

WWW.DRSAMLYNCH.CO.UK

Institutional Programme

WORK SMARTER*
WORKSHOPS & COACHING TO ACCELERATE ACADEMIC CAREERS

AUTUMN/FALL 2021

WELCOME



As a marketer by trade and later as an academic in the field of consumer behaviour, Dr Sam Lynch applies her marketing know-how to help academics leverage their personal brand and work smarter in higher education. Her company was borne out of her own experience of juggling an MSc & PhD while working in industry. Sam has navigated the world of academia as a PhD student, lecturer, senior lecturer and subsequent head of department with experience in both the UK and US higher education systems. Sam believes that you can be a successful academic and still have a life!

This guide provides an overview of our workshops and coaching programme for institutions to help to uncover a smarter way of working in academia. Here you will find detailed information on booking, and what you can expect from our programme. We offer both off-the-shelf sessions or bespoke sessions to suit your institutional needs. Sam's work spans postgraduate research students through to experienced academics at institutions and organisations throughout the UK and beyond.

You can follow Dr Sam via her blog at www.drsmlynch.co.uk, across social media, as a guest speaker at events and through her workshop and webinar series. If you would like to find out how Dr Sam can help your team or faculty get in touch via hello@drsmlynch.co.uk or calendly.com/drsmlynch

Dr Sam Lynch

POSTGRADUATE MENU

A suite of sessions to support every stage of the postgraduate journey

Postgraduate Onboarding

Session designed to set postgraduates up for success as they embark on their PGR / postgraduate research journey covering exploring PGR identity, supervisor relationships, personal brand management, productivity, career development and networking.

Part-Time Postgraduate Students

Every postgraduate journey is different but the part-time route features a distinct set of challenges. Through Sam's personal experience as a part-time PhD student and first-generation academic, she shares key insights on how to manage a part-time PhD. From managing relationships, coping with the personal impact of Postgraduate study, to productivity and dealing with imposter syndrome.

Personal Branding - Part I

As her flagship offering Dr Sam has designed a session to help academics take a more proactive approach to create and manage their personal brand. Get more from what you are already doing and capture the attention of the audiences you most want to connect with. With over 15 years of experience, Sam draws upon her expertise as a marketer helping businesses to raise their profile. She explores how the same principles can be applied to academia to help you take charge of your career. Whether you are an emerging or experienced academic, the session will enable you to leverage your unique value, build upon your existing strengths, explore your stakeholders and become more decisive about your academic career.

POSTGRADUATE MENU

continued...

Productivity

Explore goal setting, tech tools and day-to-day practices which will help students deliver better quality work with a little more ease and a lot less struggle. From productivity and writing skills to organisation and work-life balance, to working with your supervisor, goal setting and wellbeing, Sam will give you the tools you need to stay motivated for a productive but importantly an enjoyable and healthy postgrad experience

Website Essentials - Personal Branding Part II

This session provides a how-to-get-started guide for developing an online presence. As an experienced marketer, Sam has been responsible for the development of corporate websites and translates this experience into academia. Students will come away with a structured plan for their personal website or social media presence.

Haven't found what you are looking for or have a specific idea in mind?

Reach out hello@drsamlynch.co.uk

EARLY & MID-CAREER MENU

Leverage more from what you are already doing

Preparing for your first semester as an academic

Join us for a crash course where Dr Sam will share her tips on starting your first semester as an academic..."When first I started there wasn't a dummies guide to the higher education game. Hindsight is a wonderful thing, learn from my mistakes, listen to my tips and have a few laughs along the way. I'll help sail into your first few weeks as a fully-fledged academic staff member with confidence."

Taking on your first leadership role in academia

Learn from Sam's experiences as a PGR student, lecturer, senior lecturer and academic head of department as she talks you through career progression and the key skills needed to excel in the changing landscape of higher education.

Pivot!

Whether your audience is looking to change career, move into an academic career, become an entrepreneur our sessions offer practical steps to explore individual career futures. Sam shares her journey into academia and as an entrepreneur. We unpack the idea of leveraging your unique constellation of skills and how they can equip you for success without even realising it. In this session Dr Sam explores career crunch points, bridge jobs. We also offer Pivot! Part II session which can be bolted on to Pivot I. In this session, we focus on recruitment season, interviews, networking, job change, career promotion and progression strategies.

It's not Mummy, it's Dr Mummy!

Parenthood in any of its forms is daunting particularly as an academic when so much of your identity is tied to your career. Returning to work after a period of absence through maternity leave or taking time out to nurture your family can raise a whole host of identity questions as you find your feet in the academic space as a newcomer or returner. Dr Sam shares a deeply personal journey in the lead up to, during and after maternity leave and lessons learned to help you feel more confident and take charge of your career. Sam explores how you can come back to academia more focused, ambitious and helps audiences to do the same in their own journey of confidence. Sam believes the culture of academia needs to change and believes that you can be a successful academic and still have a life! This session is open to all.

SESSION OPTIONS*

Choose from our session menu below or create your own

Workshops

2 or 3-hour morning/afternoon workshop. We will usually charge a flat fee + subsistence expenses dependent upon the number of participants. Please contact us for a quote. We are resuming in-person bookings from September 2021.

Guest Speaking

1-hour. We will usually charge a flat fee + subsistence expenses dependent upon the number of participants. Dr Sam Lynch's speech topics: The Accidental Academic: my Journey into Academia; Mastering your Part-Time PhD; Personal Branding to Accelerate your Career; The Future Academic; One-Hour a Week to Master your Academic Career; Motherhood and Academia.

Webinars

1-2 hour(s) online via Zoom or via your designated online platform. Choose from any topic from the guest speaking or workshop options.

Coaching / One-to-One Sessions

We can offer tailored coaching sessions in the form of individual one-to-ones on a half hourly basis. We can also offer this as a bolt-on option to our workshops at an additional charge.

Create your Own

Share your needs and ideas with us and we will create a bespoke session dedicated to your audience. We love the opportunity to join your discussions early on to shape what is right for your audience. We can also help with post-event metrics. Contact us: hello@drsamlynch.co.uk

PRICING, BOOKING & USEFUL INFORMATION

Booking

*Every institution has different needs and we invite you to have an informal discussion with us to discuss your needs. Following this, we will provide you with a full quote: hello@drsamlynch.uk
Due to demand our diary is now open through to spring 2023. For insitutional events we recommend booking at least 12 weeks in advance where possible. We would be delighted to fulfil bookings at shorter notice dependent upon our availability.*

Pricing

Payment terms for invoices are 15 days from the date of invoice by BACS. Account details are included on your invoice.

Location

*Our sessions normally take place in person, onsite at your institution or your designated event location. We are now happy to be part of a hybrid delivery should session guests be unable to make a physical session due to Covid-19. We are able to work in the UK and internationally**

Feedback

We want to become your partner of choice for academic development. As an extension of your team we are open and welcome your feedback.

**Covid-19 Statement*

Due to Covid-19 we are following UK Government Guidance and this means that activities may be subject to change particularly those which are international. We aim to be flexible and responsive to our clients needs.

Please note our programme offering and pricing may be subject to change.



What our participants say...

"Sam is absolutely great and her suggestions are practical and effective. I strongly recommend her!"
Anna - Mid-Career Academic

"I highly recommend anyone working towards growing within academia in all areas to seek Samantha's support."
Frederica - Early Career Academic

Visit:

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