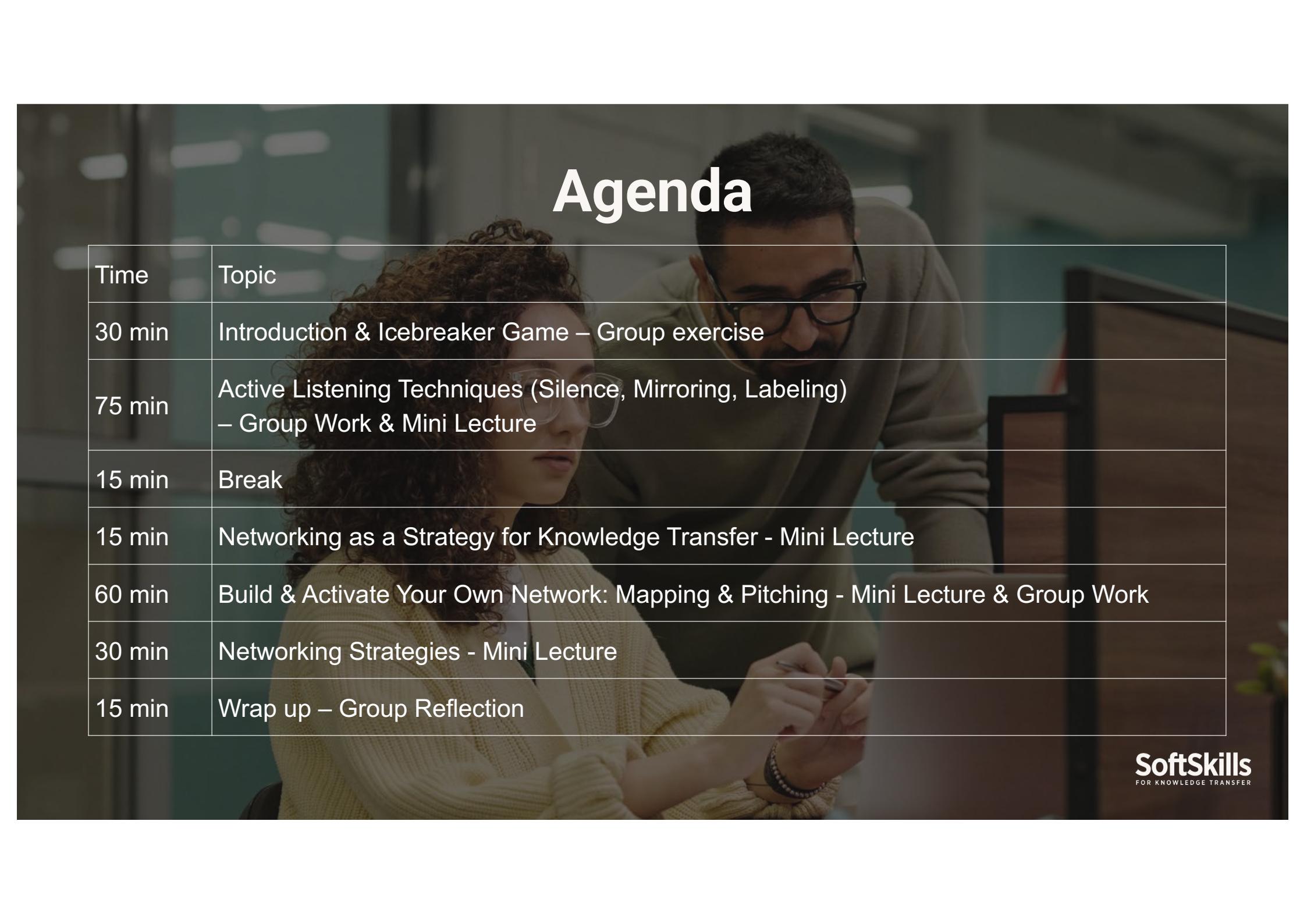


Beyond Handshakes: Smart Networking for Knowledge Transfer

KTSoftSkills - Soft Skills for Knowledge Transfer
Project n. 2022-1-IT02-KA220-HED-000089663



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A photograph of two people, a man and a woman, in what appears to be a professional or educational setting. The man, wearing glasses and a brown sweater, is leaning forward, looking intently at a screen or document. The woman, wearing a yellow sweater, is also looking at the same point. They are both holding pens, suggesting they are taking notes or discussing work. The background is slightly blurred, showing what might be a classroom or office environment.

Agenda

Time	Topic
30 min	Introduction & Icebreaker Game – Group exercise
75 min	Active Listening Techniques (Silence, Mirroring, Labeling) – Group Work & Mini Lecture
15 min	Break
15 min	Networking as a Strategy for Knowledge Transfer - Mini Lecture
60 min	Build & Activate Your Own Network: Mapping & Pitching - Mini Lecture & Group Work
30 min	Networking Strategies - Mini Lecture
15 min	Wrap up – Group Reflection



Let's get to know each other better!

