

# CREDIBILITY SIGNALS

## BUSINESS FRAMING OF YOUR WORK



Dr.  
Joanna  
Ritz

Structured guidance for meaningful careers

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

- Understand what builds credibility in business contexts vs. academic environments
- Identify which signals undermine their business credibility and which strengthen it
- Adapt their language, presentation, and behavior to match business expectations

**€350**

Limited places  
available

## PROBLEM WE SOLVE

Academics don't realize what actually builds credibility with business stakeholders. They inadvertently send signals that make them seem out of touch or not ready, limiting their opportunities and impact.

This workshop teaches you to recognize and use the credibility signals that matter in business—from how you structure your profile to how you talk about your work—so you can access better opportunities, make real impact, and advance your career.

## WHAT YOU GET

- A framework for understanding credibility signals in business contexts
- Practice identifying which signals strengthen or undermine your credibility
- Before/after examples of academic vs. business credibility markers
- Clear guidance on adapting your language, presentation, and materials for business environments

## 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 (0–5 years)
- Lacking a clear long-term non-academic direction
- Want to understand how business contexts evaluate competence and credibility

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

**8TH OF JUNE, 2PM-5PM**  
**SIGN UP [HERE](#)**