



Virtual

^

~~On-campus~~ Workshops

For Departments and Graduate Schools



Workshops

With campuses moving to remote learning during Covid-19, we have redesigned our workshops for the 2020-2021 calendar year. Our new workshops will include a combination of synchronistic and asynchronistic programming and instruction.

What's included

- o **60 minutes of recorded content**, prepared by Beyond the Professoriate Founder, L. Maren Wood, PhD. The content will be divided into 3 twenty-minute segments and made available to your students one week prior to the live discussion or workshop.
- o **60 minutes Q&A** hosted via Zoom webinar.
- o **20 page workbook** to help students apply what they learn to their own job search.

Cost per workshop: \$1250 US

Pre-recorded instructional videos will be hosted via Vimeo. Live Q&A and discussion will be hosted via Zoom webinar or meeting.

Would you like students to access the content for a longer period of time? Recorded Q&A and pre-recorded instructional content can be made available for 16 weeks after the workshop for an additional \$500 fee.

Frequently Asked Questions

- **Is there a maximum number of attendees?** We recommend up to 30 participants for our online discussion, but can accommodate up to 500 people via Zoom webinar.
- **Can you host more than one discussion section?** Yes. We are happy to add additional discussion sections with your students and postdocs. We charge an additional \$300 for each additional 60 min discussion section. When possible, we recommend organizing sections by large academic discipline (Arts & Humanities, Social Sciences, STEM)
- **Can faculty attend?** Yes! We are also happy to modify any of our existing programming for faculty-specific workshops and discussion sections.
- **Can you customize your webinars?** Generally, no. We cover a lot of information in each of our workshops, and it is not always possible to add or combine workshops together without skipping critical information. We are, however, happy to discuss the needs of your program and recommend workshops or make slight modifications.
- **Do you provide one-to-one consultations?** Yes, we are happy to do 1 to 1 coaching sessions with your students. Packages start at \$1000 and include 10 thirty-minute sessions. Students can work one-to-one with L. Maren Wood, PhD, or with Brigét Horne-Harley, Beyond Prof's resume and LinkedIn coach. Please email maren@beyondprof.com for additional information.

Workshop for 2020-2021

Introduction to the Professional Job Search Process

Many PhDs find the prospect of leaving academia for a new career to be overwhelming. It is important that students recognize that there are stages to a PhD career transition. Each stage has corresponding goals and strategies that can help PhDs accomplish their ultimate goal of beginning a meaningful career after their degree. Beyond the Professoriate has identified four stages of a PhD career transition: Learner, Explorer, Implementor, and Builder. This workshop introduces students to the stages of the job search and helps students identify how to move through a career transition with purpose and strategy.

After attending this workshop, students will be able to:

- Recognize the needs of academic vs non-academic hiring committees and managers, and how these differences require differing job search strategies.
- Identify the different stages of the PhD career transition and corresponding goals.
- Evaluate their own readiness for a professional job search.
- Develop SMART goals to guide their career exploration and job search process.

How to Job Search Beyond the Professoriate, and Success Stories from PhDs Who Have

The Beyond the Professoriate team has interviewed hundreds of PhDs in the humanities, social sciences, and STEM disciplines, who now work wherever smart people are needed. Through our research, we have identified strategies PhDs leverage when moving from academia into other sectors.

The pre-recorded videos for this workshop will combine interviews of PhDs who now work beyond the professoriate and instructional videos by Dr. Wood.

After attending this workshop, students will be able to:

- Identify challenges and opportunities PhDs encounter when transitioning into non-academic work.
- Evaluate career pathways for common motivators and interests.
- Recognize that there are many career pathways available to PhDs in their discipline.
- Articulate their own values, motivators, and interests.
- Prepare for informational interviews and networkings.

How to Find and Build a Career Where You Will Thrive

Too often, PhDs begin their career transition by asking "What can I do with my PhD in X." But that is the wrong question to ask. A PhD possesses skills for a range of careers, but not all options will align with a person's values or interests. Rather, a PhD should reflect on why they earned their degree in the first place. What values and interests led them to pursue doctoral studies? This forms a foundation for their current and future career. This workshop will help students develop a metric by which they can measure potential career paths.

After attending this workshop, students will be able to:

- Identify how strengths, values, and interests form the foundation of a successful career.
- Interpret their results from Imagine PhD.
- Articulate their key values and interests as part of their career transition story.
- Develop a metric to measure potential career pathways.
- Design questions for informational interviews that will help them identify careers that align with their values and interests.



Communicating your Value to Employers

What do employers and hiring managers value in potential candidates? Which of these skills do PhDs possess? How might PhDs effectively communicate their skills and training to employers? In this workshop, students will learn how to research employers of interest, identify their transferable skills, and translate their academic work experience into the discourse of hiring managers.

After attending this workshop, students will be able to:

- Recognize the differences between technical skills, interpersonal skills, technical tools, and subject matter expertise.
- Evaluate job advertisements, company websites, and social media accounts to ascertain a company's culture, values, and missions.
- Analyze a job advertisement and identify key skills and core competencies that they already possess.
- Identify, and develop an action plan, for acquiring additional training (if necessary).

How to Network (and why you should!)

Networking is one of the most important tools in a career transition, but it is often undervalued and neglected by PhD job seekers. Through networking, PhDs identify career pathways that align with their values, become proficient in the discourses of specific industries and career sectors, receive mentorship and guidance from successful professionals working in the field, acquire tips and strategies for successful job applications, and are made aware of job opportunities in companies of interest.

After attending this workshop, students will be able to:

- Identify the purpose of networking during the four stages of a PhD career transition.
- Evaluate knowledge and information gaps that can be best addressed through informational interviews and networking.
- Develop SMART goals to begin conducting informational interviews with professionals in careers of interest.
- Design a long-term networking strategy for subsequent phases of their job search and career transition.



What every PhD needs to know about LinkedIn

A LinkedIn profile might be the first impression a non-academic employer has of a PhD. How can PhDs ensure that they are presenting their skills and work experience in a way that aligns with the expectations of potential employers? This workshop will incorporate what students have learned during the previous five workshops.

After attending this workshop, students will be able to:

- Identify the purpose of the different components of a LinkedIn user profile.
- Effectively communicate their transition story to non-academic employers.
- Adapt their academic work experience to align with the discourse of non-academic employers.
- Develop a strategy for connecting with professionals on LinkedIn.

The Art of Resume Writing

Hiring managers spend on average 6 seconds reading a resume; they are busy and often required to review hundreds of resumes for a single position. How can a PhD ensure that their resume speaks to the job and needs of employers? This workshop is designed to teach PhDs how to write a resume that will align with the expectations of hiring managers.

After attending this workshop, students will be able to:

- Recognize how a resume fits into a larger job search strategy.
 - Identify how the resume differs from a C.V., and the components of a resume.
 - Apply strategies to translate academic work into skills non-academic employers value.
 - Confidently draft a resume for the early stages of a job search and career exploration.
 - Develop a strategy for customizing their resume when applying to specific job advertisements.
-

How to Prepare for a Non-Academic Interview

job interview is an opportunity for a job candidate to communicate their potential value to an employer: what experience, skills, and expertise does the PhD job seeker possess, and how do they communicate this effectively to employers during the interview process? This workshop is designed to help PhD job seekers enter the interview with confidence, with a clearly defined message and strategy to communicate how their unique combination of skills and abilities can help employers solve problems and advance the goals of the organization.

After attending this workshop, students will be able to:

- Identify the goals of a non-academic interview.
- Create an interview strategy.
- Apply the STAR method to frame the narrative.
- Articulate their relevant experiences to emphasize their strengths.