

# TRAINING CATALOGUE

2019 - 2020

- CANADA -



Adoc

Talent Management

Your partner for career  
management of your research  
personnel



## Editorial

Adoc Talent Management is the first career management firm for PhDs and research personnel that combines three synergistic activities: recruitment, training and research and development. Our team is rooted in the innovation ecosystem and fundamentally driven by values of doctorate promotion.

Our recruitment consulting activity for companies, public institutions and associations help us ensure an optimal understanding of the expectations of both recruiters and PhDs. Our R&D team studies PhDs' skills and employability and develops effective professional orientation tools. Thanks to the synergy between our three activities, we guide the participants in the design of their personal and realistic career plan according to their competencies and aspirations, aligned with the expectations of the job market.

In the trainings in this catalogue, you will find useful tools and solutions that apply to the day-to-day practices of your research personnel, and personalized advice to meet their expectations. We invite you to discover them.



## **CUSTOMIZED TRAINING**

For each training of the catalogue, we propose a basic program which will be adapted to each request according to:

- the profile of the participants (disciplines, professions, level of experience),
- specific requests from the client,
- expectations expressed in the pre-training survey sent to the participants.

In addition to the training contained in this catalogue, we are attentive to the specific needs of our customers. Thus, we can design tailor-made courses to meet the specific needs of the participants' work environment.

## **TRAINERS**

The trainers of our modules have hands-on experience in recruitment and / or data-driven expertise on PhD skills and careers; they have the background, materials, and pedagogic tools to provide the best training experience.

## **ACTIVE LEARNING**

Adoc presentations always include tools and methodologies and hands-on workshops.

## **LANGUAGE**

The trainings can be presented in French or in English. The sessions in English are mainly intended for a non-French speaking public and do not constitute English classes.

## **PRICE**

To know our prices, please contact us.

## **CONTENT OF THE TRAINING SHEETS**

To help you support your personnel in the construction of coherent training courses according to their profiles, their objectives and in a gradual pedagogical dynamic, each sheet includes: Background and objectives of the training; Content ; Tools and pedagogical methodology; Target Audience; Practical details (duration and number of participants per session); Training path.

# The 3 spheres

The philosophy behind our professional career development training is based on the concept of "3 spheres" that we have developed internally. Our day-to-day recruiting and training practices have instituted our commitment to helping individuals achieve their professional growth.

Thus, the challenge of our training offer is to provide participants with the tools needed to define and implement a realistic and personal professional project. The participants' foreseeable professional futures ("the range of possibilities") are at the intersection of three spheres on which our trainings propose to work:

-  The sphere of aspirations and motivations ("Find your future job in line with your career plan")
-  The sphere of job market expectations ("Know professions and occupational environments")
-  The sphere of skills and qualities ("Develop your competencies")



# Trainers - Canada



Marianne Chevrier, PhD  
Training consultant

Marianne has a PhD in Educational Psychology from McGill University, Montreal. She joined Adoc Talent Management as a Researcher and Recruitment Consultant. Her doctoral research focuses on the cognitive, metacognitive and affective mechanisms that facilitate the attainment of the highest levels of learning, as well as on the development of competencies at post-secondary levels. In addition, she has a degree in business management and more than 5 years of experience as a manager and team leader in the retail sector.



Prof. Martin Kreiswirth  
Graduate Studies Advisor

Marty, a professor of English at McGill University and former Dean, developed the award-winning SKILLSETS – offering doctoral students and graduates advanced interdisciplinary professional development training for positions inside and outside the academy. He previously worked at the University of Western Ontario, where he established the 360 degree Graduate Student Initiative, which provided training in professional skills for successful transition to careers in academia, government, industry and beyond. He is an active researcher in literary studies and critical theory.



Matthieu Lafon, PhD  
Training Consultant

Matthieu holds a PhD in cognitive psychology. He worked for three years in a renowned French company in the energy sector, after which he co-founded Adoc Talent Management, in 2008. Head of the strategic and international development, recruitment consultant and training consultant for Adoc, he was also nominated AERES (now HCERES) expert to assess French graduate schools.



Alexandre Lehman, PhD  
Training Consultant

Alexandre is a cognitive neuroscientist, currently assistant professor at McGill University. He served as the executive director of a non-profit association dedicated to cognitive science research, and then worked as a post-doctoral fellow during four years in Canada and Mexico. Well aware of the challenges PhDs face when entering the current job market, he has been giving lectures and workshops on this topic. He acts as scientific consultant for Adoc.



Anis Amokrane, PhD  
Training Consultant

Anis is a theoretical and experimental physicist with a PhD from the University of Strasbourg. He has developed a wide range of skills, from engineering to project management, through his various international experiences. Also in charge of education and research policy within various associations such as the Confederation of Young Researchers, the Association of PhD candidates and PhDs of Alsace, and Eurodoc, he has a thorough knowledge of the politics of research and of the doctoral world. He joined Adoc Talent Management in October 2017 to contribute to research projects led by the Innovation & Studies division and to share his knowledge during training courses.



Faustine Bizet, PhD  
Training Consultant

Faustine holds a PhD in therapeutic chemistry from Paris Saclay University, and taught chemistry at the university level for 3 years. After a first experience as a recruitment consultant in the pharmaceutical industry, she joined Adoc Talent Management in early 2019 in that function. Beside her role as a recruitment consultant, she also conducts training courses for PhDs and PhD candidates on skills development and career building.

# Our references

Adoc Talent Management assists universities, public research institutes, associations, learned societies, etc., who wish to offer their staff the opportunity to extend their career prospects in all sectors of activity and to acquire effective tools for their professional practice in research. Since 2009, we have trained more than 15,000 research personnel, in Canada and Europe, on all human-related topics at the heart of research systems. This strong experience has allowed us to base our expertise, our credibility, to adapt our teaching methodologies and to build innovative training modules bringing a real satisfaction to the learners.



## Find your future job in line with your career plan

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**Find your future job in line  
with your career plan**

# DEFINE YOUR CAREER PATH

## BACKGROUND & OBJECTIVES

A long term professional project needs to take into account participant's skills, preferences and the labour market. It must be both personal and realistic. Therefore, participants have to think about what they can do, what they want to do and what are the recruiter's needs.

- > Explore the PhDs' career options (in and out of academy)
- > Start designing a long term professional project matching your expectations

## TOOLS & PEDAGOGICAL METHODOLOGY

Interactive workshop with a presentation of theoretical concepts (labour market, skills,...); illustrated by concrete examples, testimonials; advice; grids of analysis of professional experiences; introspection tools; motivations grid; brainstorming on job opportunities.

## PRACTICAL DETAILS

- **Duration:** 2 days
- **Participants:** up to 10 participants

## TRAINING PATH

- **Before:**
- **After:** -Towards an effective job search -Digital identity and networking
- **Prerequisite:** computer with internet connection recommended during or in between the 2 days of training

## TARGET AUDIENCE

PhD candidates and PhD holders

## CONTENT

### UNIT 1: IDENTIFY THE DIVERSITY OF CAREERS

Understand the current socio-economical structure  
Understand the labour market for PhDs and research personnel  
Become aware of the variety of professional opportunities

### UNIT 2: BECOME AWARE OF AND DEFINE YOUR SKILLS

Analyse your experiences to identify skills developed (knowledge, know-how, personal qualities)  
Express and value your skills with a "corporate vocabulary"  
Imagine other jobs in which these resources could be useful in order to become aware of skill transferability

### UNIT 3: DEFINE YOUR PREFERENCES

Know yourself to decipher your sources of motivation, your operational mode and your natural role  
Reflect on your values and professional environment

### UNIT 4: DEFINE YOUR PROFESSIONAL OPTIONS

Define your priorities in terms of skills, preferences and motivations and deducing your professional profile  
Extract professional tracks including your priorities and constraints

### UNIT 5: FINALISE THE DEFINITION OF YOUR PROFESSIONAL PROJECT

Tools dedicated to increase your knowledge about organisations, professions and sectors  
Discover methodology of professional survey and to build your network in order to discover professional environments  
Define your action plan to finalise your professional project and to launch your job search in order to realise it

# CHARACTERIZE AND PROMOTE YOUR SKILLS

## BACKGROUND & OBJECTIVES

An accurate understanding of “competencies” is crucial throughout the range of recruitment and employment. Working on one’s own competencies and the language through which they are conveyed is necessary to be able to communicate with recruiters in terms they can understand.

