



April 2021

# Professional Development Weeks

The Professional Development Weeks is an exclusive online programme for all students of UvA Economics and Business. Spread across a few weeks, you get the chance to get unique trainings from experts from the field.

## What we offer

We offer several workshops and seminars to develop your professional skills, like working more efficiently, conflict management, how to set up your LinkedIn, finding a job that suits you, and managing creative people. You'll receive useful tips and get to practice several things that will help kickstart your professional career.

[Sign up here](#)

## Important

Most workshops are offered twice, so if you can't make it to one, you may be able to join the other time slot. It is not possible to register for two time slots of the same workshop. And additionally, we have restricted registrations to **three workshops** per student.

## Workshops

	Dates	Timeslots	Location
Working Smarter	Tue. 6-4	09:00-11:00 11:00-13:00	Online
Conflict Management	Wed. 7-4 Thu. 8-4	11:00-13:00	Online
How do I find a Job that suits Me?	Wed. 7-4	13:00-15:00 15:00-17:00	Online
Fundamental Consultancy Skills	Thu. 8-4 Thu. 15-4	13:00-15:00	Online
Why choose a PhD?	Mon. 12-4	11:00-13:00	Online
Writing a CV and Cover Letter	Mon. 12-4	13:00-15:00	Online
Finding a Job during or after a Pandemic	Tue. 13-4	11:00-13:00	Online
How to use LinkedIn to find a Job	Wed. 14-4 Fri. 16-4	11:00-13:00	Online
Managing Creative People	Wed. 14-4	13:00-15:00	Online

# Workshop Working Smarter

Tue. 6-4  
09:00-11:00 or  
11:00-13:00  
Online

Your study and work are full of challenges, growing yearly responsibilities and working together is of great importance. In your private life, your partner, friends and sports take a lot of your time. How to cope with all those responsibilities? How do you keep the overview and lower your stress levels? How do you stay focused in this digital age? The answer: work smarter. In this active workshop, you'll learn a method to help you to do more or do things with higher quality. You'll also get loads of practical tips on how to work smarter, giving you the opportunity to handle your time and attention more effectively.

## Learning goals

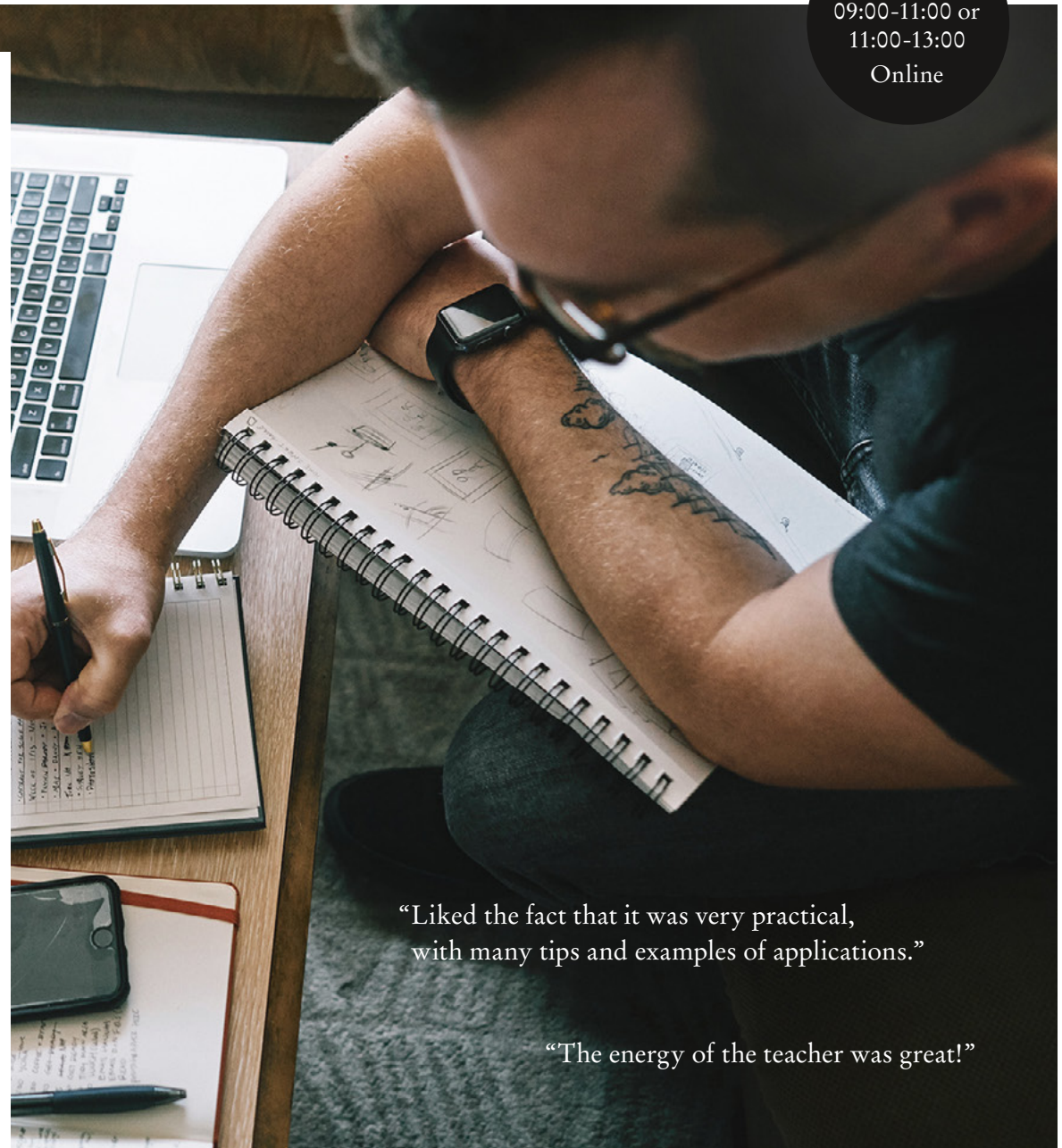
- Creating overview in work and study
- Increasing focus when studying
- Learning method that helps to do more or with higher quality in your study