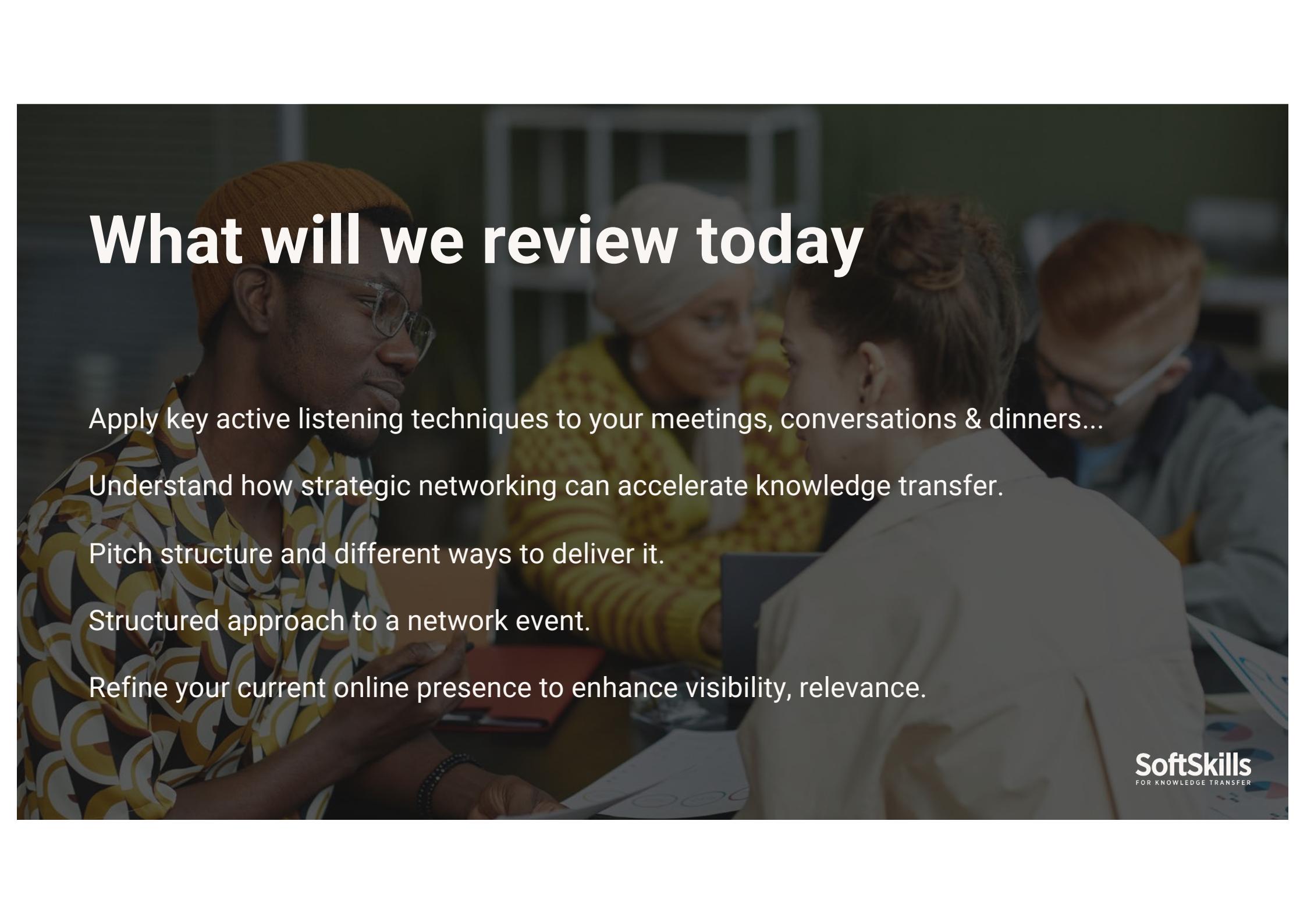
Split in pairs

1 min each to intro yourselves to each other

1 min present your colleague

Be authentic!

What will we review today

A photograph showing a group of diverse people in a networking event setting. In the foreground, a man with glasses and a yellow and white patterned shirt is looking down at a document. Behind him, a woman in a yellow patterned top and a woman in a white shirt are also looking at the same document. The background is blurred, showing other people in the room.

Apply key active listening techniques to your meetings, conversations & dinners...

Understand how strategic networking can accelerate knowledge transfer.

Pitch structure and different ways to deliver it.

Structured approach to a network event.

Refine your current online presence to enhance visibility, relevance.

Tactical Empathy

Inventory of tools in hostage negotiations used in business & life situation.

Book by Chris Voss and Tahl Raz: "Never Split the Difference: Negotiating as if Your Life Depended on It"





**Best way to
connect with
people is to
listen.**

Three active listening techniques that
will help you build rapport and trust:

Silence | Mirroring | Labeling

Silence

Be comfortable with long – and even awkward - silent moments.

Give space to your counterpart to share.



First 5 minutes

Person A

Talks about a topic
that excites them.

Person B

Listens with a focus on
facts. Stays silent.

Person C

Listens with a focus on
emotions. Stays silent.

Next 5 minutes

Person A

Stays silent.

Person B

Talks about what they
learned from Person A.

Person C

Talks about what they
learned from Person A.

