

A practical guide to productive academic writing

Workshop outline and learning outcomes

"Productivity is about getting things done without sacrificing everything we care about along the way."

- Charles Duhigg, *The Power of Habit*

Background

Today, scholars are under huge pressure to write and publish but an ever-growing mountain of teaching, admin and management is stopping from them doing just that.

No individual is immune to these growing pressures but some cope better than others. Why? Because over the years, they've developed the systems they need to help them write.

Whilst no one system is the same – indeed, most are entirely hidden - there are common habits that the most prolific (and least stressed-out) academic writers tend to use.

Our workshops reveal what these hidden systems are and help scholarly writers develop a personal system that works for them.



Structured support for writing success

Prolifiko's learning methodology is rooted in the principle that everyone's writing process is as unique as they are.

Our structured writing workshops coach participants to find a system that suits them, their preferences and their lives.

We provide a practical toolkit of evidence-backed tactics and a constructive, supportive space for learning and reflection.



Learning outcomes

Workshops are rooted in theory but take a highly practical approach. Participants will learn tactics to apply *immediately* to their work:

Insight into participants' writing 'tendencies' and psychology.

Techniques to find time, prioritise writing and build a routine.

Tactics to deal with procrastination, distraction and blocking.

These are the **building blocks** of a productive, scholarly writing system.

Leeds University workshop, September 2018

“Prolifiko's training was excellent indeed the best training session I have attended in quite some time.”

“Let's have these people back, indeed. I'd have liked something on dealing with guilt!”

“It was encouraging to see how common anxieties around writing are, but that there are so many ways we can counter them.”

An evidence-based approach

Our workshops are informed by our experience as writers, publishers and researchers and by own research into the writing processes of 600 academics from 43 countries.

Participants learn about the peaks and troughs of a scholarly writing career and gain practical solutions to assist with writing productivity.

Participants learn how to implement tried and tested methodologies and tactics - all based in the psychology of behaviour change and neuroscience.

As featured in:



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■



**Researcher
to Reader** 26 & 27
February
2018

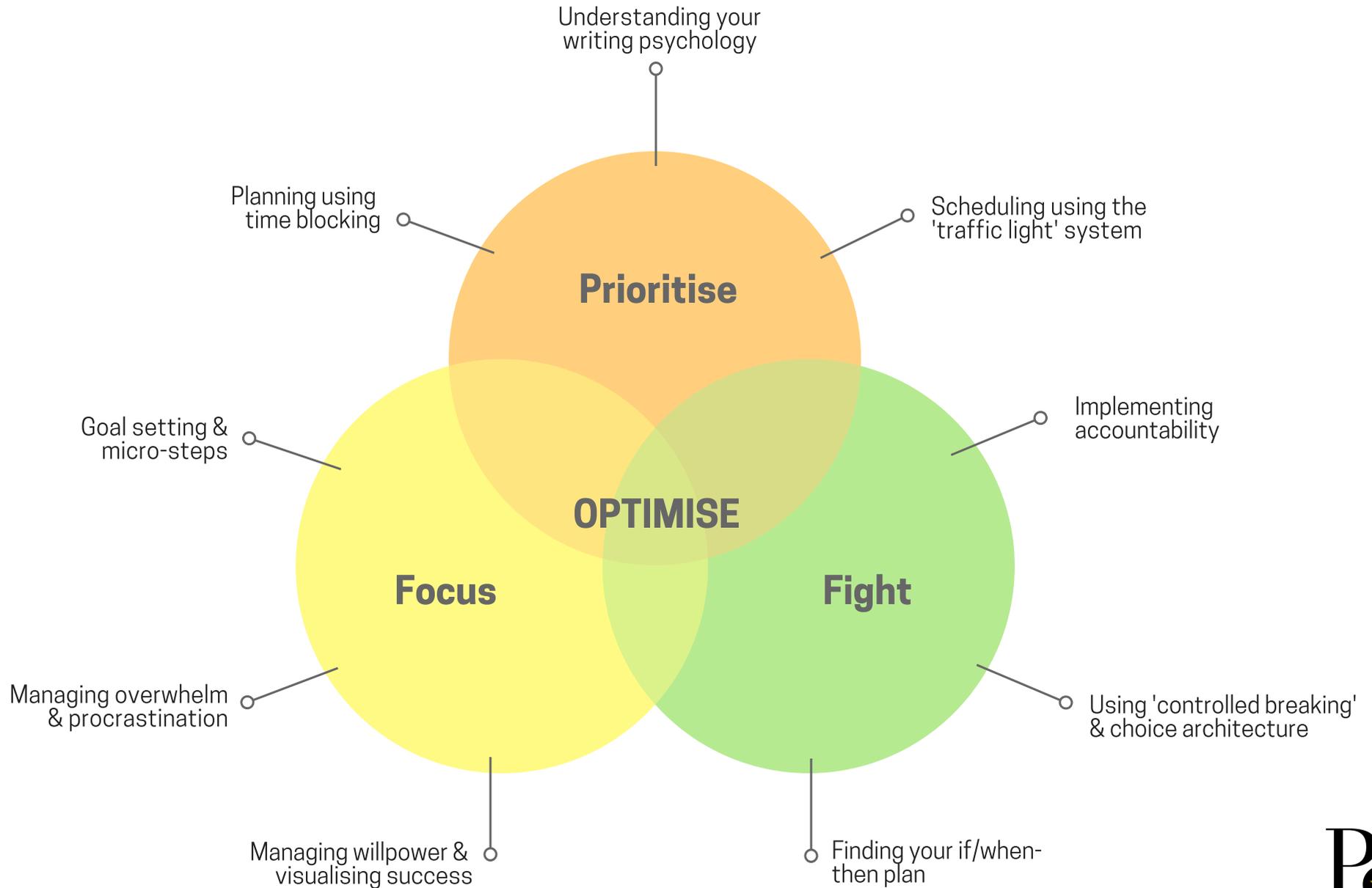


**Society
for Scholarly
Publishing**

The Research Whisperer



Topics covered



“The trainers were credible and used engaging examples - there were a few real lightbulb moments for me in what they said.”

“I really liked the science-backed approach but focused on practical outcomes.”

“I came out of the training with some new ideas to try out (have tried two already) and some ideas to take forward for the wider team.”

We've worked with...



About Prolifiko



Prolifiko works across education, publishing and creative sectors and is a digital design and training consultancy applying behaviour change research to writing and academic productivity.

Bec Evans: Author and former head of innovation at Emerald Academic Publishing. Ex-senior publisher at Heinemann, Leeds Business School Ambassador, trained facilitator & coach.



Chris Smith: Research lead and former academic. Marketing and communications specialist, writer for Scholarly Kitchen, LSE Impact Blog and The Guardian.



Included

- A 1.5 - 2 hour tailored workshop based around participants' requirements.
- A workbook for every participant to take away packed full of science-backed productivity tips and exercises.
- Expert facilitation by writing productivity specialists who can provide on the spot advice and coaching.
- Access to Prolifiko's digital coaching platform for every participant.

Instructor testimonials



Prolifiko delivered a workshop that covered incredibly interesting research into writing habits that they have carried out. They have a clear grasp of the challenges academics face when it comes to trying to find time to write. Highly recommended!

- Kate Pullinger, professor of creative writing and digital media and director of the Centre for Cultural and Creative Industries, Bath Spa University.



Your workshop was the single most helpful session of the last year or two and looks to be practically applicable in a number of ways.

- Catherine Davies, professor of linguistics and director of postgraduate learning, The University of Leeds.



Prolifiko's workshop taught our students working on theses how to approach a large writing project and overcome their procrastination habits – they found this really useful.

- Christine Tulley, professor of English and director of the MA in Rhetoric and Writing, Findlay University, Ohio.



We'd love to talk...

Please get in touch for further details or costs:

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