[Sign up here](#)

### Trainer



Patrick Stastra has shared his productivity expertise at companies like Hay Group, Delta Lloyd, ABN AMRO, and the Amsterdam Center for Entrepreneurship. He holds a Master's degree in Economics, and he is a former HR consultant.



“Liked the fact that it was very practical, with many tips and examples of applications.”

“The energy of the teacher was great!”

# Workshop Conflict Management

Wed. 7-4  
or Thu. 8-4  
11:00-13:00  
Online

Conflicts are innate to social and organisational life. However, a conflict in and of itself does not have to be bad: it may even have beneficial outcomes and can strengthen a relationship. The determining factor here is how we view and manage conflicts. In this session, you will explore different types of conflict, learn how to identify different conflict handling styles in yourself and others, and practice the most effect conflict management methods.

## Learning goals

- Being able to recognise and understand different types of conflict
- Knowing your own go-to conflict handling style
- Being able to recognise and respond to other people's conflict handling styles
- Learning to navigate conflict by adopting effective conflict management methods

[Sign up here](#)

### Trainer



Lisanne van Bunderen is a behavioural scientist, trainer, facilitator. She founded the Connectors Lab, which specialises in social skills training for students. In addition, she teaches several courses at the Amsterdam Business School, and works for the start-up S-ray Diagnostics. She holds a Master's degree in Social Psychology and holds a PhD in Organisational Behaviour.



# Workshop How do I find a Job that suits Me?

Wed. 7-4  
13:00-15:00 or  
15:00-17:00  
Online

In this training, you'll identify what your unique qualities are and what gives you energy, by doing a flow analysis. These qualities and energy givers are important to help you find a job that suits you. Additionally, your trainers will take you through a step by step plan which will help you find the right first job for you, a job in which you can flourish.

## Learning goals

- Focusing on qualities instead of pitfalls
- Finding out what elements are important in your first job
- Staying close to yourself in searching for a job
- Receiving the right tools for your job search

[Sign up here](#)

### Trainers



Eline Meijer is a Strength Consultant, after working previously in psychology and as an Operational Manager at Guidion. She successfully introduced strength-based working at her company, before starting Strenghts Consultancy with Eva. She has an MSc in Psychology.



Eva de Meijer is a Strength Consultant and a former team lead at ABN AMRO. An intense personal development programme introduced her to her current field and passion: coaching. This led her and Eva to start Strenghts Consultancy. She holds an MSc in Business Administration.



“There was a different focus than I am used to which really helped in focusing on what I want in my future career.”

“Very inspiring and enthusiastic trainers”

# Workshop Fundamental Consultancy Skills

Thu. 18-4  
or Thu. 15-4  
13:00-15:00  
Online

What do you need to know for a career in consulting? Whether you'll go into strategy, operations, managing, or any type of consulting, you need a number of basic competences. In this seminar, you'll learn about the fundamental skills for any consulting or professional career, the things people say 'they wish they knew when they started their career'.

As a bonus, you'll get a special Consultant's Digital Toolkit.