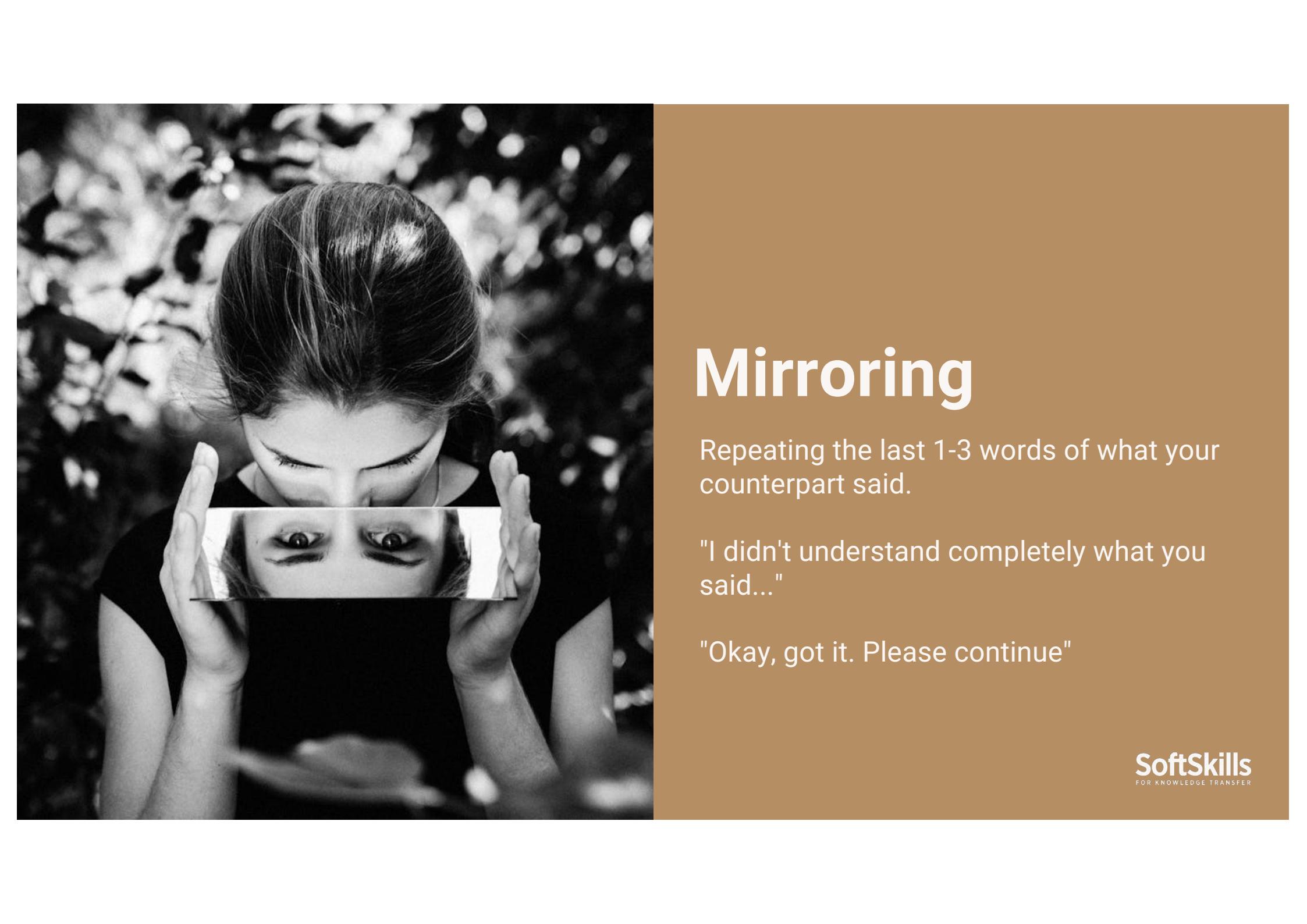
Debriefing

How did it feel to talk/listen uninterrupted for 5 minutes?

Did you have long silent moments?

Were there any misunderstandings?

What makes it difficult to listen someone with full concentration?



Mirroring

Repeating the last 1-3 words of what your counterpart said.

"I didn't understand completely what you said..."

"Okay, got it. Please continue"

First 5 minutes

Person A

Only listens with broad focus. Stays silent.

Person B

Talks about a topic that excites them.

Person C

Listens and uses mirroring.

Next 5 minutes

Person A

Talks about what they learned from Person B.

Person B

Listen quietly.

Person C

Talks about what they learned from Person B.



Debriefing

How did it feel to talk/listen uninterrupted for 5 minutes?

How did it feel to try mirroring? Was it smooth?

Was it easy to notice mirrors?

Labeling

"It sounds like ..."

"It feels like ..."

"It looks like ..."



First 5 minutes

Person A

Listens, uses mirroring
and labeling.

Person B

Listens, uses mirroring
and labeling.

Person C

Talks about a topic
that excites them.

Next 5 minutes

Person A

Talks about what they
learned from Person C.

Person B

Talks about what they
learned from Person C.

Person C

Stays silent.

Debriefing

How did it feel to be listened for 5 minutes?

How did it feel to try mirroring and labeling? Was it smooth?

Was it easy to notice mirrors and labels?



**People will forget
what you said,
but they will
never forget
how you made
them feel.**

What is networking?

Networking is the process of establishing and maintaining long term professional relationships.

The key to successful networking:

is mutual trust and reciprocity.

What is networking in Knowledge Transfer?

The process of building and maintaining connections with people from different fields, including researchers, industry experts, investors, NGOs and government officials.

Networking as a Strategy for Knowledge Transfer

Successful knowledge transfer relies heavily on effective networking.

It involves building a network of individuals, organizations, and other stakeholders with complementary expertise and resources.

To implement knowledge transfer, an organization should establish a network of external partners who have expertise in the required technologies.

Effective Networking Principles

Clarity

Define clear objectives (collaboration, funding, learning).

Connection

Target relevant stakeholders & prepare in advance.

Trust

Build long-term, transparent, mutually beneficial relationships.

Visibility

Be active at events, share knowledge, stay open to cross-sector opportunities.

Continuity

Follow up, maintain contact, leverage digital tools & organize with CRM.

Examples of Networking in Knowledge Transfer :

1:1 meetings with potential partners

Conferences, fairs, workshops & networking sessions

Partnering & matchmaking events (regional & international networks, clusters, associations)

Digital platforms & social media (LinkedIn, Innoget, Innovation Marketplace)

Mentor–mentee relationships for continuous learning

Cross-sector connections (academia, industry, government, civil society)



