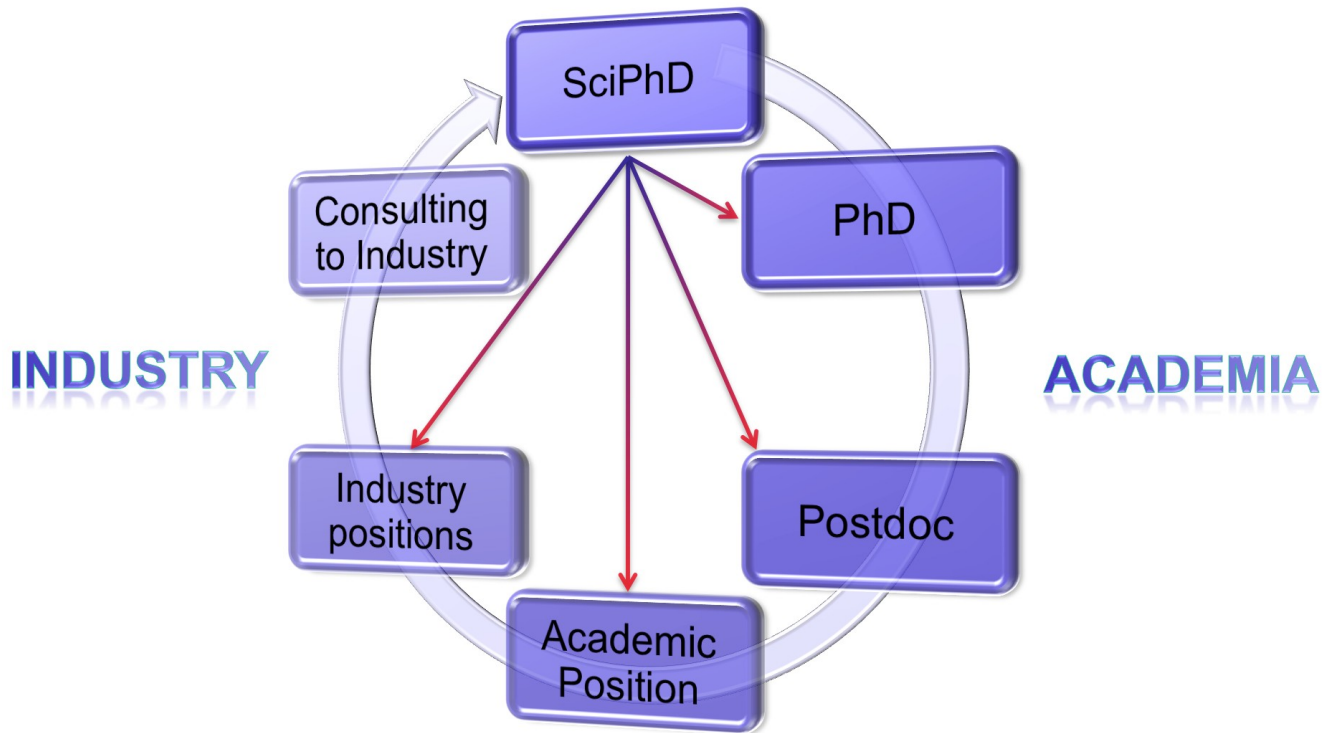


SciPhD's Unique Perspective



The founders of SciPhD have a unique perspective with which we have developed the SciPhD training program. We began our careers in the traditional academic path. We pursued PhDs in biological sciences followed by traditional postdoctoral training, and faculty appointment.

We then made the transition to multiple industry positions where we were exposed to business-driven goals for applying science that also required additional non-science skills to succeed. Following that experience we formed our consulting company, Human Workflows, LLC in which we work with industry scientists in biotechnology pharmaceutical, and software companies to develop improved translational science programs and products.

The interactions with industry scientists has allowed us to identify both the scientific and non-scientific skills that make these individuals successful. This knowledge and its perspective driven by our personal experience is the basis for the SciPhD training program which imparts that knowledge to academic scientists in order to help them successfully transition to industry careers.

This real life experience is coupled with the professional experience of our third founder who transitioned from health physics to the social and behavioral sciences, professional executive coaching and advanced communications techniques. Thus SciPhD is uniquely molded by professionals who have successfully navigated the academia to industry transition, guided by the experience of a professional communications and behavioral sciences expert.

SciPhD Training Products and Services

SciPhD Curricula:

SciPhD has developed a suite of curricula that can be offered independently, or as part of an integrated certificate program. The SciPhD curricula can be delivered via a number of vehicles, including live single-day presentations and workshops, multi-week certificate programs, webinars, and via licensing arrangements.

Following is a brief description of the curricula currently available. SciPhD can also customize curricula to meet specific institutional needs.

1. Introduction to Industry Careers:

Adapting to industry jobs can be a significant challenge for scientists coming from academia and nonprofit NGOs. Industry values and even requires skills that go beyond the traditional academic scientific/technical competencies. *"The ability to work in cross-matrixed environments, demonstrate solid tactical and strategic thinking, ability to delegate, communicate and understand basic concepts of project management"* are common prerequisites for jobs in industry. Although these skills are not typically emphasized during academic training, many research activities do in fact map to these industry competencies. Having an awareness of ones own skills and an ability to express those skills in business terms provides a significant competitive advantage in landing an industry job and being successful in that job.

