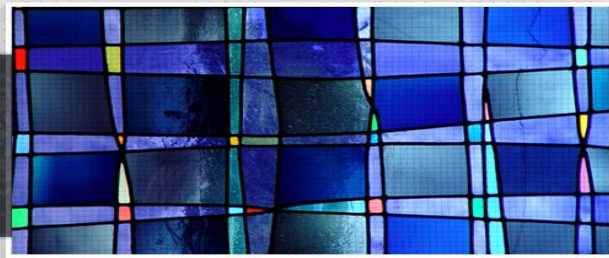


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Skills Training for Scientists Offered On-site or Online

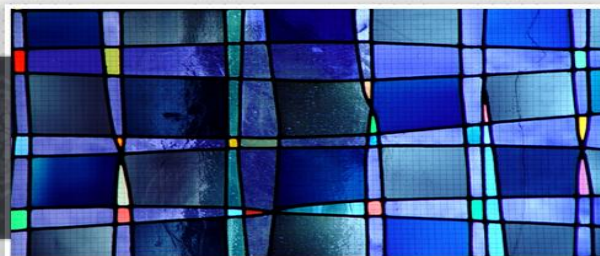


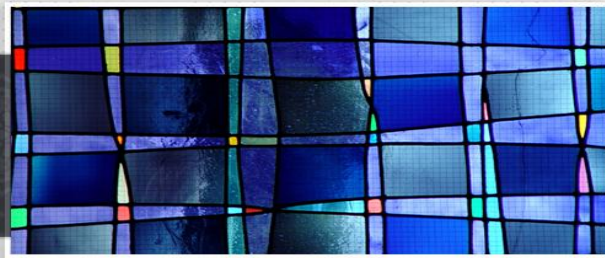
Table of Contents

Workshops/Webinars

| | |
|--|---|
| Presenting Yourself with Confidence (focusing on networking, job interviews, poster sessions and oral presentations) | 3 |
| Optimizing LinkedIn for the Job-hunt (geared towards post-graduate students and post-docs)..... | 4 |
| Building a Modular CV/Résumé and Cover Letter for All Occasions (customized for post-graduate students and post-docs)..... | 5 |
| Plain Language: Make it easy for people to understand your science (covers audience, document structure, design, sentence structure)..... | 6 |
| Strategies for Good Grantsmanship | 7 |

General Information

| | |
|--|---|
| Other Sessions Under Development | 8 |
| Sample Feedback..... | 8 |
| Testimonial | 8 |
| Duration | 8 |
| Handouts, etc..... | 8 |
| Interactivity | 9 |
| Other | 9 |
| Pricing..... | 9 |
| About Sylviane | 9 |



Workshops/Webinars

Presenting Yourself with Confidence (focusing on networking, job interviews, poster sessions and oral presentations)

Summary

Networking and professional social skills are a must in the professional and academic world to increase our visibility, join collaborative groups, increase influence among our peers, and get jobs. But, often, fear of talking to strangers holds us back, especially when we don't know what to say, we're shy in the presence of superiors or we'd rather be anywhere else.

If you're an extrovert, talking to people and networking come naturally. If you're an introvert, the good news is that you can learn these skills and how to apply them.

In this session, you will learn how to prepare for four key academic events: networking events, job interviews, poster sessions and oral presentations. You will learn the arts of conversation, socializing and professional behaviour. You will learn what to prepare for these events, how to reduce anxiety, and key strategies to present yourself and your ideas with greater clarity and confidence.

Content

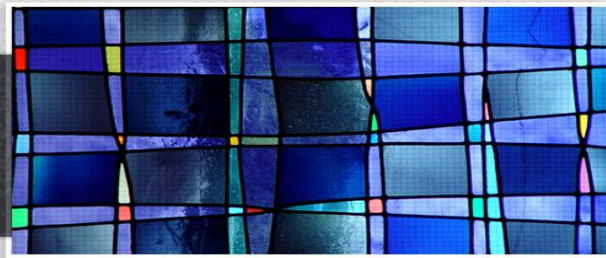
- Communicating well and why it's important
- Networking events
 - Social intelligence, art of conversation, elevator pitches, value proposition, research spiel
- Job interviews
 - Relaxation, STAR statements, body language, uptalk
- Poster sessions
 - Working with props, interacting with visitors
- Oral presentations
 - The 3-message speech, verbal tics, Q&As, volume, effective visuals
- Strategies

Outcome

- Self-confidence
- Larger network of professional contacts
- More alert to professional opportunities

Notes

- Networking online is covered in the LinkedIn session
- This session covers the human (behavioural) factors of presentation. It only touches briefly on, for example, designing PPT decks or posters.



Optimizing LinkedIn for the Job-hunt (geared towards post-graduate students and post-docs)

Summary

Most people just collect names passively on LinkedIn. Yet it's a 450 million member professional network—replete with recruiters who trawl for candidates—that job-seekers can tap into to advance their career by making its tools work their magic.

