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# Finishing Workshop 2015

Renu Elston



# Workshop



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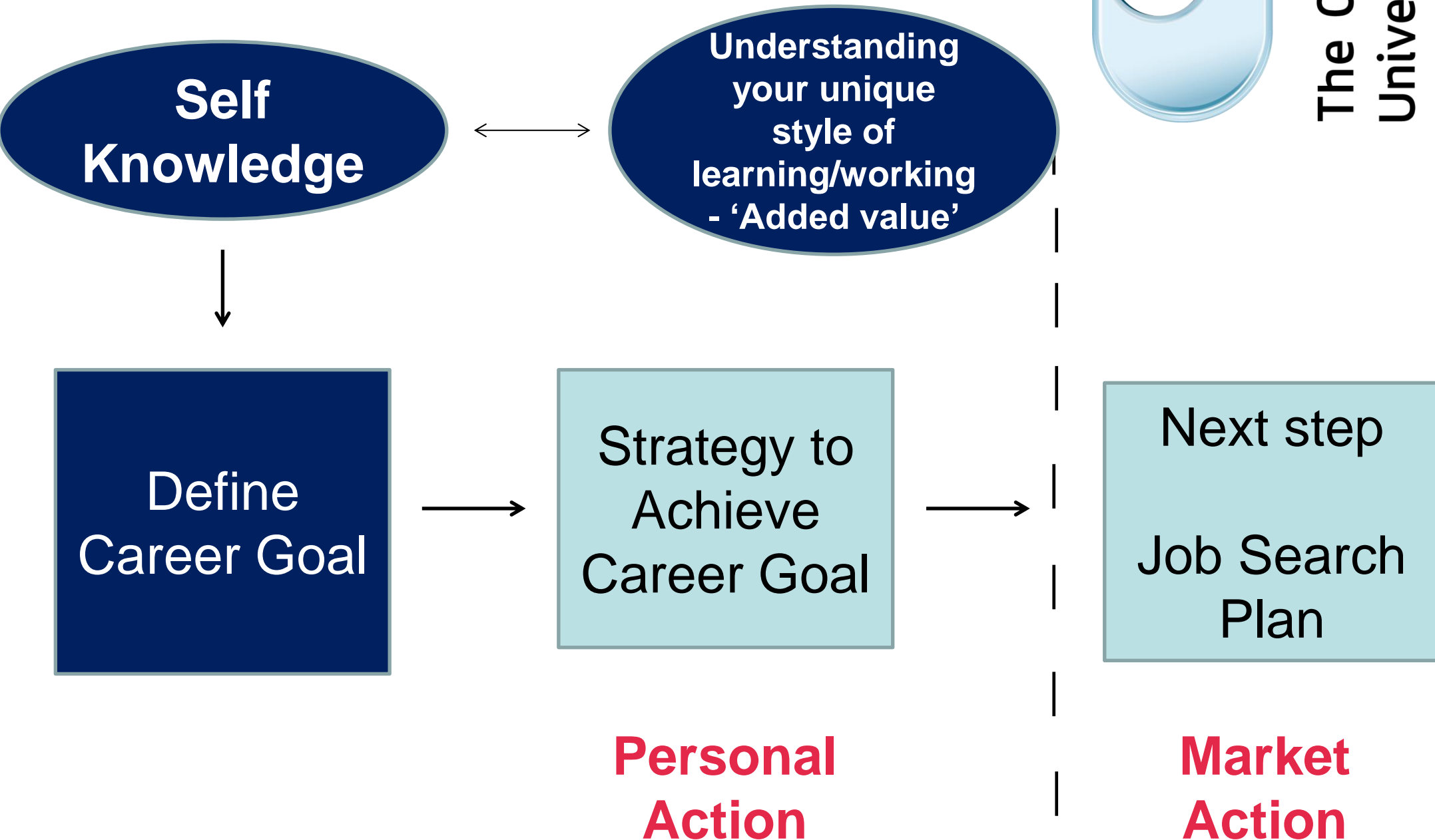
## Aims:

