

EXPERTISE TO IMPACT

BUSINESS FRAMING OF YOUR WORK



Dr.
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Ritz

Structured guidance for meaningful careers

A 3-hours workshop for (former) academics, who want to:

- Translate their research and academic expertise into business value and outcomes
- Communicate what they've done in a way that makes sense to business decision-makers
- Position their skills for roles beyond narrow specialist positions

€350

Limited places
available

PROBLEM WE SOLVE

Most academics describe their work in academic terms that business stakeholders don't understand. Their expertise stays invisible, and they get boxed into narrow specialist roles.

This workshop teaches you how to translate your expertise into business language and position yourself for strategic roles—through a practical framework you can apply immediately.

WHAT YOU GET

- A framework for translating academic work into business impact
- Practice reframing your expertise for business contexts
- Before/after examples of effective articulation
- Clear articulation of your expertise you can apply to CVs, interviews, and conversations

PRACTICAL INFO

- 3 x 50-minute sessions with Q&A after each block
- Hands-on exercises and frameworks included
- Limited to 12 participants for focused interaction
- Interactive online session

WHO IS IT FOR

- PhD or equivalent research background
- Leaving academia or early in industry (0–2 years)
- Lacking a clear long-term non-academic direction
- Targeting business or industry roles
- Seeking strategic clarity, not just application tactics

Not a fit if you're only looking for generic resume tips or want to stay in academia.

5TH OF MAY, 3PM-6PM (CET)

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