

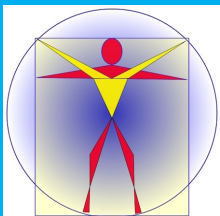
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Being competitive and successful as a professional scientist, regardless of whether in an industry or academic setting requires mastery of scientific, business and social skills. Running an effective laboratory operation is like running a small business, and can benefit from applying best practices that have been developed by industry. In “Preparing for Professional Careers” we will look at how scientific/technical skills combined with business skills and social skills make up the three identities that define a personal brand. The same competencies that industry requires in order to be successful are equally important in developing and co-existing in a high-performing team in academic settings.

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- Career Opportunities for PhDs
- Your Scientific, Business and Social Identities
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- Building and Marketing Your Brand
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