards

**Duration:** 2 x 3-hour videoconferences

**Language:** English

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### *Learning the language of the visual*

Based on the course leader's twelve years' experience as a graphic designer and his subsequent experience in training small printing companies to transform themselves into design consultancies, this course examines the principles of visual communication that will enable primarily verbal communicators to become more effective at expressing their ideas in a compelling visual format.

- Developing visual awareness – how to learn to become more visual
- Visual design principles: visual focus, differentiation, pattern, contrast, simplicity, consistency, colour, typography
- Interactivity and motion graphics
- Integration of words as part of the image
- Applying the principles of visual design to scientific contexts
- Presentation of data and research results in visual forms
- Visual storytelling
- Information visualisation
- Use of photographic images
- Designing icons and graphic representations

Using a lively mix of practical exercises, discussion, tutorial and group work, this course explores the process of applying visual communication principles to academic and scientific subjects.

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## Moderation Masterclass

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**Trainer:** Mark Edwards

**Duration:** 3 x 3-hour teleconferences

**Language:** English

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### *Key skills and techniques in English for chairpersons, facilitators & discussion leaders*

Learn powerful and effective methods for conducting all types of meeting from an experienced expert. Pick up the key phrases and techniques that native-speaking facilitators/meeting leaders use in a wide variety of scenarios. Gain an understanding of a wide variety of meeting activities and agenda structures to provide desired outcomes.

- Tactful prompting of participants
- Time-efficiency and keeping to the agenda
- Maintenance of order and ethical standards
- Facilitation of decision-making and outcome generation
- Chairing meetings
  - Before the meeting: what you must do as preparation
  - During the meeting: A breakdown of each phase of the meeting with useful phrases to use in each
- Moderating meetings
- Role and duties of a moderator
  - Moderation communication techniques
- A toolbox of techniques...
  - ... for creative meetings:
    - Brainstorming
    - Six hat thinking/Using a moderation wall
    - Walt Disney strategy/Mind-mapping/Graphic facilitation
  - ...for planning & strategy meetings:
    - Key concept questions/Action planning
    - Goal formation: SMART
    - Using a criteria matrix
  - ...for evaluation/team discussion meetings:
    - Ishikawa fishbone
    - Four-field thinking

**This course includes a 'mock panel discussion' session, where you will be given the chance to build your skills at presenting yourself as host and moderating a panel of (sometimes difficult) experts!**

## PICO – Presenting Interactive Posters

Trainer: Mark Edwards

Duration: 3 x 3-hour videoconferences

Language: English



### *Mastering the art of interactive presentations*

PICO presentations rely most heavily on three elements – having a powerful and engaging short ‘pitch’ to attract attendees to visit your poster – the so-called ‘two-minute madness’ and then the possessing the skills to design and then present the more detailed information to those that visit your interactive poster.

You need to be able to present the key elements in a variety of levels of detail, and talk about your research in an inspiring and professional manner. Finally, the display itself needs to be focussed, intuitive and attractively designed. These abilities are what potential backers, research partners or employers will be looking for, in addition to your expertise. This is your opportunity to spend valuable practice time with an experienced native English-speaking presentation specialist and to learn:

- How to prepare and practice
- How to catch the attention – and hold it
- Design tips for interactive posters – how to stand out
- How to improve your speaking style: movement, stance, gesture and voice
- How to keep it brief but relevant. Summary and closing techniques
- How to read your audience – and respond to the conditions

**Please note this a highly participative workshop. It is important to bring along your own PICO presentation (or one that you wish to practice with) to this lively and interactive learning experience.**

Mark Edwards is an expert on all aspects of scientific communication in English, in the written, visual and verbal forms. Participants of his courses especially appreciate the factual quality of the course content, the long-lasting confidence boost provided and his warm and entertaining style of delivery.

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## Live, Virtual and Online Networking & Personal Branding

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**Trainer:** Mark Edwards

**Duration:** 2 x 3-hour videoconferences

**Language:** English

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### *Setting your Course for Future Success*

Knowing how to develop and maintain an effective network is a key career strategy.

To build a well-functioning network is a vital component in planning a science career. Many highly-qualified scientists have taken a route to build their career that has been arduous and lonely. This module explores less stressful methods of career development, by the strategic use of networking.

Whether planning a career in the scientific or commercial world, awareness of the priorities and needs of funding bodies or potential employers or backers is a key to success. This seminar provides an overview of the structure of networking - the strengths and weaknesses of working in networks and allows for an opportunity to optimise your own networking activity and strategies for acquisition.

### **Content**

- The purpose of a network
- Construction and maintenance of a co-operation network (or research group)
- Strategic co-operation within the scientific community:  
universities and non-university research institutions, businesses and organizations
- Growing the network: how to approach a prospective partner
- Typical problems in networks
- Post-corona techniques: how to network at a social distance
- Use of online networks; linked in, academic networks, Twitter and other social media
- Formal and informal networks in the scientific community
- The advantages of **giving** as a professional work-style

### **Methods**

This highly interactive and participative two-day course is a lively mix of tutorials, exercises and feedback.

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## The Life and Career Navigator

*Getting from where you are  
to where you want to be*

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**Trainer:** Mark Edwards

**Duration:** 2 x 3-hour videoconferences

**Language:** English

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*Preparing for your unique career profile in scientific and non-scientific fields*

### Content

- Combinations of career scenarios
- Clarity of direction and life vision - Who am I? What do I really want?
- What is the purpose of my dissertation? What do I truly want to achieve?
- Destination Management - How do I turn my holistic vision into concrete career goals?
- How do I resolve conflicts (e.g. career planning-private goals - the mobility requirement)?
- Dynamic planning methods - goal planning with many unknown elements
- Overview of conventional and unconventional career strategies
- Creating a personal career-specific integrated navigation plan - next steps

### Methods

This seminar comprises inspirational input, group work, discussion and individual exercises which combine to form a powerful learning experience, with lasting effects.

## Mark Edwards

### *Background*

After founding and operating his own business for 12 years, Mark moved on to develop his experience of the wider commercial world, working in roles in local government and in the commercial sector. His background includes over ten years' experience of working in blue-chip companies such as British Petroleum, and a key role in the top marketing team of the pharmaceuticals company, GlaxoSmithKline.



Mark has also worked as the National Training and Development Manager for a network of over three hundred businesses in the UK, developing and delivering training courses for business owners and their staff on time management, marketing, commercial writing and customer service.

Since 2010, Mark has been successfully delivering specialised English courses in Germany in association with Kompetenzia International. Clients include major universities and research institutes in Berlin and all over Germany.

## Previous clients

### *Satisfied previous clients include:*

Freie Universität, Berlin

Technische Universität, Berlin

Humboldt University Graduate School

Potsdam Graduate School

Helmholtz Zentrum Berlin

Max-Born-Institut

Robert Koch Institute

Hasso Plattner Institute

Potsdam University

Charité Teaching Hospital

University of Rostock Library

University of Mannheim

Ruhr University Bochum

European School of Management & Technology