TRAINING
CATALOGUE

2019 - 2020

- CANADA -

Adoc
Talent Management

Your partner for career management of your research personnel

Foreword

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.

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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

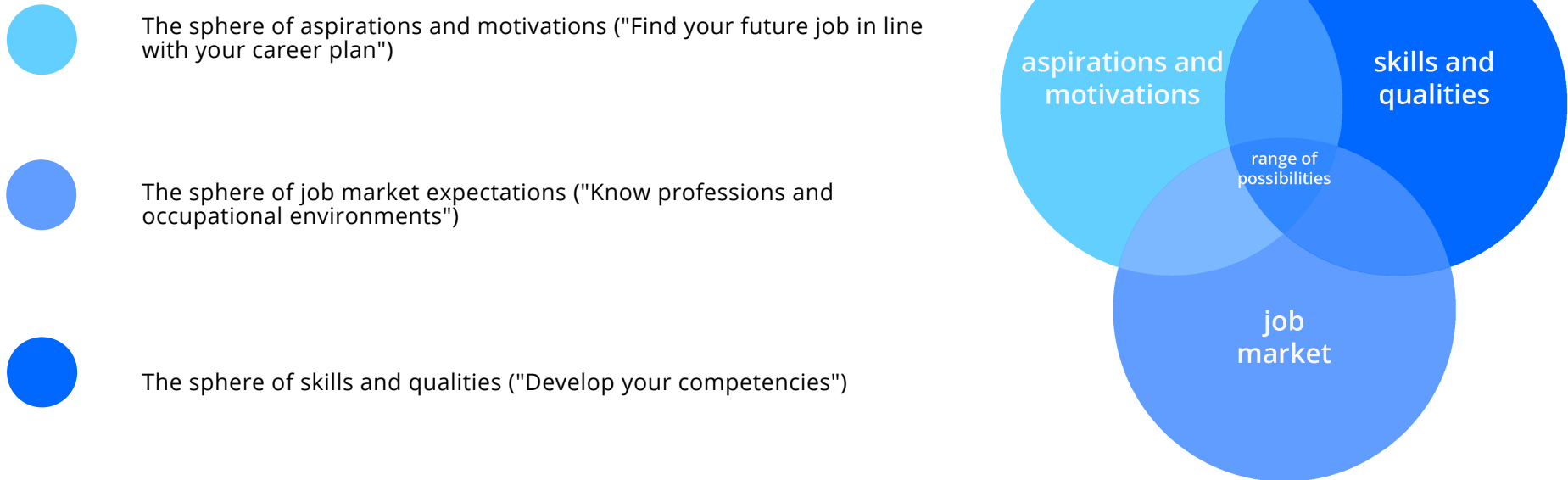To know our prices, please contact us.

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 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")

aspirations and motivations

skills and qualities

range of possibilities

job market

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.
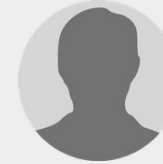
Matthieu Lafon, PhD
Training Consultant

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.

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.

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"The workshops offered by Adoc make a real difference to students. This allows them to project themselves more serenely into the "after" doctorate, and gives them essential tools to enter the workplace. These workshops are also an excellent way for students to discuss among themselves, get to know each other better and share their experiences."
Julie Mantovani, Chief Academic Affairs, IRIC

"Thank you again for offering us this training. I had a great and very constructive day. I feel better equipped for the rest and the job search! Good job, and thank you to Adoc staffers for their patience and all their advice!"
Workshop participant

"I really appreciate my school offering this kind of workshops from Adoc Talent Management. It will definitely help students in the long run."
Workshop participant

"The workshop was very well organized. I liked that we were given some time to work with sections of our linkedIn profile and even share it with the rest to get critical feedback."
Workshop participant

Table of contents

Find your future job in line with your career plan

Know professions and occupational environments

Develop your competencies

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More available workshops (under adaptation)

● Find your future job in line with your career plan

Re-define your career path during the course of your career

PhDs in ALL SHS: Promoting your skills outside the academic sector

Putting yourself in the shoes of a recruiter

Build and activate your network

Succeed and negotiate your integration into a company

Pursuing a doctorate: A personal choice to anticipate during Master's degree studies

● Know professions and occupational environments

Experience collective performance and corporate culture

Discover and access R&D professions

Discover and access professions outside of R&D

Discover and access strategic consulting professions

Discover and access academic research

Discover and access public services outside of higher education and research

● Develop your competencies

Conduct your doctoral project

Manage your scientific project

Discover the fundamentals of management

Manage your team

Recruit your scientific team

Supporting professional mobility: Interview techniques

Supporting professional mobility: Tools to build your career path

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 effiective 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 professionnal 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

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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.

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)

PRACTICAL DETAILS

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

TARGET AUDIENCE

PhD candidates and PhD holders

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

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?

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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.

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

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

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.

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.

PRACTICAL DETAILS

- **Duration**: 1 day

- **Participants**: up to 12 participants

TARGET AUDIENCE

PhD candidates and PhD holders

TRAINING PATH

- **Before**: Define your career path

- **After**: Towards an effective job search

- **Prerequisite**: none

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.

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

PRACTICAL DETAILS

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

TARGET AUDIENCE

PhD candidates and PhD holders

TRAINING PATH

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

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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

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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

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Contact

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

Contact us: formation@adoc-tm.com

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