



CEPLAS

Cluster of Excellence on Plant Sciences

CEPLAS Women in Plant Sciences Day 2017

July 12, 2017

University of Cologne, Institute for Genetics,
Zülpicher Str. 47a, 50674 Cologne, 4th Floor, Lecture Hall

*Join your female CEPLAS colleagues during this informative and interactive day!
Hear from experts and learn about strategies for
successful personal branding, negotiation and spontaneous speaking
applicable for your career development in plant sciences.*

10:00 ‘Branding for Female CHAMPS’

by Farah Coppola and Richard van der Put, Mind Elevators, Amsterdam,
The Netherlands

12:00 Lunch Break & Networking

13:00 ‘Negotiation for Women - Between Empathy and Assertiveness’

by Dr. Sabine Küsters, Institut für Internationale Kommunikation e.V.,
Düsseldorf

15:00 Coffee Break & Networking

**15:30 ‘Quick on Your Feet! Spontaneous Speaking Practice for Women
Scientists’**

by Julie Stearns, Impulsplus, Köln

17:30 Drinks, Snacks & Networking

'Branding for Female CHAMPS'

Trainers: Farah Coppola and Richard van der Put, Mind Elevators

There are still too few women in leading positions. As a woman it is essential to position yourself with confidence and to differentiate yourself in a positive way to break through the glass ceiling. In order to stand out you need to be aware of your strengths and be able to communicate these in a powerful way. What differentiates you in a field of skilled professionals? And how do you brand yourself in a male-dominated working environment? A strong personal brand can help to ensure your talent isn't overlooked.

The workshop 'Branding for female CHAMPS' is tailored for the female professional to assess and improve your personal brand. After the workshop you will be more self-aware, confident and know how to build and maintain your professional brand.

FARAH COPPOLA (Founder and trainer, Mind Elevators)

Farah has a passion for media and communication which she combines with her love for teaching. As a speaker and trainer, Farah is dedicated to help professionals develop their communication and professional skills. She founded Mind Elevators, with the sole purpose to contribute to the success of every professional. She holds a MSc degree in European Public Affairs and a BSc degree in European Studies.

RICHARD VAN DER PUT (Co-founder and trainer, Mind Elevators)

Richard is an energetic entrepreneur with a love for communication and helping others succeed. He specializes in public speaking, conversational skills and coaching. Richard holds a BSc degree in European Studies and is founder of several organizations.

'Negotiation for Women - Between Empathy and Assertiveness'

Trainer: Dr. Sabine Küsters

We women sometimes, if not often, fail to recognize and seize opportunities to negotiate: about resources, money and support to be successful; about hierarchies, roles and relationships. What keeps us from making the case for ourselves? Sometimes it is modesty, sometimes the feeling of powerlessness, and sometimes the notion that assertiveness can only be achieved by male behavioural patterns and the understanding that those are not becoming for women.

In this short workshop, we will discuss the chances and risks of typical "male" and "female" behaviour in negotiations. We will take a quick look into the theory of negotiation from the Harvard principle to strategies of persuasion. We will highlight the importance of power balance and attitude. And finally, in a practical exercise, we will experience the significance of the BATNA approach as the driving force behind any successful negotiator(esse).

DR. SABINE KÜSTERS

Sabine's mission is to enable individuals and organisations to become and to stay competitive. It is Sabine's vision to facilitate the evolution of a trusting, mindful and appreciative culture through positive communication. Sabine holds a doctoral degree in Biology from Konstanz University. Her first position was as Head of Laboratory in pharmaceutical research. She then gathered over 12 years of experience in international Product Management, Sales and Business Development at US-based biotechnology companies. Since the beginning of 2011, Sabine shares her extensive expertise in professional interpersonal and inter-organisational communicating as a freelance business consultant, facilitator, coach and trainer.

'Quick on Your Feet! Spontaneous Speaking Practice for Women Scientists'

Trainer: Julie Stearns, Impulsplus

This workshop helps women academics develop spontaneous communication skills in professional contexts such as interviews, presentations as well as small-talk situations. Furthermore the workshop offers the opportunity to enhance overall effective communication (verbal and non-verbal). Trainer input will provide the opportunity to gain new insights in effective gender specific communication and learn how to present yourself, in particular as a women scientist, more effectively and to make the best impression and strongest impact.

JULIE STEARNS

Julie is a lecturer at the University of Duisburg-Essen and Folkwang University of the Arts and has been working for the Impulsplus team of qualified and dynamic trainers since 2011. Julie also works as a professional actress and director and produces theater and performance projects with international cooperation partners. She has several years of experience in teaching presentation skills, as well as voice and body training, self-marketing skills and performance skills.