

**DR NAOMI  
TYRRELL**

COACHING | TRAINING | CONSULTING

# Online Career & Impact Workshops for Researchers



*Workshops*

**with Dr Naomi Tyrrell**

*Supporting You to Thrive!*

**NAOMITYRRELL.COM**

# Welcome



## Dr Naomi Tyrrell

International Coach Federation  
Accredited Career and Impact Coach  
| Director of Research Your Way Ltd &  
Tyrrell Studio Ltd

Having spent two decades moving up the academic ladder, I realised that I wanted to use my skills and knowledge in a different way.

I left academia in 2019 (for the second time!) and now provide research, evaluation, knowledge exchange, training and coaching services to charities, social purpose organisations and universities.

During my time in academia, I published 40+ papers and chapters, plus three books (and if you're interested, my H-index is 13 in Scopus and 21 in Google Scholar).

Research Your Way

DR NAOMI  
TYRRELL

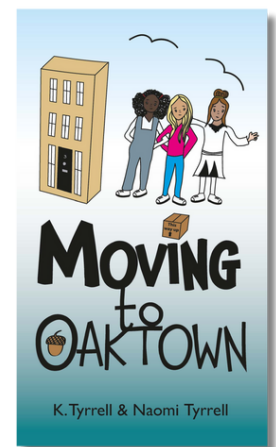
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I founded AltAc Careers - Leaving Academia in 2020, a Career Network for 3200+ researchers. I'm a member of the International Coaching Federation, the Social Research Association and Consultants for Good. I am also a Research Specialist at the University of Plymouth.

I fulfilled my dream of publishing two best-selling children's books, which drew upon both my passion for impact and extensive research of child migration, and an ebook for parents. My books and parental coaching services have been featured in The Sunday Telegraph, The Times and Devon Life [naomityrrellphd.com](http://naomityrrellphd.com).

I have created a series of specialist online career development workshops for researchers. All of the workshops are designed to equip researchers with up-to-the-minute knowledge to strengthen their careers and maximise their impact!



If you have any queries, or would like to discuss developing a bespoke career and/or impact programme for your researchers, please **get in touch**.

# ONLINE CAREER & IMPACT

# Workshops

With Dr Naomi Tyrrell

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## HOW TO USE AI AS A RESEARCHER: A BEGINNER'S GUIDE

This 2 hour workshop is for you if you want to use AI to streamline your research processes and save time but you're not sure how to! It is a workshop for AI beginners not AI experts.

We will explore a range of AI tools, including the new 'deep research' options. We will explore how they work, discuss how you can optimise them for research tasks, how you can understand AI outputs, and the ethical implications.

The pace of AI change is fast but the focus in many universities has been on undergraduate teaching and learning, leaving many researchers behind the curve. You can rectify this with this comprehensive workshop for beginners.

## HOW TO BUILD YOUR OWN AI RESEARCH TOOL

How amazing would it be to have the equivalent of a team of research assistants helping you with literature searches, literature reviews, data analysis and academic writing? If that sounds useful, this is the 2 hour workshop for you!

In this workshop we will explore how to build your own AI research tools and then build them together! You don't need any expert AI knowledge or coding skills, just a basic familiarity with ChatGPT (which you can get from the workshop for beginners!).



*"This workshop changed my life! As a disabled researcher, I'm always looking for ways to level the playing field, and this AI workshop gave me exactly what I needed. I have now spent time training ChatGPT for my area so I use it far more effectively – for brainstorming, reducing word count, suggesting strategies, and even generating social media content. Unlike other workshops I've attended, including an in-person one at a university, this was incredibly practical and hands-on. The best two hours I've spent on AI training—highly recommended!"*

DR JO HOWE



## HOW TO TRANSITION OUT OF ACADEMIA WELL

A 2 hour online workshop which focuses on mindset, research skills, networking, AI career tools and alt-ac employment opportunities. I debunk myths about alt-ac careers and discuss a lot of innovative information about how to navigate the alt-ac career marketplace. I give top tips from my own experience of transitioning out twice (in 2005 and again in 2019) and highlight others' successful experiences. I explain why, contrary to popular belief, the first step in transitioning out of academia is not applying for non-academic jobs! Don't worry, it's not just me talking at you! We do two reflection exercises and a goal setting exercise before a Q&A session at the end.

