

## How to Publicise your Research to Industry Monday 26th April 13:00-14:00

*Delivered by Dr Hannah Roberts, Associate Trainer, Skillfluence*  
*Participants: 30, open to Early Career Researchers and PhD Students*

This free online masterclass helps you gain ideas and insights into where and how to publicise and promote your research to raise awareness with commercial organisations. Learn how to harness those interactions into collaborations, commercialisation of research or job opportunities in the future.

- ✓ Uncover recent research on self-promotion and how to feel more comfortable to increase your visibility.
- ✓ Discover strategies to position yourself as a thought leader to promote your research and gain visibility with commercial organisations.
- ✓ Learn the principles to build your network both online and in-person with daily micro-actions.

[Book your place on this masterclass now](#)

### Dr Hannah Roberts



Hannah is a career coach and professional skills trainer. During her extensive academic and industrial career, she took research from concept to start-up. Since 2018, she has been a qualified and regulated coach; trained in Talent Dynamics profiling. Specialising in team dynamics, career planning, online networking and social media skills, research planning, commercialisation and management tools. Hannah has a particular passion for diversity and inclusion and women's leadership development.

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## Researching and Understanding a Business Wednesday 5th May 13:00-14:00

*Delivered by Zach Sorrells, Head of Innovation & Industry Engagement, Skillfluence*  
*Participants: 30, open to Early Career Researchers and PhD Students*

This free online workshop enables you learn where to start when you want to know more about a business to allow you to have higher quality conversations and identify and create high value opportunities for yourself. This helps you to be better informed when conversing with a business whether it's at an interview, conference or collaborating on a joint project.

- ✓ Discover a practical framework to use to help you prepare to engage with businesses.
- ✓ Learn how to better understand a business and identify where you can add value in a specific business.
- ✓ Develop your fluency in the "language of business", helping to increase your confidence when engaging with businesses.

[Book your place on this masterclass now](#)

### Zach Sorrells



Zach is the Head of Innovation and Industry Engagement at Skillfluence. He has been working in the field of innovation and entrepreneurship for over 20 years. He's an experienced trainer, facilitator, coach and entrepreneur and believes in a disciplined, structured and systems-based approach to innovation and business growth. He has strong experience working with Industry, having run training and coaching programmes for more than 250 organisations ranging from multi-nationals to SMEs and start-ups. In addition to his role at Skillfluence, Zach runs his own company, "The Startup Sales Lab" where he works with startups and spinouts to help them generate early-stage sales success.

# LinkedIn for Researchers – How to Network and Build Influence

Wednesday, 19 May 2021 10.00am – 12.00pm

*Delivered by Kate Everett, Managing Partner, TWI*

This free, interactive online session will look at how you can use LinkedIn to network effectively and build your influence. This workshop is open to Social Sciences Early Career Researchers and PhD Students from across the SeNSS Doctoral Training Partnership.

It's suitable for all levels of LinkedIn experience; we'll cover:

- ✓ Why LinkedIn is the most effective social platform for B2B networking
- ✓ How a new algorithm is changing the LinkedIn experience
- ✓ Optimising your profile
- ✓ Asking for recommendations (and why)
- ✓ What do you want from your LinkedIn experience?
- ✓ Who to connect with and why (or why not)
- ✓ How to replicate a networking room in LinkedIn
- ✓ Should you set up a company page?
- ✓ Running and joining groups – is it worth it?
- ✓ How to publish as an author on LinkedIn
- ✓ What to post, when and how often
- ✓ LinkedIn etiquette – why it matters
- ✓ Some examples of great practice
- ✓ Q&A and live help

Kate Everett is managing partner at The Write Impression LLP (TWI), a marketing and public relations company founded in 2008. She is also a non-executive director of the Colchester Business Enterprise Agency (Colbea) and a regional ambassador for the Institute of Directors (IoD).

[Book your place on this workshop here](#)

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# Presentation Skills for Researchers: A Practical Guide to Presenting Online

Tuesday 25th May, 11am-1pm

*Delivered by Kayla Conley, Public Speaking and Presentations Skills Coach*

*Open to Social Sciences Early Career Researchers and PhD Students*

Presenting online is becoming a daily part of business and professional life, but for some people the thought of presenting brings them out in a cold sweat; nerves can play such a debilitating part in holding you back from sharing your message with a wider audience. In this unique workshop you will master the right tools and techniques so that you can come across confidently and free of nerves every single time you present online

**This event is designed to give attendees:**

- ✓ The skills they need to become an authentic, confident and engaging presenter.
- ✓ The ability to prepare and practise public speaking in a fun, safe and encouraging environment.
- ✓ Feedback not just from the facilitator, but also from the amazing minds around the room.

