



## **Preparing for Academic Advancement Programme Funded through the (HEA) Gender Enhancement Fund**

## Workshop Outlines

### Workshop 1: Realising the Vision for My Career

The essential starting point of all successful achievement is knowing the outcome you want. This session will support participants in crystallising their career ambitions, expanding participants' possibility thinking and supporting the realising of a career vision that includes and enables advancement to Professorial levels. A key element of this workshop is thinking beyond circumstances and perceived limitations and accessing what is possible.

#### Core topics:

- Start with the end in mind to realise your vision for academic advancement
- Confidence Hack: Accessing your strengths and identifying the gaps
- Developing an empowering mind-set
- Tools to better manage your time and energy
- Identifying immediate next steps
- Sources of Inspiration: Guest Speaker & identifying role models

#### Outcomes:

- Clear, written vision that participants can access throughout the programme and beyond, with academic advancement front and centre
- Better equipped for making more strategic decisions and staying focused on advancement goals
- Adopting a mind-set for success and overcoming fear-based thinking and limiting beliefs

**Module 1: 23<sup>rd</sup> June 09h30 – 17h00**

### Workshop 2: 2 x Half Days - Voice and Visibility for Negotiating my Environment

On these two workshops you will explore how you show up currently and how you need to be showing up to achieve the results you want professionally. We'll look at challenges in your professional environments and strategies to optimise success. Furthermore, we will undertake an experiential timeline exercise that identifies both relevant achievements and gaps to enhance your awareness of where and how to move forward in your personal academic advancement pathway.

As part of this exercise, participants will be allocated to a Mastermind Group and this group will be a source of support and challenge moving forward.

**Core Topics:**

- Navigating the system for better personal, professional & organisational outcomes
- Who am I? How do I show up? What is my impact?
- Finding my Why and developing and articulating the Brand of Me
- Sources of Inspiration – Guest Speaker
- Timeline Exercise to mapping the steps to the end outcome you want – working in action sets to identify steps and build accountability
- Introduction to Mastermind Groups

**Outcomes:**

- Participants develop a keen knowing of their purpose and develop the confidence for giving it voice and visibility
- Participants learn how to consciously choose their intention and manage their impact, no matter what is happening in their environment
- Participants develop awareness of timeline next steps towards progressing their academic advancement pathway
- Participants gain a peer Mastermind Group which will further empower them to address challenges faced though a continuous supportive environment

**Module 2: 1<sup>st</sup> September & 3<sup>rd</sup> September 09h30 – 13h00**

**Module 3 - Articulating My Value and Developing a Successful Portfolio**

This module focuses on finding ways to best express your academic impact and value to multiple audiences.

Building on the work done in previous modules, you will have the opportunity to critically analyse and enhance your social media presence, focusing in particular on LinkedIn and Twitter.

Participants will develop skills to deconstruct promotions criteria, enhancing their understanding of what is required and how to articulate their personal evidence for meeting criteria for promotion to AP/Prof level.

The preparation of an individual portfolio will be the ultimate outcome of this module. Mentors will be assigned to you and support you in developing your personal portfolio, provide feedback and develop individual strategies to successfully address any gaps identified.

- **2 hour masterclass on *social media*** – **Delivered by Marian Murphy** (see below) – **17 September 10am - 12 noon**
- **2 hour masterclass on *analysing and evidencing promotional criteria at AP/P level*** – **Delivered by Eileen Savage** – (see below) **AP/P level** – **28 September 10am - 12 noon**

**Workshop for Participants: Making the Most of Your Mentoring Relationship** – Dates to be agreed  
**Support for setting up initial meeting between mentoring partnerships** – Facilitated by Partner Institutions - TBA

### **Social Media Masterclass: *Power Up Your Social Media Presence***

This 2-hour masterclass will focus on LinkedIn & Twitter, social media channels with most impact for Higher Education Academics. You will be supported to create a professional profile on LinkedIn that captures the essence of your disciplinary focus and your personal expertise & experience. Crafting your professional story using LinkedIn will provide a springboard for your online visibility, increasing your professional network and optimizing opportunities.

Participants will also learn how to best use Twitter & LinkedIn as publishing tools to communicate authority in your discipline and keep pace with developments as well as engaging with professionals in the field nationally and globally. **Delivered by Marian Murphy, Founder and Head Trainer, Flourish With Social Media.**

### **Masterclass in *Evidencing Achievements against Promotional Criteria for Academic Advancement and Success***

The aim of this 2-hour masterclass is to facilitate individuals in any discipline to develop their skills to present evidence of the ‘best version’ of their achievements against criteria applicable to Associate Professor/Professor grades. Participants will be systematically guided through key steps to analysing and addressing the criteria identified and providing evidence of what’s required. Participants will be guided on how to present evidence against criteria in demonstrating achievements in their careers to date in compelling ways that promotions boards can readily identify. It is anticipated that at the end of the workshop, participants will have strategies for evidencing achievements against criteria for Associate Professor and Professor level applications, as well as an awareness of how to address gaps and build evidence that’s currently missing in their portfolio/profile.

