



**CODE-
SWITCH**
CONSULTANTS

Short Switch™

Industry Engagement Essentials

2025

www.codeswitchconsultants.com

Ready to expand your career opportunities by learning how to work in or with industry?

Short Switch™ is a practical, action-based and supportive 4-week online programme created for researchers. Through interactive training sessions, insights from a range of guest speakers, and 1-2-1 consultations, it lifts the lid on in-demand transferable skills. You'll learn how to maximise career opportunities and impact inside or outside academia through 4 interconnected themes, delivered by industry professionals:

1. **Researching for Industry through Consultancy:** Understand consultancy, its various forms, and the pathways to establishing a successful career as a consultant.
2. **Knowledge Exchange and Industry Skills in Academia:** Delve into the world of knowledge exchange, the skills required for effective industry engagement, techniques for implementing successful knowledge exchange strategies and job opportunities in this field.
3. **Future-Proof your Career with Project Management:** Identify and strengthen your project management skills with key tools and techniques to improve project delivery.
4. **Taking the Leap Outside Academia:** How to transition from academia to industry - discover what you enjoy, gain insights on the job market and how to market yourself to future employers.

Join us on Short Switch™ Industry Engagement Essentials in 2024 to...

Expand your Horizons

Expand your horizons by integrating your research skills with industry practice.

We'll introduce you to effective strategies, tools, and techniques to build knowledge, confidence and practical industry engagement know-how.

"The Short Switch programme suited the needs of our postgraduate students from across the disciplines, challenging them to think differently about their work and its relevance to the outside world."

Prof Teela Sanders

Principal Investigator

ESRC Impact Acceleration Account
University of Leicester

"It was an excellent course. The 4th talk with Tracy was fantastic. Really gave me lots of food for thought."

Dr Sarah Daniels

Research Associate

Division of Population Health, Health
Services Research & Primary Care
University of Manchester

Unlock your Potential

Discover your hidden potential with Short Switch™.

We demystify the skills needed to be an effective consultant, project manager, or knowledge exchange professional.

We'll provide the insights, the tools, and the confidence you need to leverage your existing expertise and unlock new career opportunities.



"I felt inspired that the skills I am garnering and honing have real currency within and beyond academia. I feel empowered to keep pushing forward and develop my ideas."

Deborah White

PhD Researcher in Textile

Ulster University

Achieve New Heights

Short Switch™ equips researchers with a comprehensive skills set and action plan for success in consultancy and other industry roles. The training sessions, combined with the opportunity for individual post-training follow up, ensures researchers can create a solid backup plan to navigate their post- or extra-academic paths.

“I particularly enjoyed the conversation with Alicia (Management Consultant) and her perspectives on what type of research business needs. It was also helpful to hear Hellen's story (Code-Switch Founder) and how it is very possible to pivot from your plan A to a successful plan B!”

Leila Hogarth

PhD Researcher in Design

“It was a great session. The explanations of what consultancy & project management actually 'are' & some really tangible examples of what you would do day to day were brilliant. I now feel more 'qualified' to read job descriptions & attend interviews for these roles & feel like I have a good understanding of what the roles entail.”

Bernadett Tildy,

PhD researcher in Tobacco Control

Key Information

- A highly practical, action-based and supportive 2-week online programme
- 4 sessions, delivered by experts and guest speakers from relevant fields of consultancy, research & industry
 1. **Researching for Industry through Consultancy**, 4th March – 12:15-14:30
Understand consultancy, its various forms, and the pathways to establishing a successful career as a consultant
 1. **Knowledge Exchange and Industry Skills in Academia**, 5th March – 14:00-16:15
Delve into the world of knowledge exchange, the skills required for effective industry engagement, techniques for implementing successful knowledge exchange strategies and job opportunities in this field
 1. **Future-Proof your Career with Project Management**, 11th March – 12:15-14:30
Identify and strengthen your project management skills with key tools and techniques to improve project delivery
 1. **Taking the Leap Outside Academia**, 12th March – 10:00-12:15
How to transition from academia to industry - discover what you enjoy, gain insights on the job market and how to market yourself to future employers.
- 1-2-1 consultation with a member of the Code-Switch team up to 6 months post-training to discuss individual needs