This workshop will

- offer strategies to enhance your LinkedIn profile, valuable tools you may not be aware of, and opportunities to network with peers and potential employers online.
- show you how to research jobs/companies of interest, build an effective profile that helps recruiters identify candidates, and to make those all-important connections.

At the end of this session, you will have the tools and knowledge to create a profile that brings recruiters to you instead of the other way round. You will see that the power of LinkedIn eliminates the need to send résumés to “Dear Sir/Madam.”

Content

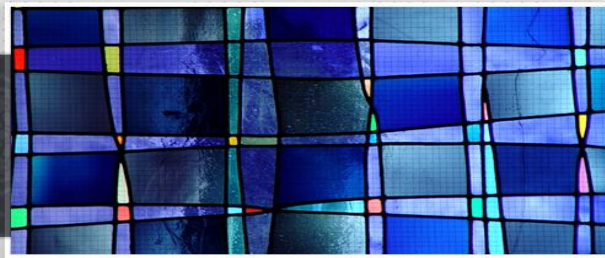
- Building an effective profile
 - Headline, summary, mugshot, key words, endorsements, links, skills, privacy and settings, STAR statements
- Building your network
 - Finding interesting roles and companies, building connections, linking to others, communicating online, recommendations, groups, viewing profiles
- Using LinkedIn to find jobs
 - Putting it all together, networking, how to tap the resource

Outcome

- Useful strategies for job-hunting
- A stronger, more effective profile that recruiters can find using key words

Notes

- The webinar format of this session can be split to give participants time to do “homework” on:
 - building an effective profile
 - building connections and finding jobs
- Possibility of feedback afterwards by phone with individual participants.



Building a Modular CV/Résumé and Cover Letter for All Occasions (customized for post-graduate students and post-docs)

Summary: CVs/Résumés

This session will examine the first impression your CV gives of you and some of the generic things you can do to improve it.

We will go over the key pitfalls to avoid, key words, the most sought-after characteristics employers are looking for, and how to put all those together into a modular CV you can easily update and customize to each opportunity. We will go over the content of the CVs you are likely to need—these being academic, industry and electronic—and the differences between each type.

Finally, we will look at case studies of a few real job opportunities, find the key words and discuss how best to respond.

Content: CVs/Résumés

- What your CV should be doing for you
- What you should be doing for your CV
- Some pitfalls to avoid
- Academic, industry and electronic CVs
- Characteristics employers are looking for
- How to build your modular CV
- Case studies

Summary: Cover Letters

This session will explore the role of the cover letter and the sections it should contain to be effective. We will go over some do's and don'ts, what employers want to see, and the differences between academic and industry letters, and how to stand out when the employer actively doesn't want one. We will also examine some examples to see why they work or don't work.

Content: Cover Letters

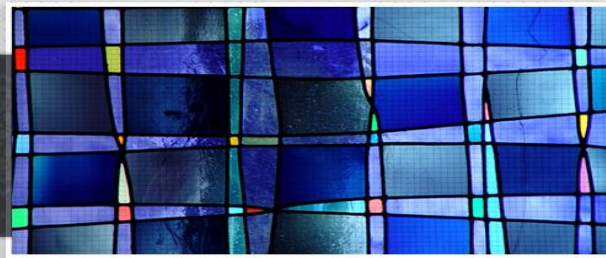
- Why do you need a cover letter
- Tips
- What employers are looking for
- What goes into the letter (academic and industry)
- What if employers don't want a cover letter
- Case studies

Outcomes

- Useful skills for future career.
- Present a more tailored, stronger application.
- More effective presentation of key information that improves the likelihood of getting an interview.

Notes

- Complements the LinkedIn session as some content there informs how to develop résumés.
- Possibility of feedback afterwards by phone with individual participants.



Plain Language: Make it easy for people to understand your science (covers audience, document structure, design, sentence structure)

Summary

In today's innovation- and research-rich world, we need to share complicated messages with a wide range of readers, such as granting agencies, colleagues, stakeholders and the public.

On the one hand, the density of our writing styles has spiralled out of control. On the other hand, our attention spans are getting shorter. We don't want to pore over every word to find meaning.

Documents written in plain language offer a win-win solution for readers and writers. They convey information simply and clearly, they broaden the reach of the message, and they are easy to understand.

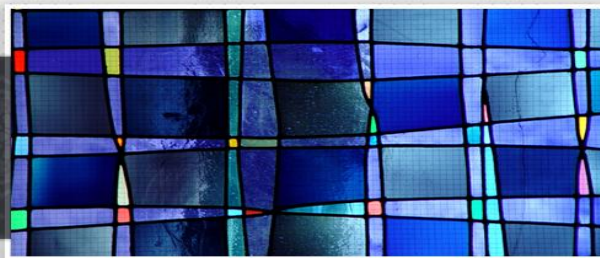
This session will present the background to literacy and plain language. It will also illustrate some basic principles at the structural, visual and sentence level with practical examples, and leave you with a handful of strategies that improve the clarity of your writing and visual style—and ultimately, your message.

