

Fix the leaky pipeline!

A career-building program for women in science

ETH Domain's
Group of Equal
Opportunities for
Women & Men

Self-Marketing Skills – indispensable to boost your career

For most of us self-marketing is the most difficult thing to do. Often, we have prejudices against self-selling or are not aware on how to do it in a coherent way. The workshop is focusing on four main topics: reflection on self-confidence, development of communication skills, practicing self-presentation and discussion of tips and tricks for improved self-marketing.

Description and objectives

- Participants reflect on their achievements and discover sparkling moments
- Participants learn to give and get feedback
- Participants get feedback on the (first) impressions they give
- Participants reflect on their communication behaviour
- Participants learn about ways to handle difficult situations
- Participants get tools to make lasting arguments

Methods

Theoretical inputs to the various topics, structured pair and group tasks, plenary discussions and practicing contact situations.

Trainer

Dr. Monika Clausen