## Learning goals

- Scoping and structuring any client assignment
- Managing your client, stakeholders & project
- Listening, communicating and presenting effectively
- Managing change and adoption

[Sign up here](#)

### Trainer



Stefan van Loon is a Transformation & Digital Manager at Building Materials Europe, after working as a strategy consultant at Bain & Company for over 8 years. He has extensive knowledge in solving strategic challenges for large multinationals and complex organisations, like growth strategies and merger integrations.



"So much insightful knowledge from an actual industry actor"

"Liked the many real-life examples that were used to better explain every concept"

# Workshop Why choose a PhD?

Mon. 12-4  
11:00-13:00  
Online

In this session, you'll learn what it entails to do a PhD, by getting to know five PhD students from the faculty of Economics and Business at University of Amsterdam. How do you decide whether a PhD might be something for you? How to find a PhD position that matches your interests? What are a PhD's typical day-to-day tasks? What type of jobs can you do after your PhD? The PhD students will tell you about their research and personal story. This is followed by a speed-dating session with all PhD's, with ample room for all your questions.

## Learning goals

- Learn the ins and outs of doing a PhD

[Sign up here](#)

## Trainers

This workshop will be hosted by five PhD students:

1. [Emma van Gerven](#) (section Leadership and Management, ABS, in the 3rd year of her PhD)
2. [Emilie Berkhout](#) (section Microeconomics, ASE, external PhD working for Amsterdam Institute for Global Health and Development, 3rd year)
3. [Eva Janssens](#) (section Quantitative Economic, ASE, 3rd year)
4. [Konstantin Sommer](#) (section Macroeconomics and International Trade, ASE, 1st year, also affiliated to VU Amsterdam)
5. [Elisabeth Jäckel](#) (section Marketing, ABS, 3rd year)



# Workshop Writing a CV and Cover Letter

Mon. 12-4  
13:00-15:00  
Online

Your CV is a marketing tool. It reflects who you are and what skills and experience you bring to the table. But what are the different components of a CV, and how do you tailor it along with your cover letter for the job you're applying to? In this workshop you'll learn how to transform a list of activities into a personal 'sales' document. This will help you stand out from the crowd!

## Learning goals

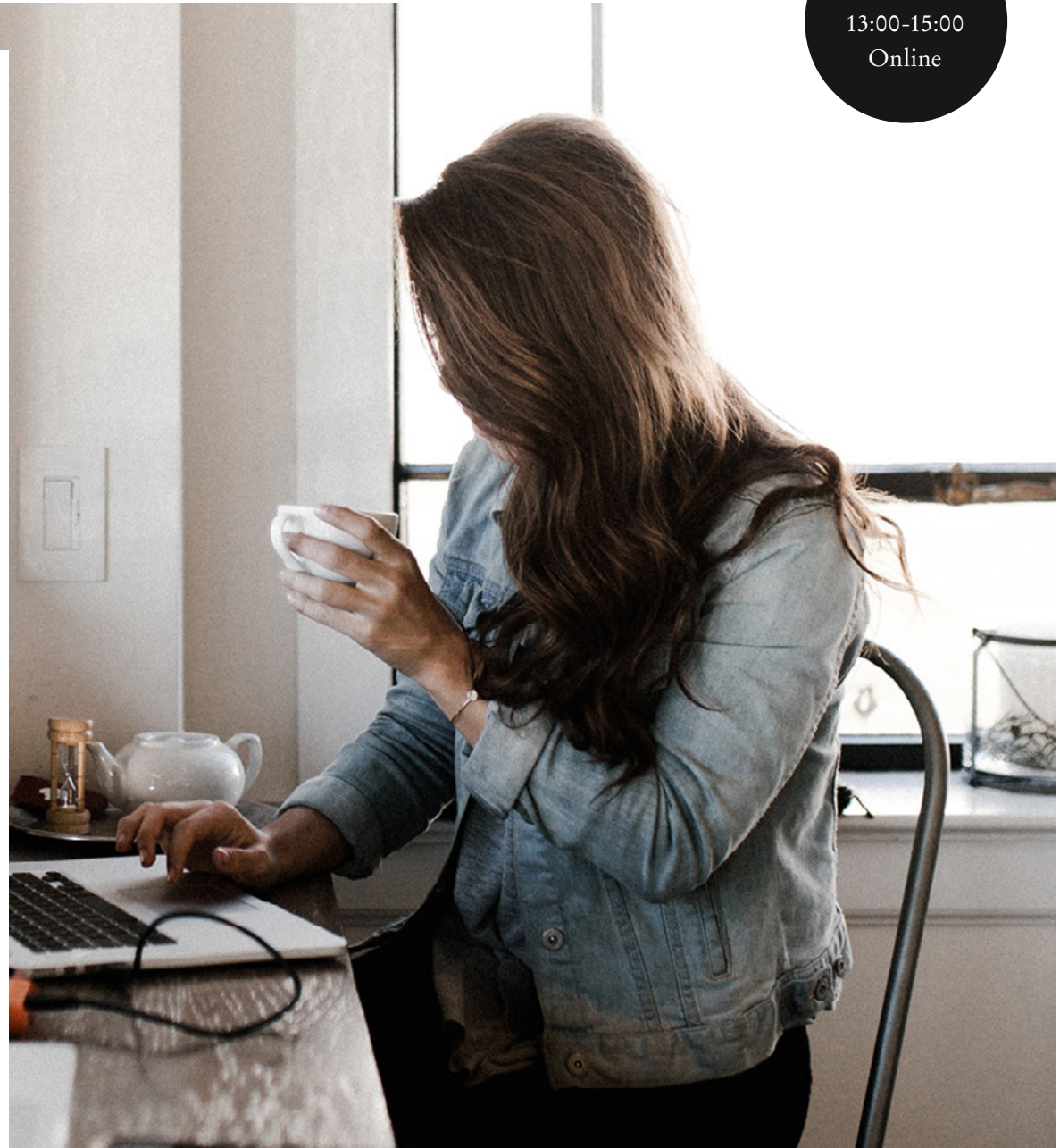
- How to apply for a job
- Analysing a job opening
- Understanding what has to go in your cover letter
- Learning the difference between an open application and an application letter for a specific job opening