The SciPhD training workshop introduces 24 business competencies valued in industry, relates them to post-doc research experiences, and demonstrates how to identify those competencies and relate them to job ads and descriptions. We will also discuss industry's perception of academic scientists with regard to their assumed strengths and weaknesses and how to leverage that knowledge along with an understanding of their own real capabilities to advance their careers. Access to the SciPhD online self-assessment is also included. This instrument profiles the student's own competencies in these 24 areas and maps their strengths to different job types in different types of companies. This information can be used in developing resumes, cover letters, preparing for interviews, and for short and long term career planning.

Breakout sessions look at how to demystify job ads to identify the explicit and implicit information they contain, and how to use that information in conjunction with the results of the self-assessment and additional intelligence through smart networking to make candidates competitive for jobs they desire. Additionally, understanding the social context of these competencies, and how they relate to each other provides foundations for not just obtaining industry jobs, but for excelling and succeeding in an industry career.

2. Translational Leadership: From the Lab to the Board Room

Leadership comes in many forms, all of which draw on many of the core competencies that are the basis of the SciPhD program. This module focuses on the practical leadership skills and components that are most relevant in transitioning from the traditionally “solo” environment of the academic research scientist to the team-oriented environment that is ubiquitous to industry. Learning points are linked to the scientific method experience of the postdoc. The course discusses how combinations of core competencies combine to form the *operational competencies* that define effective leadership and develop productive committed teams that share a common vision. A central tenet of effective leadership is the ability to establish a compelling sense of purpose that drives cooperation, empathy, rapport and respect.

3. Project Management

Project Management is a core skill that is extremely important when working in industry. Most projects are run by project management teams and a basic understanding of the components that go into designing and executing a project are critical in efficiently assimilating in an industry setting. The essential components of project management are taught in the context of how a scientist is expected to function in an industry environment.

4. Communications Literacy: Four levels of competence:

- technical literacy
- style flexibility (MBTI)
- emotional intelligence
- social intelligence

Effective communications requires development of four distinct yet related competencies. Technical literacy is the ability to effectively communicate to peers the essential aspects of the topic at hand regardless of the time available. Given a chance interaction with a colleague during a brief elevator ride, an effective communicator can use technical literacy to provide an effective overview that focuses on the most significant points without getting mired down in minutia in 30 seconds, and can prioritize additional details as circumstances provide more time.

Style flexibility is the ability to effectively communicate what may be a very technical concept to audiences with varied backgrounds and levels of technical understanding. This requires an ability to quickly discern the level of understanding of an audience and use available tools such as analogies, metaphors, and other examples in order to effectively communicate the essential concepts. Communicating in a manner that relates to sensing vs. intuitive, feeling vs. logical and perceptive vs. judging (MBTI) as well as neurolinguistic techniques are addressed.

Emotional Intelligence is typically one of the most challenging communications skills for academic scientists. From early training we are taught to *defend* our thesis, *defend* our data,

debate challengers, and think in terms of *I'm right and you're wrong- and I'll prove it on sound scientific principles!*" This behavior, although accepted and even lauded in many academic environments is anathema in an industry environment in which working in cross-matrixed teams is the norm. Tremendous time is wasted in conversations that are driven and motivated by self-worth and importance rather than common purpose. Learning to channel the emotional energy of erstwhile challengers to the group's and the challenger's benefit is a critical skill in becoming successful in an industry environment.

Social Intelligence is the underpinning of virtually all effective communication. It is essentially the recognition and embrace of the concept that *"It's NOT all about ME."* Social intelligence is having the awareness of the social, technical, and business focus of your audience, and tailoring the discussion and message to express the critical concepts in terms that are important from *their* perspective, not *yours*. For example, as a technical scientist working out the details of a difficult project, when asked "how are things going", the response to a peer may well focus on some technical challenges that you are trying to address, while the response to that same question when asked by the project manager might be "there are some challenges we're working out that may push out our timeline by a few days, and we may need some additional resources", while the response to the CEO may be "we're working to resolve a technical issue on Project X which once done will allow that mission critical project to move forward on schedule. We'll know the answer before your next board meeting."

5. Networking for Success

- building your network
- job analysis
- resumes building
- preparing for interviews

Effective networking is an essential skill in being successful in the 21st century. Networking provides the most effective path for identifying jobs that excite you, and provides the best path for being legitimately considered for those positions. This module discusses ways to build a reliable effective network by getting involved in local businesses and municipal, county or state government groups, leveraging your professional and social contacts, effective use of social media, and how to use all the network-related resources available to research jobs, companies, their executives and culture in order to be best positioned to be competitive for landing a job and successful once in that job. Today's job market is extremely competitive and requires customized applications, cover letters, resumes and preparation for interviews.

Delivery methods:

1. Workshops
2. Certificate Programs
3. Webinars
4. Licensing: Train the trainer (work with your facilitators)