The benefits of networking in Knowledge Transfer

Generating leads, suppliers & new business opportunities

Building strategic partnerships & boosting brand visibility

Knowledge sharing, feedback & access to diverse perspectives

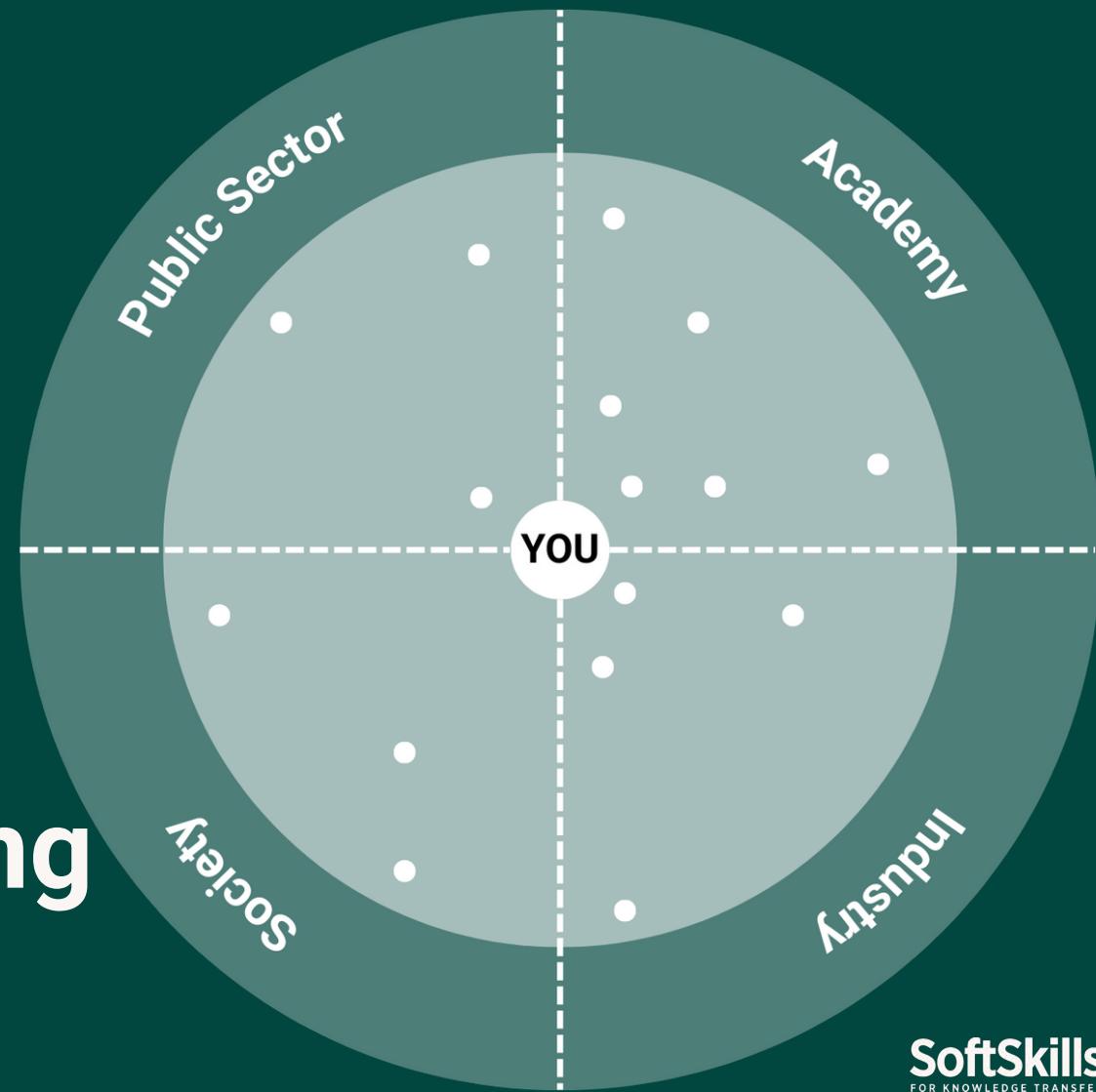
Coaching, mentorship & professional growth