**You will discover how best to:**

- ✓ Structure your talk confidently so that your message comes across in a natural way.
- ✓ Convey your message with ease and authenticity online.
- ✓ Get your audience's attention by learning different delivery styles and techniques.
- ✓ Use key delivery techniques to make yourself memorable in your audience's minds.

This workshop will be particularly useful if you are working on honing your presentation skills for an upcoming online event; and there may be the possibility of further free one-to-one training for some attendees with Kayla, post-workshop.

[To register your interest in this workshop, please email \[iaa@essex.ac.uk\]\(mailto:iaa@essex.ac.uk\) with a short explanation of why you are interested in attending this session.](#)



Kayla Conley has 15 years' experience in public speaking; with a background in Private Banking and Finance, she's very comfortable working with people in corporate environments to help them deliver engaging presentations. She is a member of the Professional Speakers Association, Toastmasters International and a listed speaker with the Women's Institute.

*Please note that this workshop is open to Social Sciences Early Career Researchers and PhD students based at one of the [SeNSS institutions](#). The maximum capacity for this session is 15. You will need to register your interest in the first instance, and we will be in touch to confirm your space on the workshop.*

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## Exploring and Preparing for Roles within Industry

Thursday 17th June 2021, 12pm-2pm

*Delivered by Dr Danielle White, Danielle White Coaching and Rachel Valentine, Executive Coach*

*Open to PhD students in Social Sciences only*

This free, online session will support you to create your own roadmap for a successful transition from academia to industry. It will guide you through the first part of this journey; exploring where you are and your potential options moving forward. You will work collaboratively with others to map the range of possibilities and information required to effectively access positions within these spaces.

This is a practical workshop where the challenges in this process will be considered honestly. You will leave with an understanding of your motivations to work in particular sectors/roles, an awareness of the diversity of the PhD job market and 3 tangible next steps in the management of your post PhD career.

By participating in this workshop, they may be an opportunity for some attendees to further explore this subject area through free, one-to-one coaching sessions with the facilitator. Details of which we will share with the attendees.

[You can book your space on this workshop here](#)

**Danielle White** is an executive coach and facilitator with over 20 years' experience working in career transition. Danielle completed her Doctorate in 2014, going on to work as a lecturer and researcher. Since then, she has supported hundreds of people to navigate complex professional challenges through one-to-one coaching, workshops, and research.

**Rachel Valentine** is an executive coach and facilitator with over 14 years' experience in a Senior Learning and Development role in HE. Through workshops and one-to-one coaching, Rachel's focus is on promoting and enabling choice, finding clarity around what is important, and the development of pathways to support success, resilience, and wellbeing.

*Please note that this workshop is open to Social Sciences PhD students based at one of the [SeNSS institutions](#). The maximum capacity for this session is 25. You will need to register your interest in the first instance, and the trainer will be in touch to confirm your space on the workshop.*

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# Make them Care: Storytelling for Researchers

Wednesday 23 June 10am-12pm

*Delivered by Laura Evans, from Nifty Fox Creative and Duncan Yellowlees, Presentation Coach*

*Open to Social Sciences Early Career Researchers and PhD Students*

Ever wanted to make your research comms more exciting? More connected? More engaging? More.... AWESOME? If so, this is the workshop for you!

Storytelling is the secret to getting audiences to really care about your work, making your presentations, posters and pitches sing. In two hours, we'll take you through the four step process of verbal and visual storytelling, exploring how ideas and techniques from the world of professional storytelling can be used to give your research real impact. Plenty of practical tips, and new ideas await, so come join Duncan and Laura in the most fun and useful session EVER.

[Book your space on this workshop here](#)



Laura Evans, Director of Nifty Fox Creative; with ten years' experience as a social researcher, she's an expert 'people understander', working with clients to understand their audience, their story and their goals in minute detail.



Duncan Yellowlees, Presentation Coach, is an ex-engineer and nationally renowned science communicator. Duncan works with clients to train the next generation of master storytellers through storytelling workshops.

*Please note that this workshop is open to Social Sciences Early Career Researchers and PhD students based at one of the [SeNSS institutions](#). The maximum capacity for this session is 30. You will need to register your interest in the first instance, and we will be in touch to confirm your space on the workshop.*

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## Communicating and Networking with Industry

Thursday 1st July 2021 12pm-2pm

*Delivered by Dr Danielle White, Danielle White Coaching and Rachel Valentine, Executive Coach*

*Open to Early Career Researchers and PhD students in Social Sciences only*

This free, online workshop will provide you with the skills to communicate and network more effectively with employers. It is an interactive session in which you will map what you know regarding potential positions in industry: as you identify gaps in your knowledge, you will consider your needs and the needs of your potential employers.

