

### **Course overview: Successful and authentic self-marketing**

To be successful in your job it is (unfortunately) not enough to have good ideas and to work hard it is also important to present your ideas convincingly and that your environment – your boss and other important persons - knows that you are a great scientist. How to do that – and do it even in an authentic way – this is the focus of this seminar.

You will learn which elements influence the impression you make and what you can do that your environment will get the right impression of you. As each person is different – it is essential to find your specific and individual way in self marketing. A good mix of theory and exercises will help you to improve your self-marketing skills significantly but still being authentic. This seminar also focuses on good argumentation and you will learn how you can successfully react on objections. In addition, you will learn how to say in a good and convincing way NO without damaging the relationship with your counterpart.

### **Framework:**

Trainer: Elisabeth Schick

Female Group Coaching (Career Support for Women)

ECTS credits: None

Language: English

Room: Taberna, Tagungs- und Veranstaltungshaus Alte Mensa, Wilhelmsplatz 3

Date/times: December 13-14, 2018, ~9 am to 6 pm

Participants: Females only (10-14 participants), organized by GRK 2300, open spaces for other DFG-funded projects.

### **Profile: Elisabeth Schick**

Elisabeth Schick is a successful consultant and trainer. After working five years as consultant and project leader for the Boston Consulting Group and several years in different management positions at Bertelsmann AG Elisabeth Schick started her own consulting and training business. Her training benefits from her own practical experience as managing director as well as from her exposure as consultant to management and board members.

She does a lot of trainings for graduate students and Post Docs and works mostly with female groups. On self presentation she has published her book “Der ICH-Faktor: erfolgreich durch Selbstpräsentation” with the Hanser-Verlag.



