

## Overview of the workshop programme

# Networking for female academics

## Creating perspectives through contacts

Westfälische Wilhelms-Universität Münster, Collaborative Research Centre “Molecular Cardiovascular Imaging”

7 March 2016 [9.00 – 17.00]

Target group: Female scientists

Trainer: Sanja Stevic, GOLIN WISSENSCHAFTSMANAGEMENT, Hamburg

The possibilities to make quick and target focused contact with experts, colleagues, potential employers and staff members, funders and business partners have increased in number and significance. In the light of growing complexity in the knowledge society and better electronic contact possibilities, the ‘know-who’ is gaining in importance next to the ‘know-how’.

In the academic sector, as elsewhere, personal contacts enhance the chances of finding supporters and funders for one’s own project, of receiving conference invitations, of being involved in publications, and of being told about interesting positions.

Networking requires initiative and continued investment. It is helpful, in this context, to be able to rely on proven strategies to make the right contacts, to communicate in a target focused way and to find the balance between giving and taking. The workshop transmits these proven networking techniques. The following points are dealt with:

- >> Basics of networking:  
Objectives – right from the start!
- >> Before the harvest, sow:  
Building contacts
- >> Network care:  
The dos and don’ts of networking
- >> Network university:  
Which contacts and bodies are important?
- >> Networking as investment:  
Benefits versus costs
- >> Small talk as icebreaker:  
Getting into conversation confidently
- >> Typical woman!?:  
Gender specific strengths and strategies
- >> Networking:  
My next steps

Sanja Stevic, Heidelberg, comes originally from London, UK, and is a psychologist and certified ICF Coach [International Coaches Federation]. She received a Global MBA at the Henley Management School, UK, and has over 15 years’ international experience in Strategic HR development and Business Management. Among her fields of specialisation are conflict resolution, team building and intercultural management. She is a Board member of the Heidelberg International Professional Women’s Forum. Since 2012 she works as a freelance trainer and career coach in the field of academia.