- Preparation for life beyond your PhD
- The skill set - 'added value' you could bring to a potential employer
- To start planning for your next career progression

# Career Transition Model



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*Vitae*



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- [www.vitae.ac.uk](http://www.vitae.ac.uk)
- Vitae Researcher Development Framework
- <https://www.vitae.ac.uk/researcher-careers>

# Vitae Researcher Development Framework



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- Framework specific to Researchers
- Inspirational guide
- Survey - view of employers – most desirable skills
- Improving employment opportunities and Exploring Career Options
- Knowledge
- Behaviours
- Attributes

# Vitae Researcher Development Framework



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- Employability ‘Lens’ on the Researchers Development Framework
- Academic & Research Skills
  - Audit your capabilities and expertise
- Highlights transferable skills for employers
- Personal development
- Tracks development
- Focuses your strengths

# Vitae Researcher Development Framework



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- Market differentiator
  - Communication skills
  - Organisation and Time management
  - Creative thinking
  - Problem solving
  - Systemic methodology
  - Management Ability
- .... Negotiation, Resilience, tenacity,  
networking, team work, presentation skills

# Vitae Researcher Development Framework



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- Employability 'Lens' on the Researchers Development Framework



# Structuring your examples



- Use the STARR approach:

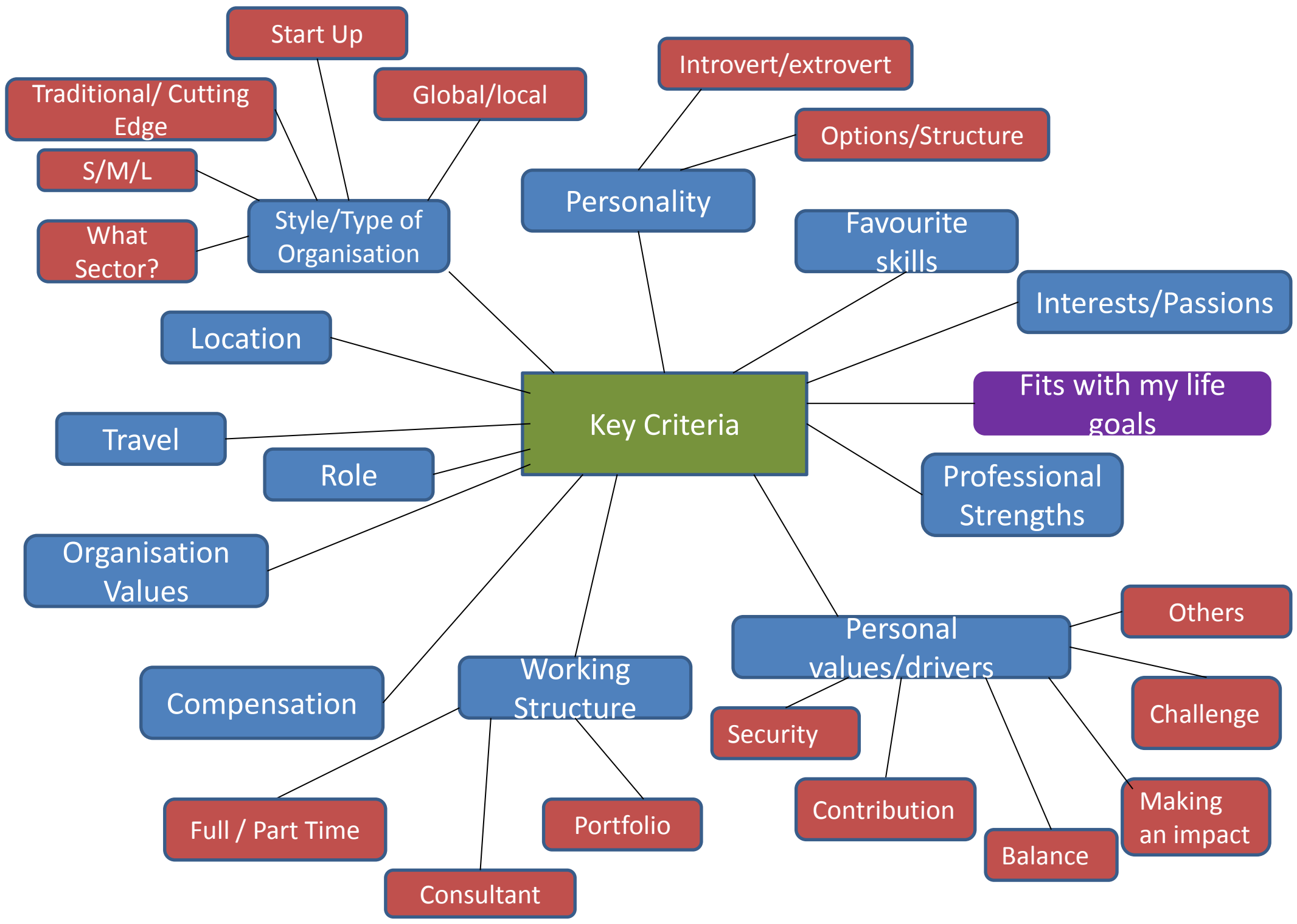
S – **situation** (detail the situation)