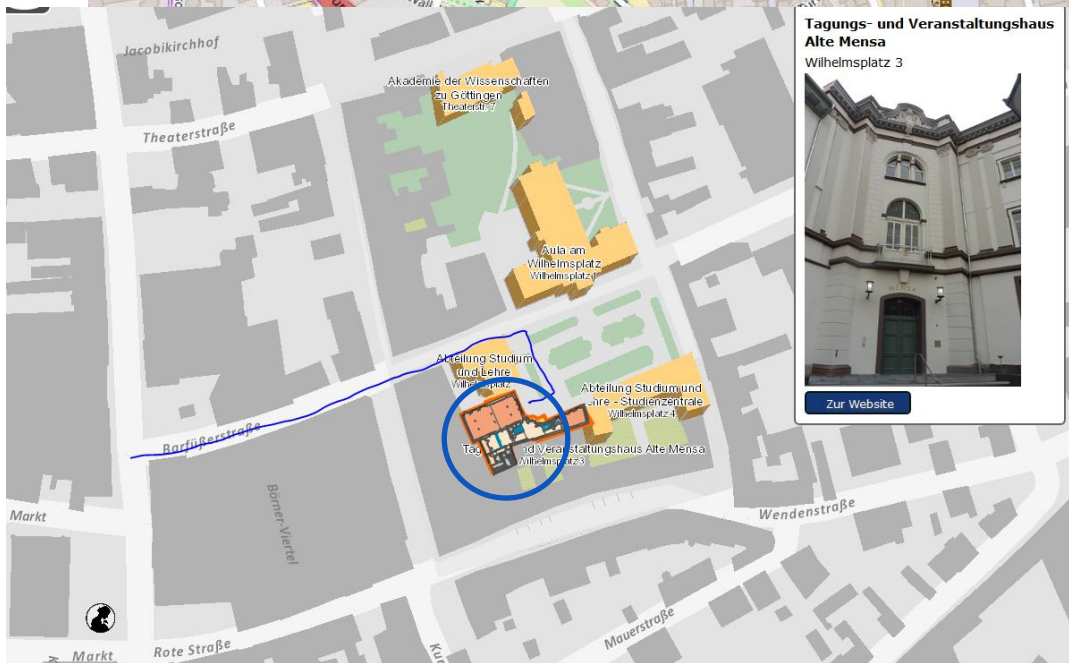
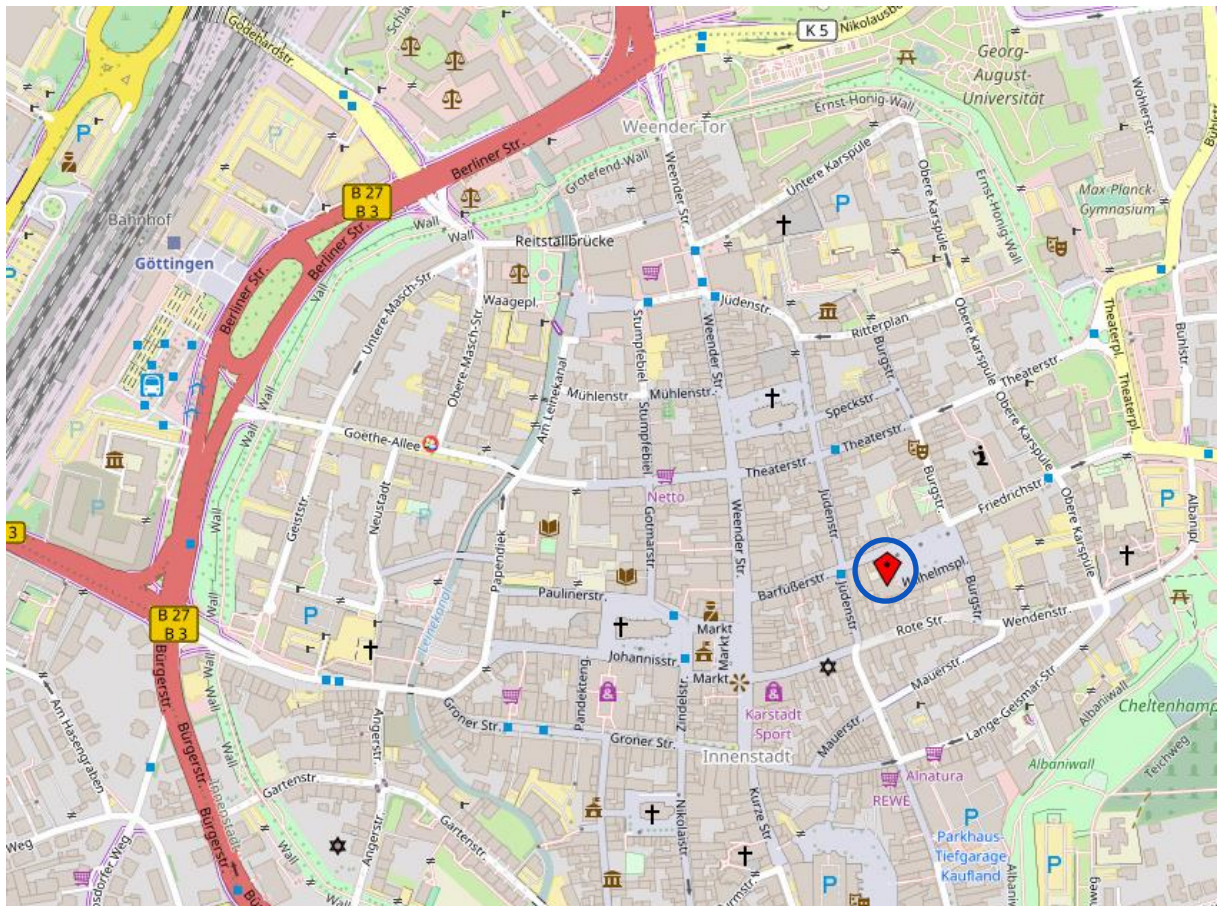
### **Notes:**

Contact / questions / registration: [serena.mueller@forst.uni-goettingen.de](mailto:serena.mueller@forst.uni-goettingen.de), Phone: 0551-39-21217

**Day 1+2: Food/drink/location:**

Please make sure to bring your own food & drink for the two days since we cannot provide much catering there. On both days, there will be breaks during which you can grab a coffee in a nearby bakery or alike. In addition, there will be enough time for a lunch break where you could just choose any nearby location in the city. This will go on your own expenses.

We will try to organize some cold drinks (water, juice) and snacks (cookies, fruits), and maybe coffee.



**Tagungs- und Veranstaltungshaus  
Alte Mensa**  
Wilhelmsplatz 3



[Zur Website](#)