GOALS

Review Guidelines → Personal Statement Strategies → Get Started
THE PROGRAM

- Designed for academics and practitioners in the fields of **science and engineering**
- Highly **interactive** program
- Provides an **introduction to business concepts** and industry-specific tools and frameworks
- Will develop foundational skills and knowledge in **accounting, strategy, finance, marketing and management**
- Takes place on **CHICAGO CAMPUS (Wieboldt Hall)**
- **Course runs JULY 10-14th**
ELIGIBILITY

• Only current Northwestern postdoctoral fellows are eligible to apply for this program
• An applicant must be a postdoctoral fellow at the time of application as well as during the July course
• Applicants must have a University-designated title of Postdoctoral Fellow
  – Postdoctoral Fellow
  – Postdoctoral Fellow-Dept of Education
  – NRSA Postdoctoral Fellow
  – Visiting Postdoctoral Fellow
  – *** If you hold another title and are engaged in postdoctoral training, you will need to supply a letter of support stating that you are currently engaged in mentored-postdoctoral training ***
PROGRAM CONTENT

- Accounting For Decision Making
- Negotiations
- Finance
- Business Economics And Strategy
- Leadership
- Marketing Management
- Management of Intellectual Property
- Strategies For Managing Organizations: Influence

Please review the detailed course content BEFORE preparing your application materials:

APPLICATION

• New online application platform – https://management.tgs.northwestern.edu/

• Applications need to include:
  – CV/resume (Limit of 4 pages)
  – Statement of Purpose (Limit of 750 words)
  – Research Abstract (Limit of 250 words)
  – Letter of Recommendation (required for all applicants)
  – ** For Research Associates engaged in mentored postdoctoral training: must provide Letter of Verification from Advisor/Supervisor/Administrator**

• All application materials MUST be submitted via the online application system by Friday, March 31 @ 5pm
SELECTION PROCESS

• A faculty review committee assembled by the Office of Postdoctoral Affairs will consider applications.

• **Applicants should demonstrate:**
  – Why they wish to participate in the course
  – How the course will augment their postdoctoral training at NU
  – How the course will help to achieve their career goals

• Applicants will need to address these areas in a **concise** and **compelling** personal statement (**750 words max**)?

• Research abstract should concisely (**250 words max**) address:
  – Research question
  – Hypothesis and approach
  – Significance and Impact (very important!)
Chosen applicants will be notified in May 2017.
Registration fees for **OPA-selected** participants will be covered by The Office of Postdoctoral Affairs and The Graduate School.
- Please note: If you register for the course directly with Kellogg, OPA does not cover course fees.
Postdocs selected to participate will **NOT have to pay the course tuition fees** (OPA works directly with Kellogg).
Please note: the 5-Day Course may require use of vacation/PFH days (strongly recommend discussing with supervisors).
STATEMENT OF PURPOSE
# AVOID PERSONAL STATEMENT PITFALLS

<table>
<thead>
<tr>
<th>Don’t</th>
<th>Do</th>
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<tbody>
<tr>
<td>• Simply list CV items</td>
<td>✓ Highlight key accomplishments</td>
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<tr>
<td>• Write in generalities about what “one” might gain the BSEE from program</td>
<td>✓ Include your specific qualifications, reasons for wanting to participate</td>
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<td>• Focus only on research</td>
<td>✓ Link research with career goals</td>
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<tr>
<td>• Provide overly specialized explanation of research</td>
<td>✓ Explain big picture of research for a generalist audience</td>
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<tr>
<td>• Guess about what the selection committee wants to read</td>
<td>✓ Study program description and answer implied and explicit questions</td>
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STRATEGIES FOR SUCCESS

Study Program Description, Note Keywords

Study Application Guidelines

Answer Implied and Explicit Questions

Connect Experience and Goals to Program
Step 1: Study Prog Description, Note Keywords

- Designed for academics and practitioners in the fields of science and engineering, this highly interactive program provides an introduction to business concepts and industry-specific tools and frameworks. Over the course of the program, you will develop foundational skills and knowledge in accounting, strategy, finance, marketing and management — and learn how to apply these tools to your particular industry or role.

Led by an esteemed group of academics and practitioners, the program will cover topics such as taking innovation from bench to market, transitioning to a leadership role, launching a startup, managing intellectual property, implementing negotiation strategies and more. Armed with these tools and frameworks, you’ll be prepared to face new challenges — and embrace new opportunities — that demand a management mindset.
Step 2: Study Application Guidelines

Personal Statement (Must be less than 750 words): This statement should describe why you wish to participate in this course. In this statement, please include how this course will augment your postdoctoral training at Northwestern University and how this course will help you to achieve your career goals.
Why are you interested in learning about

• Accounting, strategy, finance, marketing and management
• Taking innovation from bench to market
• Leadership
• Launching a startup
• Managing intellectual property
• Implementing negotiation strategies
Step 4: Connecting the Pieces

Address key themes:
1. Choose a key term
2. How does your current work relate to the concept or skill?
3. How will learning more about the concept or skill help you reach your career goals?
Final Tips

• Essay structure works for personal statements
  - Thesis
  - Topic sentences
  - Evidence

• Ask a non-specialist to read your statement
  - Friends, family, colleagues
  - OPA
  - Graduate Writing Place

• Proofread!
Questions:

Mearah Quinn-Brauner, PhD,
Graduate and Postdoctoral Professional Development

• Application, eligibility, program information
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BSEE ALUMNI PANEL

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