# FI\_MU\_Seminar\_Communication\_Skills

**Purpose**:

* Increase **quality of cooperation** with SPP members
* Increase **output of cooperation** between FI\_MU and SPP members
* Reduce redundance and save time and money in the cooperation between FI\_MU and SPP members
* Win new SPP members

**Agenda**:

2 half day workshops (4 hours each including (a) short break(s)) and some homework

**Programme**:

**Day 1:**

* Introduction
* A few theoretical aspects
* Discussion/training on the agenda issues: From „Elements“ to Maintenance“:

**Elements**:

* Language
* Body language
* Mutual understanding

**Goals**:

* Identification of company goals/intentions/wishes
* Make him/her curious/interested („I'd like to see that myself = visit the faculty/lab)
* Reverse request direction: From „FI\_MU wants company X to collaborate“ To „Company X wants to collaborate with FI\_MU“
* = Transform your goals into his/her/their goals-and
* = make him/her want what you want.

**Requirements**:

* Solid knowledge and ability to describe FI\_MU's activities and intentions
* from the point of view of the industrial partner
* Comprehensive knowledge on the collaborating/candidate company and
* on the interlocutor/contact person (in terms of business but also in terms of private preferences, i.e. hobbies, food, music, art etc.)

**Maintenance** = Customer care:

* Regular contacts
* „Decent“ degree of private life aspects: Birthday wishes, congratulations to promotions etc.
* From official occasions to „let's have a beer together“

Emotional/personal aspects:

* Let him/her feel important
* Let him/her feel you bring him/her something that increases his/her importance
* Appreciate his/her activities and the company's
* Discussion of homework:

„Negotiate an issue of your choice with a person of your choice“ (Recording?) or

„Speak in front of the mirror“ (recording?)

„Record yourself on skype/youtube/iphone“

„Sell portable pedestrian crossings“

or a homework of your choice (Think of your most difficult interlocutor/meeting)

**Day 2:**

* Practical exercises in 1:1 simulations:

1st part: private 1:1 meeting simulations

2nd part: 1:1 meetings „on stage“

* Establish contact
* Arrange meeting
* Start conversation
* Lead conversation
* From conversation to deal
* Recording/Protocol
* Reporting/Evaluation of result
* Further proceeding
* Evaluation/analysis
* A bit on presentation skills
* Final discussion + personal protocols: My weaknesses/strengths and what to do about them