T – **task** (detail the task/objective)

A – **action** (describe the action/method taken)

R – **result(s)** (conclude by results/outcome)

R – **reflect** (reflect and improve)



# Your Brand



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What added value can you bring to a potential employer?



# What is your personal brand?

- What do you **stand for**?
- What do you want to be **known for**?
- **Who** do you want to **align with**?

Try to identify **key words** about your personal brand.

**Consider:** vision, purpose, goals, values, passion



Personal brands allow individuals to  
**differentiate themselves**

by consistently articulating and leveraging their  
**Unique Selling Points (USPs).**

The 'added value'  
you can bring to potential employer.

# Building your brand



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- Clarity
  - Consistency
- And
- Enhanced at every touch point
  - Tailored to the right audience
  - Be clear on the reaction you want

# *What type of application will you make?*



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- NGO
  - Charities/Government Dept / Cooperative Companies/Social Enterprises
- Corporate/SME/Franchises
  - Accounting/Marketing/Manufacturing
- Consultancy/Self Employed
- Research Organisations

# Profile



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- External Profile:
  - LinkedIn
  - Research Gate
- A professional networking site:
  - <http://www.ion.icaew.com/> for accounting professionals;
  - <http://www.theiet.org/communities/> for engineers,
  - <https://www.linkedin.com/topic/theology/> the theology network on LinkedIn



# Good CVs are



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- Strategic marketing tools that summarise your brand identity, tailored to the job and gets you an interview!
- It should be:
  - Achievement based
  - Concise yet high impact
  - Accessible and understandable to reader
  - Logical in its structure

# Other relevant information

## Testing ground



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- Voluntary work
- Internship
- Work shadow
- Projects/Contracts
- Network
- Presentations
- Professional events and conferences
- Research/ networking/ social media
- Personal/Professional networks
- Career Services

# Further Resources for defining your career goals



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## **Self-assessment:**

Tests

Exercises

Self-evaluation

## **Career coaching:**

Workshops

Face to Face meetings

**Career Services:** Expert advice

## **Informational interviews:**

Part of networking strategy

## **Research:**

Reading

Networking

Internet

Head hunters

# Useful websites



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- [www.jobs.ac.uk](http://www.jobs.ac.uk)
- [www.findapostdoc.com](http://www.findapostdoc.com)
- [www.phdjobs.com](http://www.phdjobs.com)
- [www.prospects.ac.uk](http://www.prospects.ac.uk)
- <http://sciencecareers.sciencemag.org/>
- [www.reed.co.uk](http://www.reed.co.uk)
- [www.beyondthephd.co.uk](http://www.beyondthephd.co.uk)
- linkedIn/Research Gate

# Contact Details



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**Thank you**