Better decision-making, productivity & problem-solving

Spotting trends, innovations & industry developments

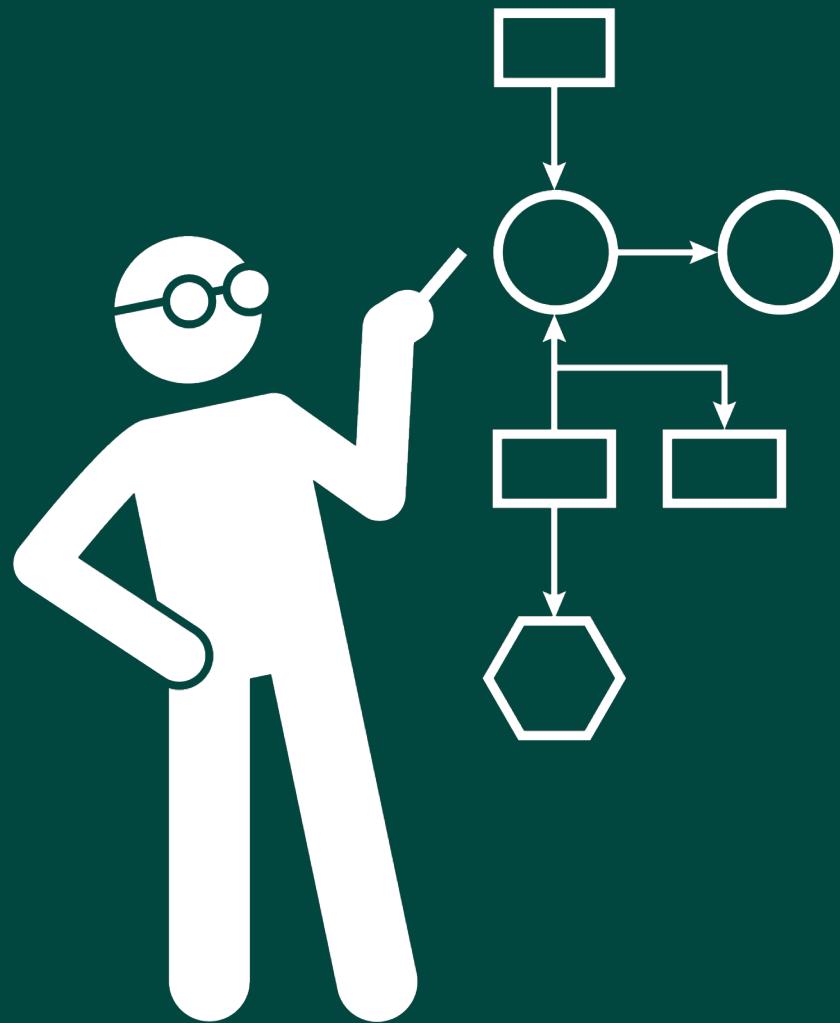
Influencing policy & strategy

Build Your Own Network: Mapping & Pitching



Source for Diagram: KTSS Project Consortium

Mapping potential business partners



| Mapping Exercise |

Mapping business partners for a particular technology

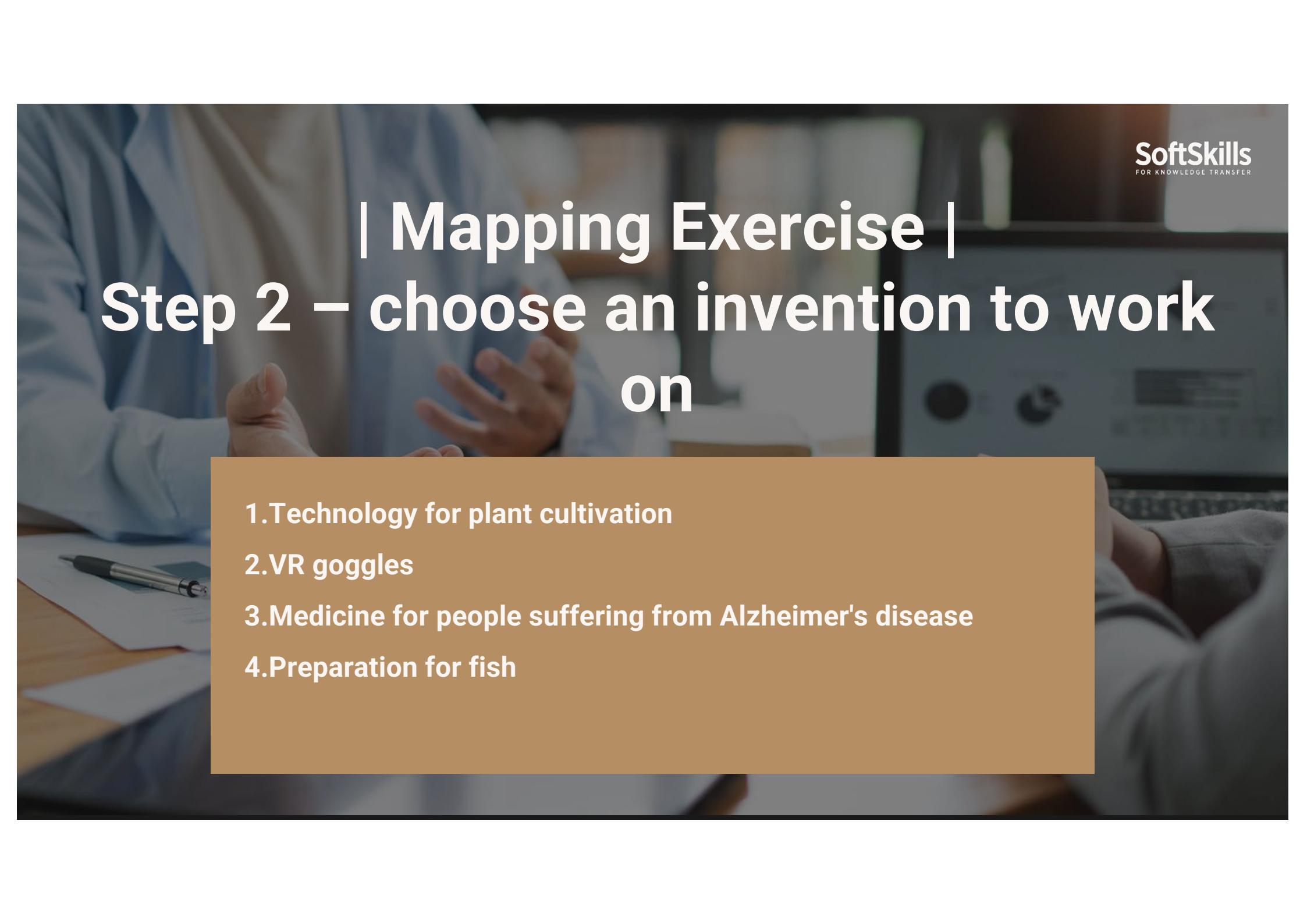
Using available patent databases (e.g. Espacenet), reports and information from the internet, compile a list of potential business partners who might be interested in the solution

| Mapping Exercise |

Step 1 – divide into groups

| Mapping Exercise |

Step 2 – choose an invention to work on

- 
- 1. Technology for plant cultivation
 - 2. VR goggles
 - 3. Medicine for people suffering from Alzheimer's disease
 - 4. Preparation for fish

1. Technology for plant cultivation

Biotization Technology in plant production

Biotization involves inoculating seedlings with beneficial microorganisms that support plant development and resilience. This approach reduces the need for synthetic fertilizers and chemical plant protection products, leading to lower production costs and reduced environmental and health impacts.

Effects of Using the Technology

- Improved rooting of cuttings – microorganisms enhance root system development, increasing the success rate of transplanting.
- Stimulation of seedling growth – biotization positively influences metabolic processes, including photosynthesis.
- Increased resistance to environmental stress – plants are more tolerant to drought, temperature fluctuations, and other adverse conditions.
- Reduced use of fertilizers and chemicals – natural microbial support decreases the need for synthetic inputs.

2. VR goggles

Contactless Emotion Monitoring in Virtual Reality

A novel contactless emotion monitoring system has been developed. It uses physiological parameters extracted from the video stream of VR headsets to assess the emotional state of the user. The system operates unobtrusively, without the need for physical contact, electrodes, or gels.

Key Benefits

- Video-based physiological signal extraction (e.g., heart rate, eye muscle tension)
- Emotion recognition algorithms trained on physiological data
- No additional hardware required – works with existing VR headsets
- Objective and reliable – more accurate than self-reported emotions
- Wide applicability – can be integrated into VR games or training simulations

3. Medicine for people suffering from Alzheimer's disease

A new generation of therapy for people with Alzheimer's disease

Revolutionary new treatment designed to combat the progression of Alzheimer's disease. Powered by neuro-regenerative peptides and smart nanotechnology, doesn't just slow memory loss – it helps rebuild neural connections and restore cognitive clarity.

Effects of Using the Technology

- Stimulates natural neuron regeneration in the hippocampus—the brain's memory center.
- Delivers therapeutic agents directly to damaged brain regions using precision-targeted nanoparticles.
- Memory Stabilization.
- Enhances long-term memory retention and cognitive function within just 4 weeks of use.
- No harsh side effects. No dependency. Just science-backed support for the brain.