- > Understand the notion of competencies
- > Identify your own competencies acquired over the course of your different experiences
- > Emphasize your competencies

## TOOLS & PEDAGOGICAL METHODOLOGY

Profession/Competencies frame of reference; Tree of competencies and professions designed by Adoc Talent Management; Reading job description sheets; Practical and personalized advice from recruiters; Grid of analysis of one’s experiences; Exercise of the Elevator pitch in front of the group and debriefing.

## PRACTICAL DETAILS

- **Duration:** 1 day
- **Participants:** up to 12 participants

## TRAINING PATH

- **Before:** Knowing the companies and professions
- **After:** Define your career path - Towards an effective job search - Digital identity and networking
- **Prerequisite:** none

## TARGET AUDIENCE

PhD candidates and PhD holders

## CONTENT

### UNIT 1: UNDERSTAND THE NOTION OF COMPETENCIES

Break down competencies into knowledge, know-how and social skills  
 Understand the importance of the notion of competence in human resources  
 Discover the importance of promoting your own competencies in front of a potential recruiter

### UNIT 2: IDENTIFY YOUR OWN COMPETENCIES

Analyse your experiences  
 List competencies developed through your experiences  
 Discover the transferability of your competencies and imagine other environments in which to apply them

### UNIT 3: EXPRESS AND PROMOTE YOUR COMPETENCIES

Translate your competencies into the recruiter’s vocabulary  
 Synthesise all of your identified competencies and illustrate them with concrete examples  
 Find which competencies to highlight depending on context  
 Market your competencies and work on specific characteristics  
 Express your competencies depending on the expected position

# TOWARDS AN EFFECTIVE JOB SEARCH

## BACKGROUND & OBJECTIVES

Once the professional project has been defined, it is essential to have the right methods and tools to convince the recruiter and to optimize your chances of realizing your project.

- > Decode and understand the recruiter's expectations in the hiring process
- > Optimise communication tools towards recruiters (resume, cover letter, job interview)

## TOOLS & PEDAGOGICAL METHODOLOGY

Practical and personalized recruitment tips; Elevator pitch ; CV evaluation exercise; Simulation of recruitment interview by role-play in pairs, with the group with the trainer and debriefing.

## PRACTICAL DETAILS

- **Duration:** 2 days
- **Participants:** up to 12 participants

## TRAINING PATH

- **Before:** Define your career path - Knowing the companies and professions
- **After:** Digital identity and networking
- **Prerequisite:** choose a job offer and prepare CV and cover letter accordingly

## TARGET AUDIENCE

PhD candidates and PhD holders

## CONTENT

### UNIT 1: UNDERSTAND THE RECRUITMENT PROCESS

Identify the needs of companies and institutions in terms of skills  
 Understand the recruitment processes of different organisations  
 Know the recruiter's approach in the search and selection of candidates  
 Understand the expectations of recruiters

### UNIT 2: MASTER JOB SEARCH TOOLS

Where to find job offers  
 Decipher a job advertisement  
 Make attractive communication tools (CV, cover letter)  
 Correct CVs and cover letters prepared before the training

### UNIT 3: PRACTICE THE JOB INTERVIEW

Express your motivations, aspirations and assets  
 Practice interview in the position of the recruiter and candidate

### UNIT 4: MEETING RECRUITERS AT JOB FAIRS

Meeting professionals at a forums or networking events  
 How to introduce yourself briefly and catch the attention of the recruiter (Elevator pitch )

# DIGITAL IDENTITY AND NETWORKING

## BACKGROUND & OBJECTIVES

Today, most companies use professional social media to find new employees. Monitoring personal digital identity is critical for a successful career.

