



DEBORAH RUGGIERI

... communication rules!

“Attention please - promote yourself authentically!”

Content

- I. Summary &
Background
- II. Workshop Conception



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I. Summary & Background

Development as a successful researcher involves more than building research profiles and skills. Broader professional development is becoming increasingly significant for researchers.

Communication and interpersonal skills are progressively a key factor for a successful career development. In particular, the ability to convey one's skills, personal attributes and experiences through effective self promoting can be crucial for a researchers career. What steps should be taken to do that in a professional way? How could they promote themselves authentically?

Effective self-promoting combines a set of skills including nonverbal communication, the ability to transfer personal skills suitable to your target groups in an authentically way. For professional communication skills, there will be helpful tools at hand. In addition, a qualified knowledge about defining personal strengths and capabilities could encourage the participants to talk about themselves in a professional way.

Systemic knowledge of contextual communication patterns are also very useful. This includes a profound information about stereotypes, intercultural differences, expectations towards behaviour of different groups.

Advantage for participants:

This Training has communication skills, self-promoting for scientists in focus. Through this training, participants will develop a precise idea of professional communication skills combined with knowledge about their own personal strength and abilities. They will be enabled to develop a more authentically way of representing their scientific work in a confident way. Thus the content and results of their presentation can be promoted with much higher conviction.



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II. Workshop Conception (1 Day)

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- ❖ Get to know & Warm Up
- ❖ Positional discussion about attitudes of self-marketing/the power of persuasion
- ❖ Exchange of experience with participants/discourse of promoting themselves
- ❖ Professional communication: which role does verbal and non-verbal elements play for an effective transfer of self promoting
- ❖ quality capability analysis
- ❖ Input contextual communication/stereotypes
- ❖ Free Speech/ speaking-thinking exercises, elevator pitch
- ❖ Interactive exercises to presence and profiling
- ❖ Discussion of the benefits of results for ones own work area
- ❖ Feedback session

➤ Date: 11.11.19