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Why is “BRANDNING” important?

Example: Coke: You/The company knows what you/they get! “No surprises!”

Branding is a part of your PROFESSIONAL IDENTITY.

It shapes your VISIBILITY.

YOU ARE **NOT** BECOMING UNI-FORM, you create your own “Cocktail”.

What is important: The community understands/captures what your qualities you are!

A “POST DOC Position” is a next step in your personal and professional development.

It might be a wobbly and shaky one! In any case it is a fascinating one.

Make sure you invest regularly in a more “secure” job-future!

The CRC “forms” you to bring and spread your knowledge and competencies to the world!

**Must** for your Professional Progression:

1. CV and cover letter: need to be solid, clear and representative.
2. CRC Web-Side: express a self confident re-presentation on the CRC Web-Site/Lab-Site with a “professional” picture. It shows your “Sincerity, Severity, Ernsthaftigkeit”
3. Linked In or Twitter Profile: as an “International Business Card”: Formation/CV/Publications if applying in a business environment.

That does not mean that you get job offers!

1. Register with job platforms: researchgate/stepstone/academics/indeed/
2. Engage in regular “job-cafes/clubs”: i.e. once a week/every fortnight: You exchange knowledge and experience, you motivate each other!
3. Find out **actively** (real and virtual) interesting employers: Visit Web-Sites (and fill in the application), Job Fares, talk to as many people as possible.
4. Talk to your **PI´s** (TAC meetings other) to find out whether they have personal contacts or not
5. Build up your professional and personal network continuously
6. Develop an antenna for potential employers

**Can** for your Professional Progression

1. **Professional Picture** (It pays off)
2. **Some! activity on Social Networks**. What seems easy to you?!
3. “Blind-Bewerbung”/**unsolicited application** (at a certain stage)

Your comments: