



Analyzing your Market Potential as a Scientist

Participants learn the importance of knowing and marketing their strengths and competencies when positioning in the job market.

- Introduction – why is it important to know your potentials
- Fishy Business – what does fish have to do with your potential?
- Analyzing and marketing your skills as a scientist
- Major employer concerns
- Your personal SWOT-Analysis – Developing a Competence Profile
- Setting SMART goals

The trainer

The workshop trainer, a German-American coach for business skills, studied in the U.S. and Germany. He has specialized on personal marketing strategies, effective presentations, negotiation, and cross-cultural communication skills and offers his services as career advisor for professionals, MBA Programs and international companies.