

From Good to Excellent: Optimizing Your CV for Grant Applications

In Cooperation with the Research Support

Objective

- To familiarize participants with basic principles from communication science that apply to CVs as instruments for strategic communication targeting specific audiences
- To enhance participants' practical skillset for crafting persuasive CVs
- To provide participants with the opportunity to actively work on adapting their CVs by drawing on the immediate feedback of peers in a collaborative virtual environment

Description

Applicants for third-party funding are often required to submit their current academic CV as part of their application materials. From a strategic communication standpoint, CVs are powerful instruments for communicating excellence to reviewers. They are also very versatile in their utility for highlighting many other aspects about a candidate that may positively impact grant-giving decisions. Even if calls for grants require applicants to use CV templates that restrict the type, quantity and structure of the content, grant-writers routinely underestimate the potential for deliberately curating the information they provide about their experiences, activities, and skills. Thus, in order to improve their chances to succeed in an increasingly competitive third-party funding environment, early career searchers are well-advised to employ a variety of methods to optimize their CVs. But what communication principles govern the persuasiveness of a CV when it comes to impressing reviewers? This workshop is designed to provide theoretical knowledge and practical skills that will allow the participants to fully reap the benefits of carefully crafting an academic CV and customize it economically towards different types of reviewer audiences and review situations.

- Revisiting concepts from strategic communication that are essential for crafting a superb CV
- Editing CVs to optimize legibility and support readers' cognitive processing of the information provided
- Structuring and highlighting information in order to pursue a targeted communication strategy
- Curating and growing a modular "master CV" that can be swiftly adapted to a variety of different audiences and communication situations
- Tackling style and formatting issues that are essential for creating a CV that exploits the effectiveness of graphics design elements
- Working with CV templates provided by grant providers

Methodology

Expert input, plenary discussions and exchange in a virtual collaboration space, as well as individual work in virtual teams

Organizational Information

Language	English / Online
Target group	Advanced Doctoral Candidates and Postdocs from all faculties
Date	Wednesday, 24 April 2024, 11:00 – 16:00
Registration	For registration click here

Trainer



Bettina Maria Heiss, Ph.D
Research Support, Goethe University, Frankfurt

- Serves as the Liaison Officer for National Research Funding and Early Career Researchers at Goethe University's Research Support
- Began her career as a grant-writing consultant at Heidelberg Research Service in 2013 after working as a postdoctoral researcher at Heidelberg University's Max-Weber-Institute of Sociology
- Received her Ph.D. in Organizational Communication from the Annenberg School for Communication and Journalism at the University of Southern California, Los Angeles, in 2010
- Worked as an experiential learning facilitator at USC's Marshall School of Business from 2004 to 2008



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