

D3

Networking with business people



Goal	This course provides a basic understanding how to get access to business people. It presents a spectrum of networking activities to ensure that one's value is appropriately communicated. The course will include some theoretical input as well as practical exercises to ensure that PhD candidates gain experience how to approach business people as well as how to present themselves professionally in networking situations.
Format	Workshop
Recommended duration	2 hours
Content of the training activity	<ul style="list-style-type: none">● Importance of Networking (10 %<ul style="list-style-type: none">• Interaction with participants to understand how familiar they are with networking (personal examples, which channels do they use and what the outcome was)• Report some research results of the impact of networking● Understanding and articulating your value proposition (30 %)<ul style="list-style-type: none">• identify one's goals• identify the message• identify relevant information to support your message● Developing own networking strategy (20 %)<ul style="list-style-type: none">• How to frame message based on recipients• How to look for opportunities to deliver message● Practical exercise (40 %):<ul style="list-style-type: none">• e.g. Speed dating, Participants shortly present themselves to group and get feedback on their presentation
Expected learning outcomes	After taking this course/training activity, participants will be more comfortable with networking and pitching themselves and use interactive communication for networking.
Link to career opportunities in life-sciences	Networking is fundamental for any career development. The learnings of this workshop can be transferred to any career path
Recommended training prerequisites	No specific competencies are required. Only an interest in the topic.
Recommended further steps	Participants should be encouraged to make use of any networking opportunity that arises. To support this, one can organise e.g. networking event or expert talks, where participants can make use of the learnings from the workshop.
Trainer/facilitator qualification	Trainers with competences in career development, leadership & communication

Recommendations and suggestions for course/activity setup and methods used:

	Duration	Activity description
Course/activity set-up and methods used	1 hour	Lecture and interaction with participants <ul style="list-style-type: none"> ● asking participants about their experience with networking, which channels they use, how often they network ● Developing their networking strategy and core message tailored to the situation
	1 hour	Practical exercise: Participants should practice pitching themselves and get feedback on their presentation Exercise examples: <ul style="list-style-type: none"> ● speed dating ● practicing with many different peers ● role play
Recommended number of participants	Min: 15 Max: 30	
Forms of active engagement	Through group work and role plays (see the scenario).	
Training handouts	Power point presentation, list of suggested resources	
Reflection questions	<ol style="list-style-type: none"> 1. What is your networking strategy? 2. What is your personal value proposition? 3. How can social media help you in networking? 4. How does networking in academia and private sector differ? 	
Engagement of external experts	No inevitable. However speaker engaged in the entrepreneurial community sharing their own networking strategy is an added value.	
Venue requirements	Room with moveable tables	
Technical and material requirements	Laptop, flip charts, beamer...	