Strategies for Successful Grant-Writing as a Scientific Career Booster

In Cooperation with the Research Service Center

**Objective**

- To present early career researchers with the tools to develop a customized action plan for grant-writing based on a realistic self-assessment/mobility plan
- To introduce participants to the basics of academic identity management (optimizing their CVs, hunting for awards and prizes, making sound affiliation choices, picking conferences and collaborations wisely, creating a publication roadmap, engaging in strategic skill-building)
- To familiarize participants with a broad array of communication strategies for crafting a proposal targeted towards a specific funding agency and grants program (based on viewing grant-writing as a process in which orchestrating the input of a variety of stakeholders will produce superior outcomes)

**Description**

The ability to acquire external funding is becoming increasingly important for researchers across all areas of study and it is an essential aspect of a successful and productive career as a scientist working within an academic environment. However, identifying appropriate funding opportunities and writing excellent proposals takes time and even outstanding applications are not always funded. While the technical aspects of grant-writing (such as superb writing and smart budgeting) are important, many additional aspects affect grant-writing success. Researchers can boost the efficiency of their grant-writing activities if they develop a personalized long-term strategy that fits their overall career goals. Participants are presented with tools for implementing such a strategy that are based on insights derived from the psychology of decision-making. They are then introduced to the notion of strategic academic identity management with an emphasis on how to deliberately shape one’s academic “persona” for the purposes of attracting third-party funding. As thoughtful communication can make or break individual grant applications and is an essential ingredient for a successful and rewarding scientific career, the last part of the workshop focuses on the most important communication strategies surrounding the entire process of grant-writing.

**Methodology**

- Expert input and plenary discussions
- Small-group exercises
- Practice pitching
- Online research – it is recommended that participants bring their own laptop

**Nur für Frauen!**

**Organizational Information**

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<thead>
<tr>
<th>Language</th>
<th>English</th>
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<tbody>
<tr>
<td>Target group</td>
<td>Women Researchers: Postdoctoral Researchers, Junior Research Group Leaders, Junior Professors and Advanced Doctoral Candidates from all faculties</td>
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<tr>
<td>Date</td>
<td>Monday, 28 January 2019, 10:00 – 18:00</td>
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<tr>
<td>Registration</td>
<td>Online registration through <a href="mailto:maltry@em.uni-frankfurt.de">maltry@em.uni-frankfurt.de</a> is compulsory</td>
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