

## Starting a career in industry: Matching market needs and self-presentation

### Content

The move from an academic environment to industry is a challenge. A successful applicant knows that it takes more than convincing application documents to leave competitors behind. Awareness about the current labor market, a cautious evaluation and matching of existing and requested skills are as crucial as a thorough idea of the added value offered to a company. These thoughts are not only important to make a match between job profile and self-image in the documents but also for the interview process. The workshop will cover:

- General aspects of the labor market and impacts on the application strategy
- Convincing application documents and industry expectations
- Job interview training including methods to answer difficult questions
- Strategic process planning and open questions

### Learning Objectives

- Participants link profiles and labor market: realizing differences in expectations
- Participants learn how to apply successfully: the documents, the interviews, the follow-ups
- Participants train self-marketing: knowledge and tools for job interviews
- Participants think about strategic planning and define the next steps

### Individual Feedback

Participants receive individual feedback on performed mock interview during the course.

### Trainer

**Dr. Monika Clausen**, trainer and coach for industrial partners, university clients and individuals. She offers her own training curriculum covering a broad spectrum of career related topics, bringing in a rich and manifold professional background (head of shared services center, head hunter, postdoc fellow at ETH and University of Zurich, PhD plant science at the Salk Institute in San Diego)

Target Group	(Post)Docs interested in starting a career outside academia.
Language	english
Nr of Participants	16

Preparation work:

- Send application documents to the trainer mail@clausen-netzwerkpartner.ch (deadline: 2 weeks prior to the workshop, 09:00 a.m.)
- Overnight task preparing answer to given questions and finding a target job (appr. 2 hours)

Dates	Febr 22-23, 2022 09:15-17:00
Location	University of Bern/Main Building, room 304
Recommended ECTS	1