## HOW TO USE LINKEDIN AS A RESEARCHER

A 1 hour workshop in which we explore the power of LinkedIn for researchers. Learn how to create and craft your profile. Learn how to network on LinkedIn by building relationships. See the difference LinkedIn can make your academic and alternative-to-academic career development.

If people have told you LinkedIn is irrelevant as a researcher and/or a waste of time, this workshop will show you why every researcher should harness the power of this particular social media platform. Does having people reach out to you with offers of research collaboration and/or employment sound good? Then this workshop is for you!



*"Working with Dr Naomi Tyrrell has been an absolute pleasure. Her expertise and professionalism were evident in her thoughtful and informative workshop with stakeholders, and her captivating talk and Q&A on AI for Research and Knowledge Exchange. Naomi's thoroughness, responsiveness, and excellent communication skills have made working together both enjoyable and productive. Her ability to incorporate feedback and tailor her approach to our needs has been invaluable. I wholeheartedly recommend Naomi to anyone seeking a knowledgeable, reliable, and engaging consultant."*

RUPERT LORRAINE, DIRECTOR OF THE ARTS INSTITUTE,  
UNIVERSITY OF PLYMOUTH





*"I attended a training course with Naomi through my institution on the topic of knowledge exchange and it was one of the best sessions on this topic I have attended. Naomi's expertise in this area is phenomenal and her delivery of the content was engaging and easy to follow. Naomi was friendly, open and showed interest in all participants." I know I was not the only participant to leave feeling inspired. Highly recommend working with Naomi."*



WORKSHOP PARTICIPANT

## HOW TO DEVELOP 'REAL WORLD' IMPACT WITH ACADEMIC RESEARCH

A 2 hour online workshop that explores how you can ensure your academic research has a positive impact beyond academia. I discuss the stages involved in developing a real-world impact strategy, starting with knowledge exchange and leading onto measurable societal benefits.

Using practical examples from a range of social science, arts and humanities projects that I have led, I show you how to focus and build your network so that your strategy achieves maximum impact! I highlight the skills needed for navigating research cultures within and beyond academia, exploring what is similar and what is different, and why these differences matter. By the end of the session, you will be confident in creating an impact plan for your research project and be clear on how to build your alt-ac network.

## ALT-AC CAREERS: WHAT PHD SUPERVISORS AND ECR LINE MANAGERS NEED TO KNOW

A 1 hour workshop which explains what you need to know about alt-ac careers as a supervisor or line manager of PGRs and/or ECRs. I know you're busy and maybe the last thing you want to consider is how to give alt-ac career advice to anyone! However, with an estimated 75% of people with PhDs working outside of academia (not to mention the precarity of the academic sector) it is really helpful for PhD students and ECRs to be able to access advice from the academics they interact with on a frequent basis.



*"At the University of Salford we are very excited to work with Research Your Way. Naomi's Alt-Ac Career sessions are sensitive and uplifting and help our researchers understand the plethora of options open to them. Her advice on networking and using LinkedIn has proved invaluable to our PGR students and ECRs."*

DR STEPHEN LING



If you have any queries, or would like to discuss developing a bespoke career and/or impact programme for your researchers, please **get in touch.**

## Dr Naomi Tyrrell, trusted by:



**CODE-SWITCH**  
CONSULTANTS

*The*  
**AHSN**  
*Network*

*The*  
**Culture Capital**  
*exchange*  
*Inspiring Collaboration*

**NCRM**  
NATIONAL  
CENTRE FOR  
RESEARCH  
METHODS

CELEBRATING  
**20**  
YEARS



**South West Doctoral Training Partnership**

## Naomi has featured in:

**THE SUNDAY TIMES**  
**The Sunday Telegraph**

**BBC**  
**NEWS**

**nature**  
**DEVON LIFE**

**Tatler Asia**  
**The SUNDAY POST**



# Contact Me



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