[Sign up here](#)

### Trainer



Marie-Elise van den Hoek Ostende is a career coach at the UvA Student Careers Centre. She coaches students with their decisions in their study and career. Marie-Elise has a background in international HR and Recruitment, and she holds a Master's degree in Organisational Psychology.



# Workshop Finding a job after a Pandemic

Tue. 13-4  
11:00-13:00  
Online

Due to Covid-19 it probably is more challenging to find a job after graduation. What is a helpful mindset in these uncertain times? Where and how to start looking for jobs? How can I use my network and what questions to ask during a networking conversation?

## Learning goals

- What is the right mindset regarding career direction versus career goals
- Thinking outside of the box for sectors and jobs
- Networking your way into your career

[Sign up here](#)

### Trainer



[Nicolien Scheerman](#) is a career coach at the UvA Student Careers Centre. She helps students decide what their next step will be in their studies or career. Nicolien has a background in consultancy, and holds Master's degrees in Psychology and Communication Science.





# Workshop How to use LinkedIn to find a Job

Wed. 14-4  
or Fri. 16-4  
13:00-15:00  
Online

We all know it is critical to adapt your CV and skills to keep up-to-date when hunting for a job. So how do you position yourself in the best way on the platform? How do you stand out and get in touch with those who can make your dream job happen? In this workshop, you'll learn the basics of LinkedIn, as well as how to create, gain, and strategically use visibility. This will help you find your dream job and set yourself up for success on the only business social medium.

## Learning goals

- Learning how to make your profile more attractive
- Discovering how to use LinkedIn to find an employer and decision makers
- Learning the essentials of how to make your writing and posts gain traction, and potentially reach your future employer

[Sign up here](#)

### Trainers



[Mylena Pierremont](#) is the founder of Connected Circles. She has a background in marketing, consultancy, and brand development, and she holds a Master's degree in Business Administration.



[Lars Konijnenberg](#) is a Digital Marketing Strategist at Connected Circles. He has extensive experience in Marketing, and even founded his own Marketing company.



# Workshop Managing Creative People

Wed. 14-4  
13:00-15:00  
Online

Managing a creative process is a bit like running a nuclear power plant: it's great fun until you pull the wrong switch. Your future career will inevitably involve having to play an intermediary role in creative processes. In this workshop, you'll learn about the many pitfalls and dos and don'ts of the creative process, like drawing up a proper briefing, dealing with client politics and getting creatives to do what you want.