- > Develop your digital identity and improve your visibility on the internet
- > Know how to use the potential of social networks to boost your career
- > How to be spotted by recruiters
- > Develop your network

## TOOLS & PEDAGOGICAL METHODOLOGY

Practical and personalized tips from recruiters 2.0; Practical exercise of conception of your profile on a socio-professional network; Exercise of awareness of your visibility on the internet.

## PRACTICAL DETAILS

- **Duration:** 1 day
- **Participants:** up to 12 participants

## TRAINING PATH

- **Before:**
- **After:** Characterize and promote your skills
- **Prerequisite:** a computer with internet connection for each participant

## TARGET AUDIENCE

PhD candidates and PhD holders

## CONTENT

### UNIT 1: UNDERSTAND THE NOTION OF DIGITAL IDENTITY

Define digital identity with some examples  
Put forward your personal brand depending on your career plan to be visible and readable  
Track your digital footprint

### UNIT 2: DISCOVER NEW RECRUITMENT METHODS

Know non specialized social media and the ones associated with research and science  
Know how to use it for your the job search and your professional career, the differences and similarities between academic and private sectors in terms of habits  
Understand 2.0 recruiting practices; identify emerging trends and seize opportunities to get noticed  
Understand the benefits / risks of using different means of communication on your profile (writing, video, sound, etc.)

### UNIT 3: IMPROVE YOUR DIGITAL VISIBILITY AND READABILITY: PRACTICAL EXERCISE (WITH A COMPUTER AND INTERNET CONNECTION)

Become aware of your current visibility on the internet to improve it  
Create alerts to monitor your personal brand on the internet  
From a blog to Twitter, from LinkedIn to Twitter, from Doyoubuzz to Facebook, from Research Gate to Academia: do not get lost and identify media to privilege  
Identify information to broadcast in order to arouse recruiters' interest  
Create or update profiles on the chosen media and socio-professional networks (practical exercise to implement the advice of the other participants and the trainer)

### UNIT 4: EXPAND YOUR PROFESSIONAL NETWORK, IDENTIFY AND SEIZE OPPORTUNITIES THROUGH SOCIAL NETWORKS

Learn about professional practice through digital tools  
Be a player in your professional development, know the trends of the job market, professions and organizations, identify more job offers through digital tools  
Build your professional network by relying on social media: how to make contact? How to identify groups of interest and who to contact between head of network and player of similar level to yours? How to turn each contact into three new contacts?

# CONVINCE RECRUITERS DURING A JOB FAIR

## BACKGROUND & OBJECTIVES

Your chances of being recruited are tripled when the contact is made via a direct meeting during a professional event or via your network. Nevertheless, on average, the active listening time of an interlocutor who meets you for the first time is 2 minutes, so you have to quickly "hook" the recruiter's attention to make the difference. Thus we offer a practical training allowing you to succeed in this meeting.

- > Understand the issues of a network approach in the context of a job search
- > Know the basics of effective communication with a recruiter
- > Prepare a recruitment forum
- > Build an impacting message and practice the elevator pitch

## TOOLS & PEDAGOGICAL METHODOLOGY

Participatory workshop; Theoretical contribution; Practical advice on the construction of communication tools for recruiters; Role-playing of an elevator pitch during a professional event.