4. Preparation for fish

A new treatment for Aquarium Fish

Next-generation water conditioner and health booster designed for aquarium fish of all species. Formulated with natural plant extracts, aquatic probiotics, and essential trace minerals. It supports immunity, digestion, and stress resistance – keeping your fish vibrant and thriving.

Effects of Using the Technology

- Strengthens the immune system and protects against common infections.
- Supports digestion and recovery.
- Stabilizes pH and improves biological filtration.
- Calms fish during transport, water changes, or the introduction of new tank mates.

| Mapping Exercise |

Step 3 –review the provided description of a chosen technology

Identify 5 keywords

Write down five keywords or phrases that best capture the essence, function, or application of the technology.

Define potential business partners

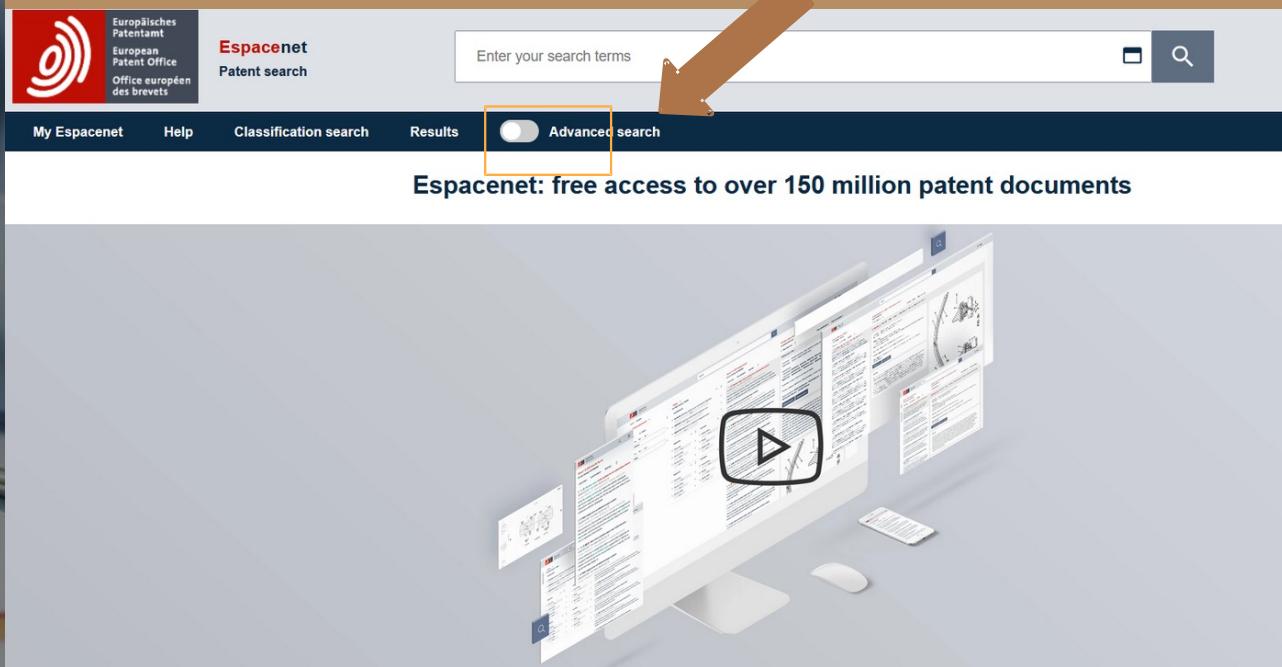
List the types of organizations, companies, or institutions that could be interested in further developing the technology, integrating it into their operations, or selling products based on it.

