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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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*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.