## PRACTICAL DETAILS

- **Duration:** 1 day
- **Participants:** up to 10 participants

## TRAINING PATH

- **Before:** Define your career path - Towards an effective job search
- **After:**
- **Prerequisite:** none

## TARGET AUDIENCE

PhD candidates and PhD holders

## CONTENT

### INTRODUCTION

#### UNIT 1: EFFECTIVE COMMUNICATION FACING A RECRUITER

Understand the concept of competencies, identify them and express them in front of a recruiter  
 Understand the recruitment process  
 Decrypt an offer to prepare an application  
 Tips for creating attractive communication tools (CV, cover letter)

#### UNIT 2: MEETING COMPANIES DURING A RECRUITMENT FORUM

Prepare your participation in a forum or a professional event  
 Identify the most relevant forums and professional events according to the type of position sought (by sector of activity, discipline, level of diploma, etc.)  
 Find out about the companies present: seek and find the right contacts, study the vacancies, learn about the projects in progress in these companies  
 Construct an impacting message, the essential elements of a pitch  
 Practice the elevator pitch (role-playing in front of the group)  
 Tips for staying in touch and developing your network after a recruitment forum

# PREPARE YOUR INTERNATIONAL MOBILITY AND CAREER

## BACKGROUND & OBJECTIVES

Up to 30% of PhDs have been employed abroad. Getting a better understanding of leaving and returning supports effective employment. Having worked abroad can be a real plus to recruiters if it is well-articulated and part of a coherent career plan.

- > Understand the state of the international job market
- > Prepare for geographic mobility

## TOOLS & PEDAGOGICAL METHODOLOGY

Practical and personalized tips from recruiters; Exchanges on the profile and experiences of each participant.

## PRACTICAL DETAILS

- **Duration:** 1 day
- **Participants:** up to 12 participants

## TRAINING PATH

- **Before:** Define your career path
- **After:** Towards an effective job search
- **Prerequisite:** none

## TARGET AUDIENCE

PhD candidates and PhD holders

## CONTENT

### UNIT 1: DISCOVER THE PHD JOB MARKET ABROAD

Learn about the geographical areas that employ the most PhDs  
 Understand rate of PhD employment in international business sectors  
 Discover the paths of PhDs who have successfully found international careers  
 Understand salary levels in different geographical areas

### UNIT 2: PREPARE TO TRAVEL TO A NEW JOB

Discover international recruiting structures  
 Learn different recruitment approaches by geographical area  
 Discover international application requirements (CV, supporting letters, etc.)  
 Understand the different approaches to recruitment interview by geographical area  
 Find the resources to go further in knowing a geographic area

### UNIT 3: PREPARE TO RETURN

Anchor your international mobility within the longer-term structure of your professional plans  
 Prepare your return: maintain your networks, know return helps for job seekers, etc.

# **Know professions and occupational environments**

# WHICH CAREER OPPORTUNITIES AFTER A PHD?

## BACKGROUND & OBJECTIVES

Knowing the different professional opportunities at the end of a doctorate is a valuable aid in your career choices. This training aims to sweep the wide spectrum of job opportunities for PhDs as well as the competencies expected by recruiters.

- > Know how to identify the competencies developed during the doctorate
- > Better knowledge of the market and the socio-economic context
- > Identify the competencies sought by the job market
- > Know how to identify the career opportunities open to PhDs (in Canada and abroad), both in the academic sector and in the private sector, adapted to your profile

## TOOLS & PEDAGOGICAL METHODOLOGY

Testimonials of PhDs; Sector-specific data provided by the R&D division of Adoc Talent Management; Analysis job description sheets; Documentary resources and link to go further.

## PRACTICAL DETAILS

- **Duration:** 1 day
- **Participants:** up to 12 participants

## TRAINING PATH

- **Before:** Define your career path
- **After:** Towards an effective job search - Digital identity and networking
- **Prerequisite:** none

## TARGET AUDIENCE

PhD candidates and PhD holders

## CONTENT

### UNIT 1: CHARACTERISTICS OF THE JOB MARKET FOR PHDS

Professional opportunities open to PhDs in the first years following the defense: key figures of the job market for PhDs (statistical studies on career pursuits, employment surveys, etc.), business sectors, professions' typology, wages  
 Comparison between disciplines  
 The international job market for PhDs: comparison between the major geographical areas' dynamics

### UNIT 2: CAREER EVOLUTIONS OPEN TO PHDS ON THE LONG-TERM

Know the possible evolutions in terms of sectors and professions throughout the career  
 Illustration via examples of path and argumentation of professional transitions

