

POSITIONING AUDIT

ALIGN YOUR PROFILE WITH BUSINESS PERSPECTIVE



Dr.
Joanna
Ritz

Structured guidance for meaningful careers

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

- Identify gaps between how they present themselves and what business contexts require
- Audit their professional materials for clarity, coherence, and credibility
- Align their LinkedIn, CV, and pitch into one coherent professional identity

€350

Limited places
available

PROBLEM WE SOLVE

Most academics don't realize their professional presence is unclear, unconvincing, or still too academic, making it hard for business stakeholders to understand their value.

This workshop helps you audit your professional presence, identify what's undermining your credibility, and align everything into a coherent identity that works in business contexts.

WHAT YOU GET

- A framework for auditing your positioning across all materials
- Practice identifying credibility gaps in LinkedIn profiles, CVs, and verbal pitches
- Before/after examples of effective vs. ineffective positioning
- Clear action plan for aligning your professional presence that you can implement immediately

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
- Have some idea of business direction but unclear on positioning

Also relevant if you're staying in academia but want to work with business partners or pursue industry collaborations.

23RD OF APRIL , 1PM-4PM
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