

Scientific self–presentation (Personal branding I)

You may have a clear view of your career ambitions, or you have designed a career strategy in the course Career Strategy. Personal branding adds everything you need to present yourself in a way that is consistent with your career strategy. Your self–presentation influences how people remember you, why they call you, and whether they select you or not. Such skills are important in network conversations, communication with project partners, policy makers, scientific presentations, and when presenting before funding agency committees. In any of such interactions, you need to have a clear and concise message that presents your qualities and unique value. Most scientists pay insufficient attention to this, leaving others to perceive you as unfocused or unclear.

In this course day we start from your desired image, in terms of values and competencies. We discuss and check how you act and present yourself in various forms of professional communication, and look for inconsistencies. We practice your brand pitch, which paints a coherent picture of your skills, research and value. Who are you and what can you offer? This has an effect on your business cards and website(s), emails, flyers and other materials, but also on how you communicate to for instance funding agencies. We practice how you can make your pitch elements work for you in interpersonal communication. Your individual wishes will be taken into account with the use of intake forms. Strengthen the contents and consistency of your self–presentation and make sure you stand out!

References:

Dr. Phil Dee, 2006: 'Building a successful career in scientific research'

Gulfo Adele: 'Personal Branding: It's not about self–promotion, it is a leadership imperative'. Huffington Post, 2013

About the trainer

Jan van der Westerlaak is a senior trainer with international experience in training scientists. ElroyCOM was founded by Dr. E. Cocheret de la Morinière, in 2005. ElroyCOM consists of more than 20 trainers and actors who are all academics and who specialize in training scientists. Please refer to www.ElroyCOM.nl for more information.