### MODULE 3 : FIND OUT ABOUT PROFESSIONS

Techniques to identify the types of positions and sectors of activity recruiting PhDs  
 Know how to decrypt a job description: the missions, the work environment and the expected competencies

# KNOW THE COMPANIES AND PROFESSIONS

## BACKGROUND & OBJECTIVES

More than 50% of PhDs, as well as many personnel who have started their careers in academic research, pursue their careers in the private sector. Yet some recruiters still note their lack of knowledge of the entrepreneurial universe, which can hinder their employment opportunities. In order to best prepare them for the opportunities available to them and promote their integration into the workplace, it is necessary to bring them to:

- > Understand the functioning of a company and the entrepreneurial universe
- > Know the associated professions they can apply to
- > Consider means of collaboration
- > Know how to find out and meet companies

## TOOLS & PEDAGOGICAL METHODOLOGY

Game to discover business and professions; Quiz and glossary on corporate vocabulary; Worksheets on the company and the resources to go further.

## PRACTICAL DETAILS

- **Duration:** 1 day
- **Participants:** up to 12 participants

## TRAINING PATH

- **Before:** Define your career path
- **After:** Towards an effective job search - Digital identity and networking - Make your business creation project a reality
- **Prerequisite:** none

## TARGET AUDIENCE

PhD candidates and PhD holders

## CONTENT

### UNIT 1 : UNDERSTAND THE BASICS ON COMPANIES

Create a definition of the term "company" and imagine the various associated issues and facets of the concept  
 Know basic financial and accounting concepts  
 Learn the main classifications of companies (economic sectors, business sectors, size, etc.)  
 Compare business models of companies selling products and services  
 Know the entrepreneurial ecosystem as well as branches, unions, federations and professional associations  
 Understand corporate vocabulary, codes and culture

### UNIT 2 : UNDERSTAND THE ORGANIZATION OF THE COMPANY

Discover, through a game, the life cycle of a product, the departments associated with each step as well as the related professions  
 Imagine the professions open to PhDs in these different departments and present your arguments; perspective through the PhDs' job market data  
 Understand the role of each department of the company and its interactions; focus on the R&D department and the specific organization of innovative companies  
 Understand how to move from an idea or a technology to a product for sale through the steps of creating a start-up

### UNIT 3 : USE THIS ENTREPRENEURIAL CULTURE TO PROMOTE YOUR CAREER OR COLLABORATE

Understand how to collaborate with a company  
 Understand how and why a company recruits based on issues and functioning previously described  
 Have resources and means to learn about companies  
 Discover networking and events where to meet companies

**Develop your competencies**

# LEAD A TEAM PROJECT TO SERVE AN INNOVATIVE START-UP

## BACKGROUND & OBJECTIVES

As recruiters, we are convinced that knowing how to decipher the challenges of an innovative company will boost your employability whatever your career choice is: R & D project manager, team manager, technical sales representative, business unit manager, patent engineer or researcher with work to valorize, etc.

This training will allow you to acquire knowledge and know-how on the processes of transversal and multi-tasks project management. It will allow you to:

- > Experiment useful techniques to manage a project daily, structure, work within a project-team, manage your time, lead a meeting
- > Value and communicate the results of a project
- > Develop and become aware of its ability to convince, analyze needs, take into account constraints, adapt and learn quickly on new fields.

## TOOLS & PEDAGOGICAL METHODOLOGY

Workshop where you will learn through practice: you will demonstrate your ability to go to the end and lead a team project, which solves a business problem with which you will be in direct interaction. You will have the support of experts on various topics. You will become aware of the skills developed through a portfolio.

## PRACTICAL DETAILS

- **Duration:** 7 days
- **Participants:** up to 50 participants

## TRAINING PATH

- **Before:** Define your career path
- **After:** Towards an effective job search
- **Prerequisite:** none

## TARGET AUDIENCE

PhD candidates and PhD holders

## CONTENT

### GLOBAL FORMAT:

Teams of 6 consultants (doctoral candidates from all disciplines) work with start-ups for 7 days spread over 2 weeks. They work in project mode with milestones, a deadline and deliverables to hand to their client start-up. They study a problem encountered by entrepreneurs (development of a strategy towards a new market, development of a new service / product using the technology of the company) and propose a solution.