This is a space for you to consider yourself from the perspective of potential employers, share ideas, knowledge and build peer networks both within and following the workshop.

By participating in this workshop, there may be an opportunity for some attendees to further explore this subject area through free, one-to-one coaching sessions with the facilitator. Details of which we will share with the attendees.

[You can book your place on this workshop here.](#)

**Danielle White** is an executive coach and facilitator with over 20 years' experience working in career transition. Danielle completed her Doctorate in 2014, going on to work as a lecturer and researcher. Since then, she has supported hundreds of people to navigate complex professional challenges through one-to-one coaching, workshops, and research.

**Rachel Valentine** is an executive coach and facilitator with over 14 years' experience in a Senior Learning and Development role in HE. Through workshops and one to one coaching, Rachel's focus is on promoting and enabling choice, finding clarity around what is important, and the development of pathways to support success, resilience, and wellbeing.

*Please note that this workshop is open to Social Sciences Early Career Researchers and PhD students based at one of the [SeNSS institutions](#). The maximum capacity for this session is 25. You will need to register your interest in the first instance, and the trainer will be in touch to confirm your space on the workshop.*

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## Make them Care: Storytelling for Researchers Tuesday 06 July 10am-12pm

*Delivered by Laura Evans, from Nifty Fox Creative and Duncan Yellowlees, Presentation Coach  
Open to Social Sciences Early Career Researchers and PhD Students*

Ever wanted to make your research comms more exciting? More connected? More engaging? More.... AWESOME? If so, this is the workshop for you!

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Plenty of practical tips, and new ideas await, so come join Duncan and Laura in the most fun and useful session EVER.

[Book your space on this workshop here](#)



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*Please note that this workshop is open to Social Sciences Early Career Researchers and PhD students based at one of the [SeNSS institutions](#). The maximum capacity for this session is 30. You will need to register your interest in the first instance, and we will be in touch to confirm your space on the workshop.*

# Understanding Business for Researchers - Design Thinking using the Business Model Canvas

Thursday 8th July 2021, 2pm-4pm

*Delivered by The Weave*

*Open to Early Career Researchers and PhD students in Social Sciences*

Business models are better understood when we can visualise the way they work. Every business is different, never easy to understand and never easy to bring about change. We evaluate business models through the three lenses of design thinking. First, how desirable it is, whether the business has achieved a fit between what it offers and the problem. Second, how feasible it is, what resources does it have, what activities does it perform and where there is a gap. Finally, how viable it is, whether the benefits, economic, social and ecological, outweigh the costs. The Business Model Canvas (BMC) provides an approach and methodology, a common language facilitating discussion and exploration.

In this free, interactive workshop, learn how to represent ideas using these nine building blocks, applied to a case study. Experience how the BMC and design thinking are connected, then apply this to a challenging situation.

[You can book your space on this workshop here](#)

*Please note that this workshop is open to Social Sciences Early Career Researchers and PhD students based at one of the [SeNSS institutions](#). The maximum capacity for this session is 30. You will need to register your interest in the first instance, and we will be in touch to confirm your space on the workshop.*

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# Understanding Business for Researchers - Know, Understand and Deliver the Most Value to Customers

Thursday 15th July 2021, 10am-12pm

*Delivered by The Weave*

*Open to Early Career Researchers and PhD students in Social Sciences*

Value Proposition is an explanation of the value on offer, the services or products we provide, the pain removers and gain creators that accompany this. This relates to the customers we seek to serve, their identities expressed as real people, the kinds of pains they have and the gains they desire through the job they want to be delivered. Get this right, and we have a 'fit' – traction, where we generate positive feedback, providing a growth strategy and growing value for the customer. Get it wrong, and the conversation falls on stony ground.

In this free, interactive workshop, we will explore how empathy opens up insights, how customers are indeed the drivers of innovation and how this canvas is an engaging way to create value. Businesses spend too little time evaluating this relationship; you will see how this tool raises the bar for customer engagement.

[You can book your space on this workshop here](#)

*Please note that this workshop is open to Social Sciences Early Career Researchers and PhD students based at one of the [SeNSS institutions](#). The maximum capacity for this session is 30. You will need to register your interest in the first instance, and we will be in touch to confirm your space on the workshop.*