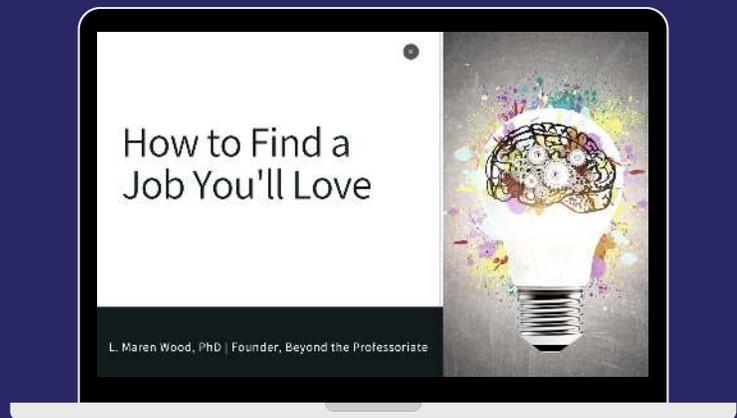


# WORKSHOPS

WITH DR. MAREN WOOD



# KEYNOTES & WORKSHOPS

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L. Maren Wood, PhD is a career education specialist who understands the challenges graduate students and recent PhDs face when they launch a job search beyond the professoriate. With over seven years of experience researching, writing, and mentoring PhDs in the humanities, social sciences, and STEM disciplines, Dr. Wood has designed workshops to help prepare PhDs for the non-academic job market. She has spoken at campuses all across Canada, the US, and the United Kingdom.

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**Beyond the Professoriate currently offers 2 workshop options with Dr. Wood:**

1. A combined Keynote & Workshop Package;
2. A Virtual Workshop Package.

You can find more information on each option on page 3 and 4.

## Frequently Asked Questions

- **Is there a maximum number of attendees?** For workshops we recommend up to 30 participants.
- **Can faculty attend?** Yes! We are also happy to modify any of our existing programming for faculty-specific workshops and keynotes.
- **Can you customize your keynote and workshops?** Generally, no. We cover a lot of information in each keynote and workshop, 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 1:1 coaching sessions with your students. Students can work with L. Maren Wood, PhD, or with Briget Horne-Harley, Beyond Prof's resume and LinkedIn coach. Please email [maren@beyondprof.com](mailto:maren@beyondprof.com) for additional information.

# KEYNOTE & WORKSHOP

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## How to Conduct a Successful Job Search (and Mistakes to Avoid)

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, Implementer, and Builder. This keynote and workshop series 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 these events, 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.

What's included?

- **75 minute keynote**, prepared by Beyond the Professoriate Founder, L. Maren Wood, PhD.
- **2 interactive workshops** (75 minutes each) including "How to Identify Your Most Marketable Skills" and "How to Find a Job You'll Love."
- 20 page workbook to help students apply what they learn to their own job search

Cost for Keynote & Workshop Package: \$5,000 USD

# VIRTUAL WORKSHOP #1

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## How to Identify Your Most Marketable Skills

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, attendees 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).

What's included:

- **75 minute interactive workshop** on "How to Identify Your Most Marketable Skills" OR "How to Find a Job You'll Love."
- 20 page workbook to help students apply what they learn to their own job search.

Cost for Virtual Workshop: \$1,500 USD

# VIRTUAL WORKSHOP #2

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## How to Find a Job You'll Love

Last year, Beyond the Professoriate conducted a survey of 3500 PhDs. We learned that the vast majority of PhDs fear that a non-academic job will be less rewarding and intellectually stimulating than being a professor. We know from our research that PhDs are able to forge meaningful and impactful careers in all industries and sectors.

In this workshop, participants will learn how to find a nonacademic career where they will thrive, engage in meaningful work, and be connect to people and projects that matter to them.

After attending this workshop, attendees will be able to:

- Describe how non-academic careers provide intellectual and rewarding work for PhDs.
- Illustrate how values and motivators can be career hooks.
- Recognize the importance of identifying your Optimal Career Pathway.

What's included:

- **75 minute interactive workshop** on “How to Identify Your Most Marketable Skills” OR “How to Find a Job You’ll Love.”
- 20 page workbook to help students apply what they learn to their own job search.

Cost for Virtual Workshop: \$1,500 USD

**EMAIL:  
MAREN@BEYONDPROF.COM**

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