

FI_MU_Seminar_Communication_Skills

Purpose:

- Increase **quality of cooperation** with SPP members
- Increase **output of cooperation** between FI_MU and SPP members
- Reduce redundancy 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