

## SAMPLE WORKSHOP TOPICS

	Title	Description
PERSONAL BRANDING (Full, half day, or individual workshop)	What is A Personal Brand and Why Do I Need One	An introduction to personal branding and why it is important for STEM practitioners. Will give an overview of key components of developing a personal brand that will be unpacked throughout the day
	Your Brand is More than Goggles and a Lab Coat	Challenging the traditional mold of how we market ourselves through resumes. Identifying ways that highlight who we really are in terms of our learning styles and communication preferences
	Feedback: Data Analysis on You	Perception is reality and it is important to gather input from others on how we are performing. Will discuss types of feedback, as well as how to give and receive effective feedback to help build your brand.
	Learn Here, Use There: Transferable Skills	Identifying which and how the skills learned in the lab or from other experiences can be used in a business and workplace setting. How to strengthen those skills and highlight them in your brand
	Global Trends: Is My Brand a Fit for the Workplace	How the changing business needs require more a diverse and flexible workforce. What are the skills that today's organizations value in their technically trained employees?
	Your Digital Footprint in Branding	Social Media as an important of your Brand in today's society. Exploring the pros and cautions of your digital footprint in building and maintaining a reputable brand
NETWORKING	Networking is More than Connecting, Linking In, and Exchanging a Business Card	Networking has become a near meaningless buzzword in many professional circles. Far too many STEM professionals believe that having a large number of connections equates to an effective network. explore strategies for building, and more importantly, leveraging networks by identifying which connections are essential for professional growth
CONFLICT MGMT	Recognizing and Managing Conflict in your Research Group	Conflict is inevitable, but it doesn't have to be uncomfortable. Whether working with a lab mate, or discussing data with your PI, you will learn techniques and strategies to effectively apply to any conflict situation that may arise.