#### **Core topics:**

- Reading criteria – ‘hawk-eye’ approach
- Mapping achievements against criteria – the ‘what’ question

- Providing the evidence of achievements– direct and indirect sources – the ‘how’ question
- Demonstrating impact with evidence – the ‘so what’ question
- Positioning yourself - the ‘what next’ question about what you bring to a role based on evidence
- Moving forward with commitment to building the evidence

**Outcomes:**

- Enhanced competence in analysing promotions criteria and what is required
- New skills in providing and articulating evidence of achievements
- Strategies for addressing gaps in evidence to enhance their AP/P level promotions application

***Delivered by Professor Eileen Savage, Excello Coaching & Facilitation & Professor Emeritus, UCC***

**Module 3 - Split delivery of 2 x 2-hour workshops**

**2 hour masterclass on *social media* – 17 September 10am - 12 noon**

**2 hour masterclass on *analysing and evidencing promotional criteria at AP/P level* – 28 September 10am - 12 noon**

**Coaching**

Each participant will have 1 x 1.5 hour coaching session.

**Coaching Sessions: 1-16 July 2021**

## About the Facilitators

### **Dr. Maeve Lankford, Life Mastery Consultant & Coach, PhD, Grad CIPD, MA, BA**

Lead-trainer and coach for PAA programme.

Maeve has over 20 years of experience working in human potential and growth, supporting individuals in becoming their most effective, resourceful and successful selves. She provides customised interventions to organisations and teams focusing on key aspects of leadership and management development, including unique contributions around building your vision for success and achieving it and managing your resilience in today's competitive work environment. A hallmark of Maeve's work is that it is experiential and stretching, creating a safe space for participants to develop the skills they need to bring back to their professional and, often, their personal lives. Maeve is a Life Mastery Consultant and Dream Builder coach, certified by the Life Mastery Institute. Teaching transformative principles as coach and sought-after speaker, Maeve empowers her clients to create new heights of success, meaning and aliveness.

### **The trainer's experience of delivering similar training**

Maeve has extensive experience of designing and delivering women only development programmes, including supporting and contributing to the AdvanceHE [Aurora](#) programme, which has over 7,000 participants trained in Ireland & the UK. Specifically, Maeve delivered the Aurora Power & Politics Workshop on two occasions in 2017-18 and one in 2018-19. Maeve has also successfully designed and delivered an in-house Women-only programme for academic women in mid-career in the University of Limerick, a programme which is now entering its third iteration. Maeve has also been a licensee of the award-winning [Springboard Women's Development Programme](#) which she delivered in-house in UCC on over 5 occasions between 2005-2011. More recently (2018) Maeve designed and delivered on behalf of Advance HE a bespoke 1-day programme for female senior leaders at Limerick Institute of Technology, preparing them to be mentors for women participating on Aurora.

### **The trainer's experience of working in a similar environment**

Maeve worked in HE in Ireland and the UK for over 20 years. She was Personnel Officer and Equality Officer in the University of Bradford over approx. 4 years prior to returning to Ireland in 1999 to take up the role of Staff Welfare & Development Manager in UCC, a position she held for 16 years prior to setting up her own company, Kaleidoscope Coaching & Facilitation in 2014. During her time in UCC Maeve led the implementation of all staff training and delivery, personally delivering a number of programmes and interventions including leadership development for all levels of staff and researcher development initiatives. Since then Maeve has continued to provide training on leadership development, self-leadership

and resilience, frequently within HEIs in Ireland and the UK as well as to other areas of the public and private sectors.

As an **Associate for Advance HE**, England (formally Leadership Foundation for Higher Education) – Maeve has successfully undertaken contracts to deliver leadership workshops and facilitated interventions to multiple HE institutions across UK and Ireland.

As Director of Kaleidoscope Coaching & Facilitation, Maeve continues to deliver training and facilitated sessions and one-to-one coaching to the Further and Higher Education sectors in Ireland and internationally, including, e.g.,

- Cork ETB; Limerick & Clare ETB; Limerick Institute of Technology, Maynooth University, Munster Technological University, National University of Ireland, Galway; University College Cork, University of Limerick
- Mount Holyoke University, Massachusetts, USA
- University of Edinburgh Business School

Coaching clients are represented across the broad spectrum of professions and lives, including academia, banking, business entrepreneurs, insurance, self-employment and teaching.

#### **Qualifications:**

- Accredited Life Mastery Consultant and Coach
- QSCA Certified Life Coach
- Registered Focusing Practitioner
- Advanced Tutor (Trauma Healing & Transformation) with Capacitar
- Certificate in Therapeutic Use of Mindfulness
- Certified Mediator
- Certificate in Group Facilitation Methods
- Certificate in Dynamic Action Planning
- PG Dip Coaching Psychology
- PhD, Department of Peace Studies, University of Bradford
- MA, Department of Modern History, UCC

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LinkedIn: <https://www.linkedin.com/in/maeve-lankford/>

#### **Professor Eileen Savage**

Co-trainer and Coach for PAA Programme

Eileen combines her coaching experience with 25 years of academic experience. She has in-depth insights into the challenges faced by Academics, PhD students and Researchers, as well as the strategies that yield positive results for them in addressing these challenges to move forward.

An experienced assessor for academic promotions in Ireland, UK, and Canada, Eileen has mentored academics across a range of disciplines including the Aurora leadership programme for women in academia.

Recently retired from her position in University College Cork, Eileen continues to work and coach in the sector and runs her own business: Excello Coaching and Facilitation. Eileen is Emeritus Professor, UCC. <https://www.linkedin.com/in/eileen-savage/>

**Marian Murphy**

Founder and Head Trainer, Flourish with Social Media and creator of **Power Up Your LinkedIn Profile** Course

Associate Fellow HEA UK.

Visiting Lecturer & Module Leader, University of Hertfordshire Business School Online Degree Programme.

QQI Level 6 in Training Delivery & Evaluation

<https://flourishwithsocialmedia.ie/>

<https://www.linkedin.com/in/marianmurphy/?originalSubdomain=ie>