

Leveraging the Science of Charisma: How to Write Genuinely Persuasive Grants

In cooperation with the Research Support

Trainer



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- Serves as the Liaison Officer for National Research Funding and Early Career Researchers at Goethe University's Research Support
- Began her career as a grant-writing consultant at Heidelberg Research Service in 2013 after working as a postdoctoral researcher at Heidelberg University's Max-Weber-Institute of Sociology
- Received her Ph.D. in Organizational Communication from the Annenberg School for Communication and Journalism at the University of Southern California, Los Angeles, in 2010
- Worked as an experiential learning facilitator at USC's Marshall School of Business from 2004 to 2008

Objective

This online workshop is geared towards empowering participants to enhance their skill set specifically when it comes to communication in and around grant proposals. It draws on the science of charisma and employs principles from classical rhetorical theory to develop a tool kit for crafting persuasive proposals. By integrating ideas from OLIVIA FOX CABANE'S The Charisma Myth and ARISTOTLE'S concepts of ethos, logos, and pathos, participants will learn how to engage in communication that boosts the scientific quality and competitiveness of their grant proposals. Through practical exercises, attendees will refine their ability to build credibility, convey logical arguments, and appeal to the emotions of reviewers - all key elements for grant-writing success.

Description

A successful grant proposal is not just a technical document; it is a persuasive narrative designed to captivate reviewers and convince them of the project's value. Charismatic communication is at the center of an outstanding grant proposal as it influences both the writing process itself and is necessary to secure high-quality scientific feedback and attract important project resources. A charismatic mindset can be deliberately created and enhanced, most prominently, by learning how to deal with uncomfortable internal mental states.

This workshop explores the science behind persuasion and charisma, helping participants to boost their charisma so that they can craft proposals that stand out. Participants will learn how to harness their authenticity, present their ideas with clarity, and create emotional resonance with different kinds of audiences relevant for their grant-writing success.

Through hands-on exercises, participants will apply these techniques in real time.

- Different types of charisma (focus, visionary, kindness, and authority)
- Techniques to bolster mental and physical comfort
- Visualization
- Gratitude and appreciation
- Metta (self-compassion)
- Improving mental attitudes through deliberate body language, charismatic listening and speaking
- Enhancing contextual awareness

Methodology

Expert input / plenary discussion / small-group exercises

Conditions

- This workshop is a special-topic communication class for individuals who are already familiar with researching calls
- Participants should have solid prior experience with basic grant-writing techniques
- It is **NOT** a writing workshop

Organizational Information

Language / Format	English / Online
Target group	Advanced Doctoral Candidates and Postdocs (R2/R3) from all faculties
Date	Thursday, 7 May 2026, 10:00 – 14:00
Registration	Click here for registration