

From Good to Excellent: Optimizing Your CV for Grant Applications

Trainer



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- Serves as the Liaison Officer for National Research Funding and Early Career Researchers at Goethe University's Research Support
- Began her career as a grant-writing consultant at Heidelberg Research Service in 2013 after working as a postdoctoral researcher at Heidelberg University's Max-Weber-Institute of Sociology
- Received her Ph.D. in Organizational Communication from the Annenberg School for Communication and Journalism at the University of Southern California, Los Angeles, in 2010
- Worked as an experiential learning facilitator at USC's Marshall School of Business from 2004 to 2008

Objective

- To familiarize participants with basic principles from communication science that apply to CVs as instruments for strategic communication targeting specific audiences
- To enhance participants' practical skillset for crafting persuasive CVs
- To provide participants with the opportunity to work on adapting their CVs by drawing on the feedback of peers in a collaborative virtual environment

Description

From a strategic communication standpoint, CVs are powerful instruments for communicating excellence to reviewers. They are also very versatile in their utility for highlighting many other aspects about a candidate that may positively impact grant-giving decisions. But what communication principles govern the persuasiveness of a CV when it comes to impressing reviewers? This workshop is designed to provide participants with theoretical knowledge and practical skills that will allow them to fully reap the benefits of carefully crafting an academic CV and customize it economically towards different types of reviewer audiences and review situations.

- Revisiting concepts from strategic communication that are essential for crafting a superb CV
- Editing CVs to optimize legibility and support readers' cognitive processing of the information provided
- Structuring and highlighting information in order to pursue a targeted communication strategy
- Curating and growing a modular "master CV" that can be swiftly adapted to a variety of different audiences and communication situations
- Tackling style and formatting issues that are essential for creating a CV that exploits the effectiveness of graphics design elements
- Working with CV templates provided by grant providers

Methodology

Expert input, plenary discussions and exchange in a virtual collaboration space, and individual work in virtual teams.

Conditions

Participants must bring: **(1)** an extended academic CV, including information about applicants' academic/professional experiences and mobility (research/teaching/service), competencies, awards, etc. **(2)** information about specific calls for third-party funded grants that they intend to apply for. Due to the apps used in the workshop (Jamboard/ Google Docs, etc.), it is necessary to have a Google account.

Organizational Information

Language	English
Target group	Advanced Doctoral Candidates and Postdocs from all faculties
Date	Wednesday, 22 June 2022, 9:00 – 13:00
Registration	For registration click here