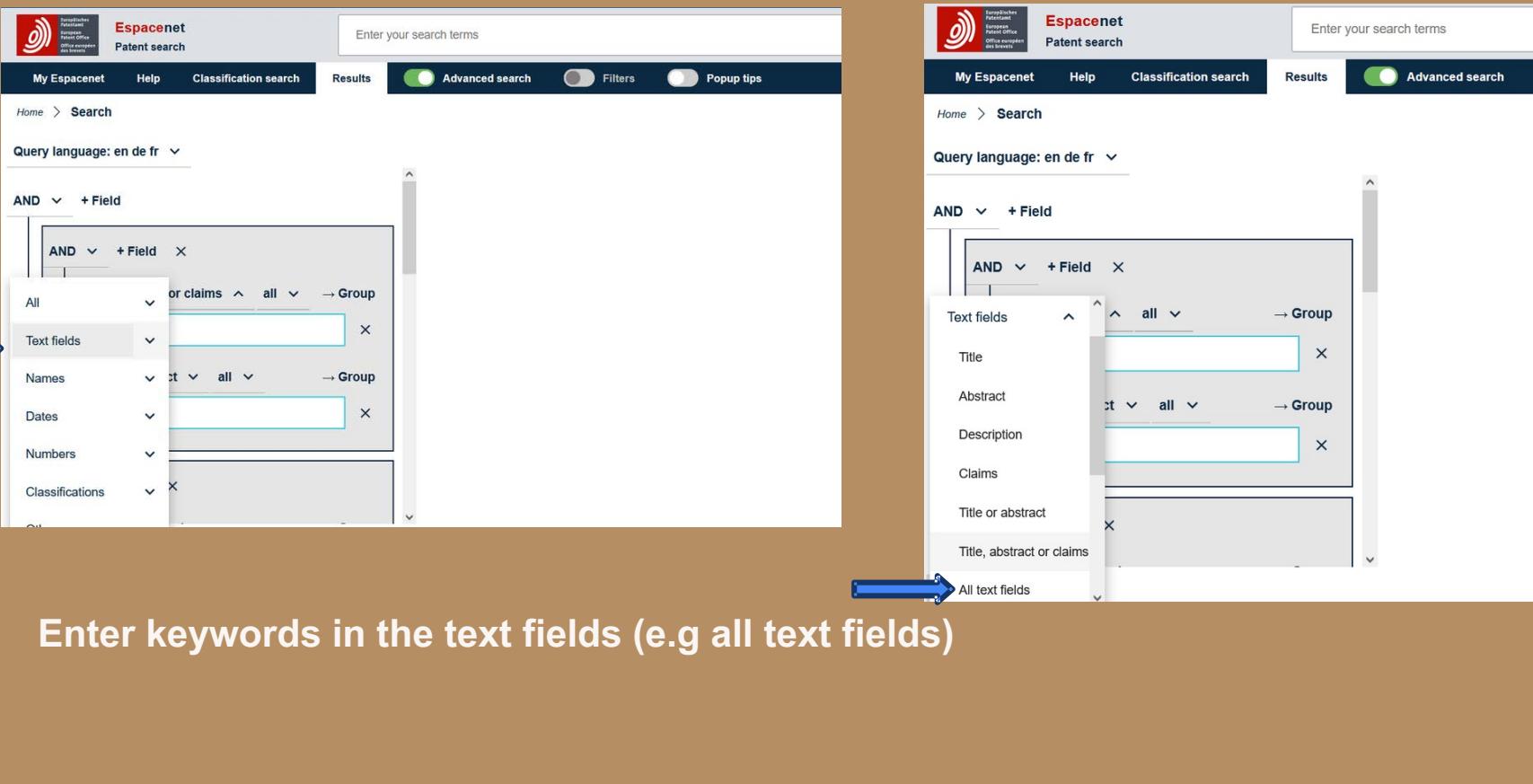
| Mapping Exercise |

Step 4 – Search for potential business partners using the Espacenet patent database and identified keywords