### PROCEEDINGS:

From the first day, PhD candidates will meet their client start-up. They will have to analyse and understand the problem and formulate a program to provide the answers. In autonomy, they will organise their team in project mode.

Throughout the 7 days, PhD candidates work with the support of experts (often PhDs themselves) who will give short lectures and answer their questions to enable them to progress in their project. These will focus on:

- project management,
- economic intelligence,
- marketing studies,
- business model,
- financial and budgetary aspects,
- communication.

In addition, a career coach will accompany individually each PhD candidates to help them value the competencies they have developed and identify suitable professions.

Various testimonials from PhDs, project managers from different sectors and professional environments also punctuate the seven days, to inspire and develop the network of the PhD candidates.

On the last day, the teams submit a complete report and present the results to the start-up and to a jury of experts.

### BENEFITS:

This training offers multiple benefits for doctoral candidates: understand the culture, operation & challenges of innovative companies, gain project management skills and work in a multidisciplinary team, but also develop a network in the entrepreneurial ecosystem.

We also want to allow young start-ups to better understand the skills and potential of PhD candidates through a concrete project: outsource a development project that can not be achieved with internal resources and thus benefit from innovative proposals on their development project.

# MAKE YOUR BUSINESS CREATION PROJECT A REALITY

## BACKGROUND & OBJECTIVES

3% of doctors create a business just after their defense. Doctors, in addition to having useful skills for entrepreneurs, have the opportunity to rely on the innovative results of their research to start their own business.

- > Understand business creation methods
- > Validate the feasibility of his project
- > Prepare to create, develop and sustain your activity

## TOOLS & PEDAGOGICAL METHODOLOGY

Based on the project idea of the participants; Tools such as SWOT, business model canvas, etc. ; Project evaluation exercises; "Creator" profile evaluation grid; Analysis of skills and motivations to undertake; Business creation games; Contractor's dashboard.

## PRACTICAL DETAILS

- **Duration:** 2 days
- **Participants:** up to 8 participants

## TRAINING PATH

- **Before:**
- **After:** Coach and supervise a doctoral researcher
- **Prerequisite:** have a business creation project in mind

## TARGET AUDIENCE

PhD candidates and PhD holders

## CONTENT

### UNIT 1: PROGRESS FROM THE IDEA TO THE PROJECT

Detect an opportunity  
 Transform the idea into a viable project  
 Protect your idea  
 Know the actors helping with the creation of a company

### UNIT 2: REALISE A MARKET RESEARCH

List the essential steps to the realisation of the market research  
 Define a strategy that meets market expectations

### UNIT 3: FINANCE YOUR PROJECT

Understand the main concepts related to financing  
 Make financial forecasts  
 Seek available fundings and financial help

### UNIT 4: DEFINE LEGAL STATUS AND ADMINISTRATIVE FORMALITIES

Choose the legal status of the company  
 Distribute shares and social capital  
 Write the legal status of the company and the shareholders' agreement  
 Complete the creation's formalities

### UNIT 5: INSTALL AND LAUNCH YOUR BUSINESS

Find a local  
 Ensure the marketing  
 Manage your cash flow  
 Manage accounting and billing  
 Prepare your first recruitments

### UNIT 6: PRESENT YOUR PROJECT TO A PARTNER OR A FINANCIAL SPONSOR

Prepare a pitch based on the Canvas business model  
 Present your project to the group and discuss your choices

# Contact

You are interested in setting up training courses for PhD candidates, PhDs or research personnel?

Contact us: [formation@adoc-tm.com](mailto:formation@adoc-tm.com)

Adoc Talent Management  
5333 Avenue Casgrain #102,  
Montréal, QC H2T 1X3, Canada

[www.adoc-tm.ca](http://www.adoc-tm.ca)

