

# EXPONENTIAL GRANTSMANSHIP

Five Week Intensive For Scientists Seeking Competitive Grant Funding

## Transforming the way we train scientists

Most graduate programmes provide zero training in grant writing, with academics embarking on their careers mostly learning on the job by trial and error. But when it comes to grant writing, learning from mistakes without accurate and specific feedback is a painful process paid in time and missed opportunities.

**Exponential Grantsmanship** is a professional development program for scientists ready to break with tradition. Built on the relationship between an elite performer and their coach, Exponential Grantsmanship leverages narrative theory, copywriting, and marketing psychology techniques to create arguably the fastest way to grow a scientist's ability to write compelling grants.

## In a Nutshell...

Early or mid-career academics engage in coaching to develop their grantsmanship skills over five weeks whilst working on their grant.

### Micro-learning

Access to a library of micro-learning modules enables efficient coverage of the syllabus. By sharing big ideas in small bites, micro-learning modules help people with busy lives maximise space to experiment with new writing techniques.

### Mastermind coaching

Participants meet weekly for a live 90-minute training session. Participants share their writing challenges as case material to bring the program content to life and experiment with new skills and receive individualised feedback in a safe environment.

### Enduring community

Participants join a community of scientists who are passionate about the art of grantsmanship. Access to an ongoing support network helps grant writers build clarity and conviction for their message.



*I honestly thought that at 10 years post-PhD I'd missed the boat. However, this year, with Shieak's coaching, I secured my first external grant as lead investigator. Not only did I break the grant drought, but the coaching process led to a complete change in mindset and approach to research. What struck me most about the grantsmanship coaching was that it was not just about messaging and how to communicate an idea, but we went right back to start, delving into my individual strengths and purpose. I was finally giving this important process the time and energy it deserves.*

Dr Chloe Taylor, Senior Lecturer, Western Sydney University



## Message from the founder

*"I am a New Zealand-based physician-scientist, company executive, and professional development coach best known for being the founder and Director of Wellumio, and Partner at INNER MVP. Like most scientists, I 'learnt' how to write grants as a junior scientist by trial and error. It wasn't until later in my career, that I realised my training had left a blind spot. Frustrated by repeated rejections, I pursued grantsmanship training with US agency Marketing Your Science, LLC in 2008-2010 as a fellow. This training turned my funding fortunes around and empowered me to build a thriving research career. It also led to a new passion for helping fellow scientists become better story tellers. Seeing fellow scientists achieve career and funding success through my training programs has been my greatest reward. Academically, I have a background in physiology and was formerly an Associate Professor at Otago University, New Zealand. This means I know firsthand the challenges people face in the research and innovation ecosystem."*



Dr Shieak Tzeng

## Content overview

### Week 1: Story-telling, the secret to powerful messaging

Winning grants is more than just learning the technical skills of grant writing. You need to connect with your creative flow and have mental clarity of the story you're trying to tell your readers. Participants will learn how to tell factual stories that control the narrative.

### Week 2: Critical path alignment and the power of 'why'

There are four essential alignments that must be present in order to get funded. Deep dive into your strengths and weaknesses and identify the roadmap for fixing any gaps. Participants will be introduced to The Golden Circle and learn how to win over their audience with a powerful 'why' and captivating 'hooks'.

### Week 3: Advanced framing

All ideas exist within frames of reference (i.e., sets of assumptions and attitudes that filter perceptions to create meaning). Participants will learn the Funnel Model—a proven technique to deconstruct and reconstruct frames to gain your reviewers' trust and support.

### Week 4: Six essential contrasts & triangle of trust

Learn six writing contrasts that make your writing 'pop' whilst building trust and desire. Participants will also learn to formulate compelling hypotheses built on the Triangle of Trust.

### Week 5: Objection obliterator and strategic repetition

Learn how to build the appetite for your proposal by eliminating objections to your ideas, sustaining reviewer interest, and deepening their understanding of your project through strategic repetition.

## Learning outcomes

### You will experience greater...

- conviction for your ideas
- confidence and capability to compete
- mental clarity for "what you are trying to say"
- awareness of the false narratives that cause writing paralysis, self-doubt, or confusion

### You will learn how to...

- transform your science into a captivating story
- intrigue your reviewers within the first sentence
- connect with your reviewers' primal brain
- make your reviewers trust you and your team
- eliminate unconscious objections to your ideas

## Our recent clients



# INNER MVP

LEADERSHIP · RESILIENCE · PERFORMANCE · RENEWAL



www.innermvp.com  
service@innermvp.com