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 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.

**OBJECTIVES**

- 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
- To familiarize participants with a broad array of communication strategies for crafting a proposal targeted towards a specific funding agency and grants program

**DATE**

Monday, January 28th, 2019 10:00 am – 06:00 pm

**PLACE**

Room PA P22, PA-Building, Campus Westend

**TARGET GROUP**

Women Researchers: Postdocs, Junior Research Group Leads, Jun. Professors and Advanced PhDs

**COACH**

Bettina Maria Heiss, Research Service Center

**REGISTRATION**

until January 4th, 2019 maltry@em.uni-frankfurt.de, max. number of participants: 12

**FURTHER INFORMATION**

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