## Learning goals

- Getting practical advice on how to manage creative processes, like briefings and dealing with clients
- Becoming familiar with pitfalls of working in a creative environment
- Basic principles of how creativity can lead to a commercial benefit

[Sign up here](#)

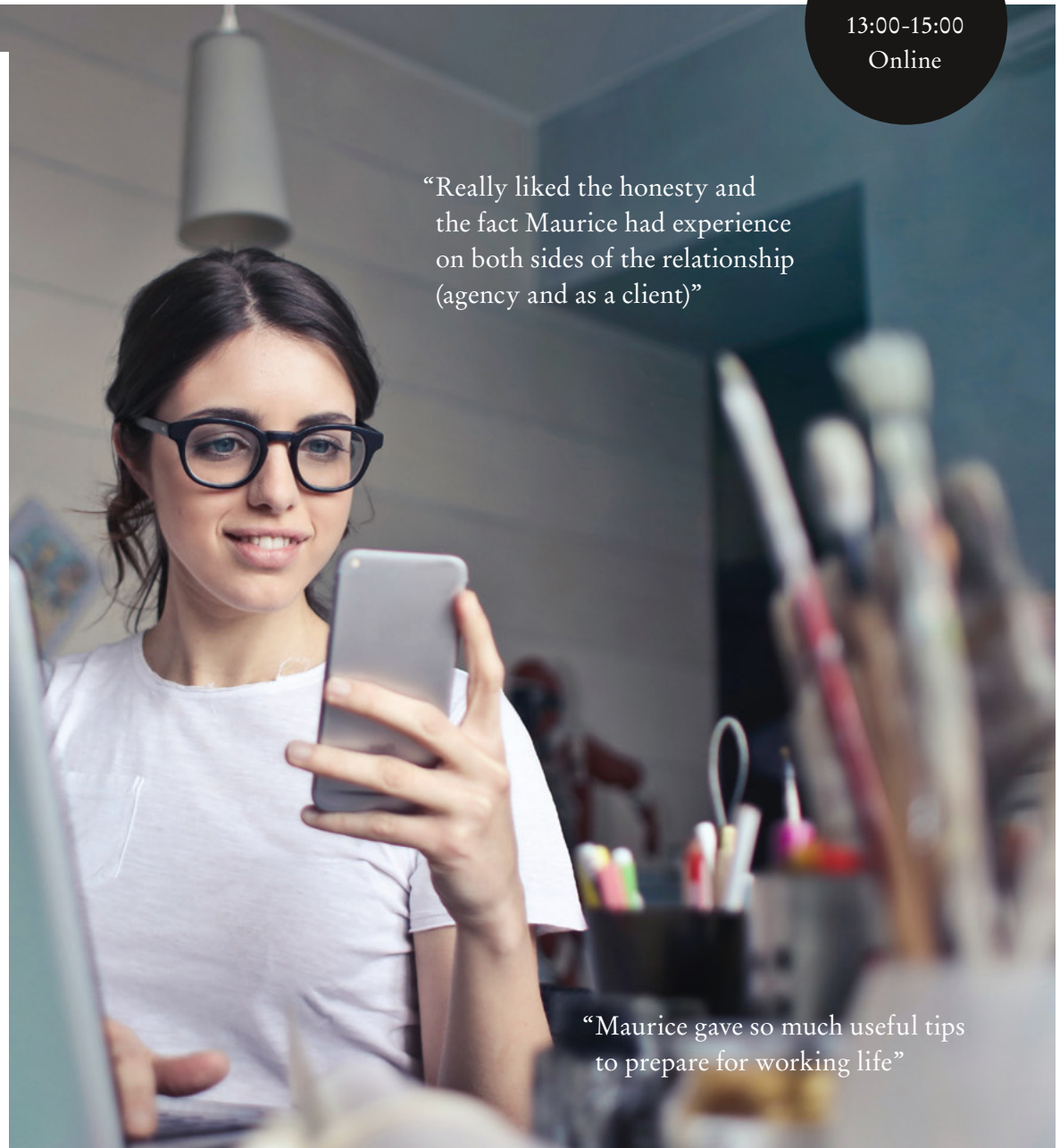
### Trainer



Maurice Fransen is a marketing specialist, having worked as a Marketing Director at 538 Group and Q-Dance, as well as Marketing Strategist for ID&T. He also has experience as Account Manager, at V&D and as Account Director at McCann-Erickson.

“Really liked the honesty and the fact Maurice had experience on both sides of the relationship (agency and as a client)”

“Maurice gave so much useful tips to prepare for working life”





# Check out our other services

Aside from programmes such as the Professional Development Weeks, you can make use of several free services to help you in your career preparation.

## 1. Online CV Check »

CV check by VMock, used worldwide by institutes like Harvard and INSEAD, and provides custom feedback on your CV.

## 2. Online Career Orientation Programme »

This exclusive programme will help you decide which career preparation activities to focus on and help you create a career plan.

## 3. Personal Career Coaching »

Book an appointment with one of our Career Coaches, who can help you with, among other things:

- Practising a job interview
- Feedback on your CV
- Insights into your qualities, interests and motivation

[See the complete overview](#)

