

RSB Training Programme: Commercial Awareness for Life Scientists

This one day course in partnership with [Skillfluence](#) is aimed at giving professionals in any area of the life science industry a working knowledge of the critical business issues that impact their role as a commercially focused professional.

Who is the course aimed at?

For scientists working in industry and post-docs/PhD students considering a career in industry.

What does the course cover?

During the day, we will look at what companies need to do to be profitable, be successful, and serve their customers well. Participants will consider organisational core values, biggest competitors, key stakeholders, and current business challenges.

Participants will be able to apply their learning to understand how organisations operate at a strategic level and how external influences affect the organisation's progress.

- Current and future trends in life sciences - locally and globally
- Understanding organisations
- Understanding the market - customers and competitors
- Organisational profit, success and USP
- Understanding resources and suppliers
- Identify business opportunities and strategic agility
- Understanding your role within the business
- How to keep up to date on your industry

This course uses a balance of practical theory, activities and case studies to show participants how to apply what they are learning to their own organisation. It includes a case study to help participants understand critical issues and improve their ability to spot business opportunities.

Participants will learn how to prioritise and make successful decisions based on a strong commercial business case. Presentation handouts will be provided and all participants will complete an action plan to follow up on their learning.

Further information

Course tutor **Alison Gray** is director of Skillfluence. She has a wealth of experience gained working for over 15 years in the skills arena for Skills Development Scotland, Scottish Enterprise and she is a member of the Institute of Careers Guidance (ICG).

Alison has a long-standing interest in science and technology and now specialises in tailoring and applying these innovative training programmes for science professionals. She is a knowledgeable, approachable, enthusiastic trainer and facilitator.

Contact

For more information and to register your interest, please [contact](#) our training officer.