Content

- Literacy and the need for plain language
- Key concepts
- Common barriers
- Their solutions
- Pointers to take away
- ...and lots of examples and resources

Outcome

- Ability to analyze writing and correct for plain language
- Ability to write in plain language without needing to correct
- Clearer messages, better outcomes
- Useful skills for future career



Strategies for Good Grantsmanship

Answers the questions

- Where do I look for funding?
- How do I prepare to write?
- How do I make my application more effective?

Content

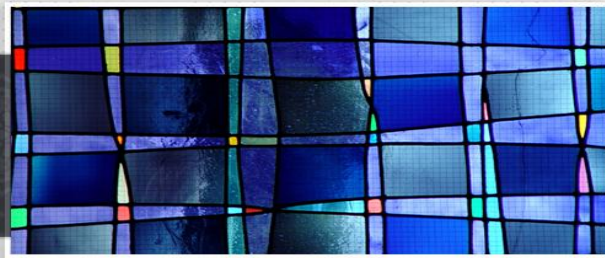
Where to look for funding, planning, the support team, writing by committee, how to structure effective headings and paragraphs, how to write a business plan (vision, mission, goals, deliverables, strategies, risk management, SWOT, etc.), other required content (knowledge transfer, evaluation, benefits, etc.), strategies for success, tips and tricks

Outcome

- Ability to write a business plan that may be useful for spin-offs.
- Ability to write an effective large-scale grant.
- Useful skills for future career.

Notes

- Currently only available in webinar format.



General Information

Other Sessions Under Development

- Introduction to Knowledge Transfer Strategies and Tactics
- Building an Winning Business Case
- Strategies for Good Grantsmanship (workshop format)

Please [contact me](#) for updates on the status of these.

Sample Feedback

The Modular CV

- 80-93% of participants gave the instructor a rating of 4 or 5 (good/excellent).
- 80% of participants gave the webinar an overall rating of 4 or 5 (good/excellent).

Cover letters

- 90-100% of participants gave the instructor a rating of 4 or 5 (good/excellent).
- 91% of participants gave the webinar an overall rating of 4 or 5 (good/excellent)

Testimonial

Sylviane designed a fantastic professional development webinar series for the graduate students, post-doctoral fellows and young professionals in our research network.

She effectively tailored the webinars to meet their needs, teaching them how best to structure their CVs and cover letters to create successful applications for government, industry, and academic job postings.

They gained further confidence in their CVs and cover letters after receiving one-to-one coaching from Sylviane, and felt the series was an extremely valuable experience. We look forward to working with Sylviane again in the future.

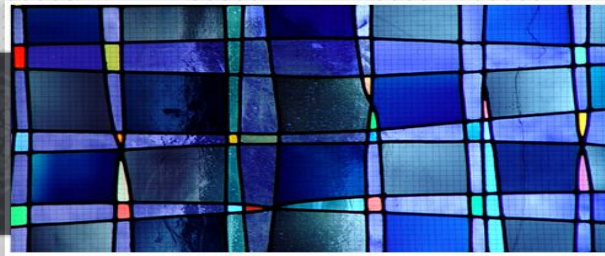
*Jennifer Robinson, Network Manager
NSERC Canadian Network for Aquatic Ecosystem Services (CNAES)
University of Toronto*

Duration

- Webinars: ~1 hour (except CVs/Cover letters, which runs ~1.5 hours)
- Workshops: ~3 hours

Handouts, etc.

- To maximize pre-teaching and give students a chance to study the material ahead of time, you will receive all materials 4-5 days before the session for distribution to participants 2-3 days in advance.



- Depending on the session, materials include:
 - Stand-alone PPT deck with slide summarizing strategies and implementation
 - List of hyperlinks to online resources on topics broached in the session.
 - Other handouts (examples, exercises, etc.)

Interactivity

- Webinars are designed for minimum interaction (except Q&As) to accommodate clients' varying skills with webinar technology.
- Workshops are fully interactive.

Other

- I retain copyright over all original content.
- Each webinar/workshop is offered as a one-time event, *not* to be recorded.
- You are welcome to share costs with another group of students to make up numbers.
- Webinar format does not allow the "dead air-space" of reading time for material. I recommend that participants familiarize themselves with the deck and handouts in advance.

Pricing

- I offer discounts depending on the number and format (webinar/workshop) of sessions you book. Please [contact me](#).

About Sylviane

- Please see the [bio](#) on my [website](#) for more information.