

BEYOND EXPERTISE

VISIBILITY AND INFLUENCE IN BUSINESS



Dr.
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Structured guidance for meaningful careers

A 4-week program for former academics who want to:

- move beyond execution-focused contribution
- establish visibility, influence, and strategic positioning in business.

THE PROBLEM WE SOLVE

Many former academics enter industry without a realistic understanding of how progression, visibility, and influence work in business & industry.

As a result, they:

- rely only on strong execution to drive progression
- misunderstand how decisions about responsibility and advancement are made
- struggle to make their contribution visible beyond delivery
- are unable how to position themselves as strategic.

This program is designed to prevent that. It helps participants navigate progression, visibility, and influence in business, clarify how their contribution is perceived, and deliberately position themselves for broader scope, trust, and career progression.

WHY THIS PROGRAM?

Most career & leadership programs focus on productivity tactics, performance or generic leadership behaviours. But strong performance is not enough in business.

Beyond Expertise goes further: it focuses on making sure your expertise translates into visibility, influence, and career progression, not just reliable execution.

WHO THIS IS FOR

- PhD or equivalent academic background
- Working in business or industry (typically ~2–5 years)
- Delivering strong work, but unclear how to progress beyond execution
- Wanting broader scope, visibility, influence, or strategic responsibility

Not a fit if you already have clear positioning and progression that works as intended.

AFTER THE PROGRAM, PARTICIPANTS ARE INVITED TO DÜSSELDORF FOR A FOLLOW-UP SESSION & DINNER.

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WHAT YOU GET

- A clear positioning beyond execution that defines the level and type of contribution you want to be known for
- A concrete strategy for making your work visible and influential
- A calibrated view of how your contribution is currently perceived and where it limits progression
- Clear, deliberate next career moves
- A professional narrative usable in senior conversations, internal mobility, and external discussions

HOW THE PROGRAM WORKS

The program runs four eight weeks in a cohort-based format, combining weekly live sessions with guided individual work. Each week builds on the previous one, giving participants time to think, apply, and test insights against their own career situation.



Troughout the program, the focus remains decision-driven and practical. Participants work directly on their own career questions and leave each week with concrete outputs that build toward clearer positioning, stronger visibility, and intentional next career moves they can use immediately.

DESIGNED & LED BY

Joanna Ritz, PhD, business psychologist who combines academic training with hands-on experience shaping career and talent decisions in organisations.

After years in academia as a researcher and professor, Joanna moved into management consulting and corporate roles, where she has worked with organisations and senior leaders on career structures, hiring logic, and capability development.

This program reflects that experience: it treats career transitions as strategic decisions and gives participants the same clarity and structure used to evaluate roles and talent inside organisations.

SIGN UP FOR THE UPCOMING
COHORT.

Starting in April

PROGRAM FEE €3.000

Limited places available