<https://worldwide.espacenet.com/>

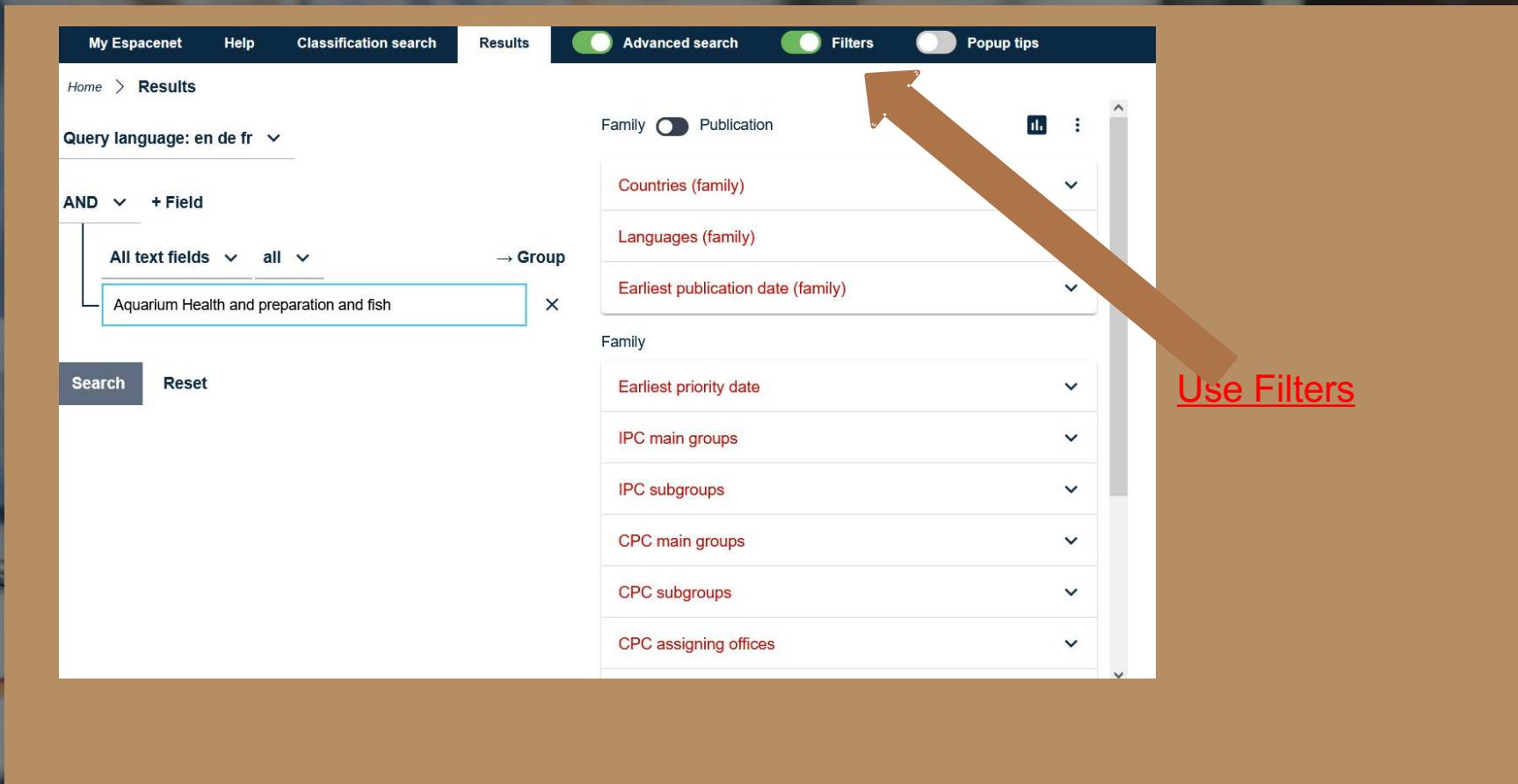
Use Advance search





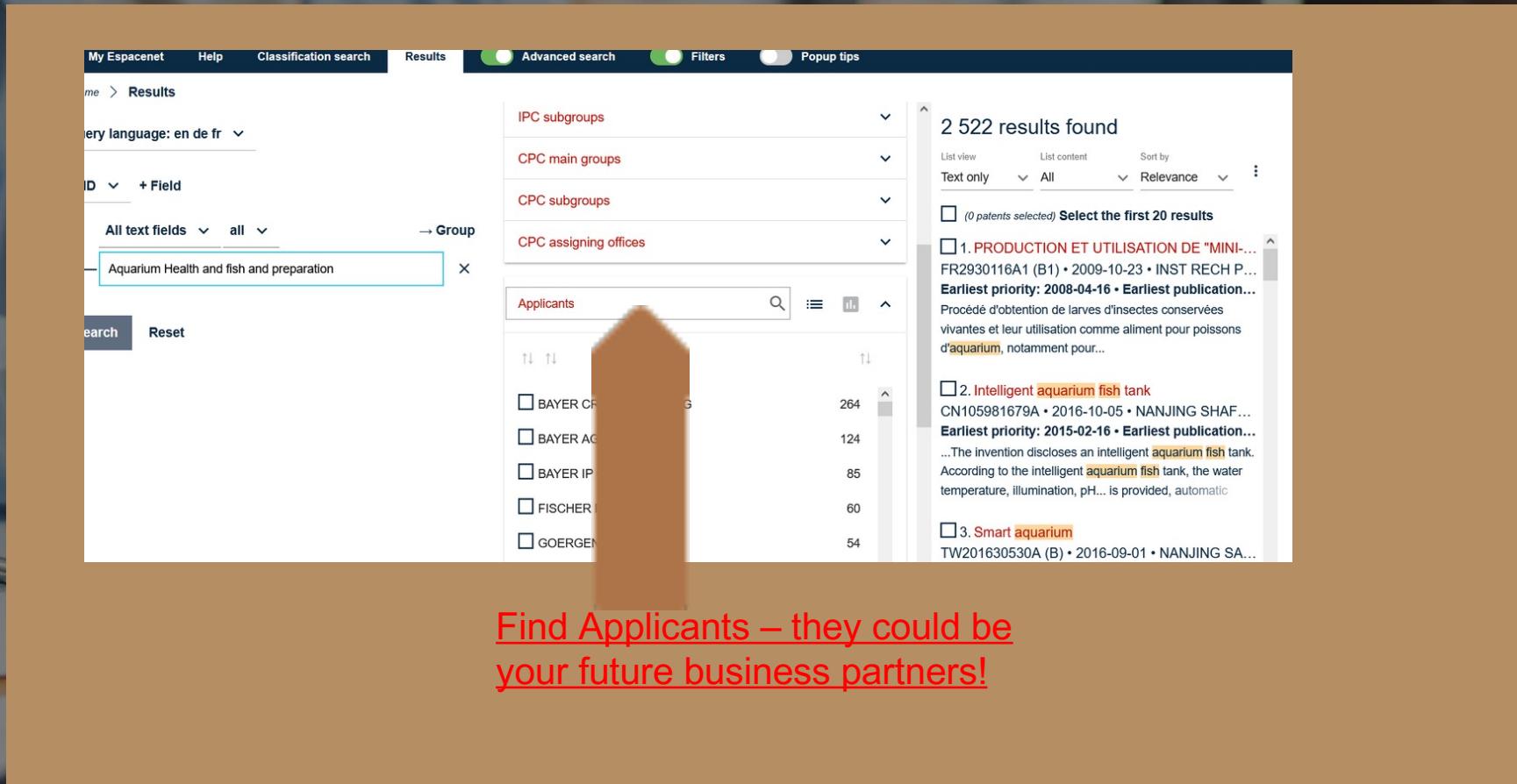
The image shows a screenshot of the Espacenet Patent search interface. The search bar at the top contains the placeholder text "Enter your search terms". Below the search bar are three buttons: "Advanced search" (green), "Filters" (grey), and "Popup tips" (grey). The main search area is titled "Search" and shows the query language as "en de fr". The search interface uses a tree-like structure for building queries. A blue arrow points to the "Text fields" node, which is expanded to show "Title", "Abstract", "Description", "Claims", "Title or abstract", and "Title, abstract or claims". Another blue arrow points to the "All text fields" node, which is the result of the expanded "Text fields" node. The background of the search area is light grey, and the overall interface is clean and modern.

Enter keywords in the text fields (e.g all text fields)



The image shows a screenshot of the Espacenet search interface. At the top, there is a navigation bar with links for 'My Espacenet', 'Help', 'Classification search', 'Results', 'Advanced search' (which is turned on), 'Filters' (which is turned on), and 'Popup tips'. Below the navigation bar, the page title is 'Home > Results'. The 'Query language' is set to 'en de fr'. The search query is 'Aquarium Health and preparation and fish'. The search results are grouped under 'All text fields' and 'all'. A large orange arrow points from the text 'Use Filters' to the 'Filters' button in the top navigation bar. The search results are displayed in a table with columns for 'Family' and 'Publication'. The table includes rows for 'Countries (family)', 'Languages (family)', 'Earliest publication date (family)', 'Family', 'Earliest priority date', 'IPC main groups', 'IPC subgroups', 'CPC main groups', 'CPC subgroups', and 'CPC assigning offices'. The 'Search' and 'Reset' buttons are located at the bottom left of the search form.

Use Filters



The screenshot shows the Espacenet search interface with the following details:

- Search Query:** `Aquarium Health and fish and preparation`
- Search Fields:** All text fields, Grouped by `Field`
- IPC Subgroups:** CPC main groups, CPC subgroups, CPC assigning offices
- Applicants:** BAYER CR, BAYER AG, BAYER IP, FISCHER, GOERGEN
- Results:** 2 522 results found
- First Result:** 1. **PRODUCTION ET UTILISATION DE "MINI...** (FR2930116A1) - Earliest priority: 2008-04-16. Earliest publication: 2009-10-23. Description: Procédé d'obtention de larves d'insectes conservées vivantes et leur utilisation comme aliment pour poissons d'aquarium, notamment pour...
- Second Result:** 2. **Intelligent aquarium fish tank** (CN105981679A) - Earliest priority: 2015-02-16. Earliest publication: 2016-10-05. Description: The invention discloses an intelligent aquarium fish tank. According to the intelligent aquarium fish tank, the water temperature, illumination, pH... is provided, automatic...
- Third Result:** 3. **Smart aquarium** (TW201630530A) - Earliest priority: 2016-09-01. Earliest publication: 2016-09-01. Description: ...

Text Overlay: Find Applicants – they could be your future business partners!

| Mapping Exercise |

Step 5 – Check market and industry reports

**Using the indicated types of business partners (from Step 4) and
information available on the Internet (market and industry reports)
select the ten most important key players**

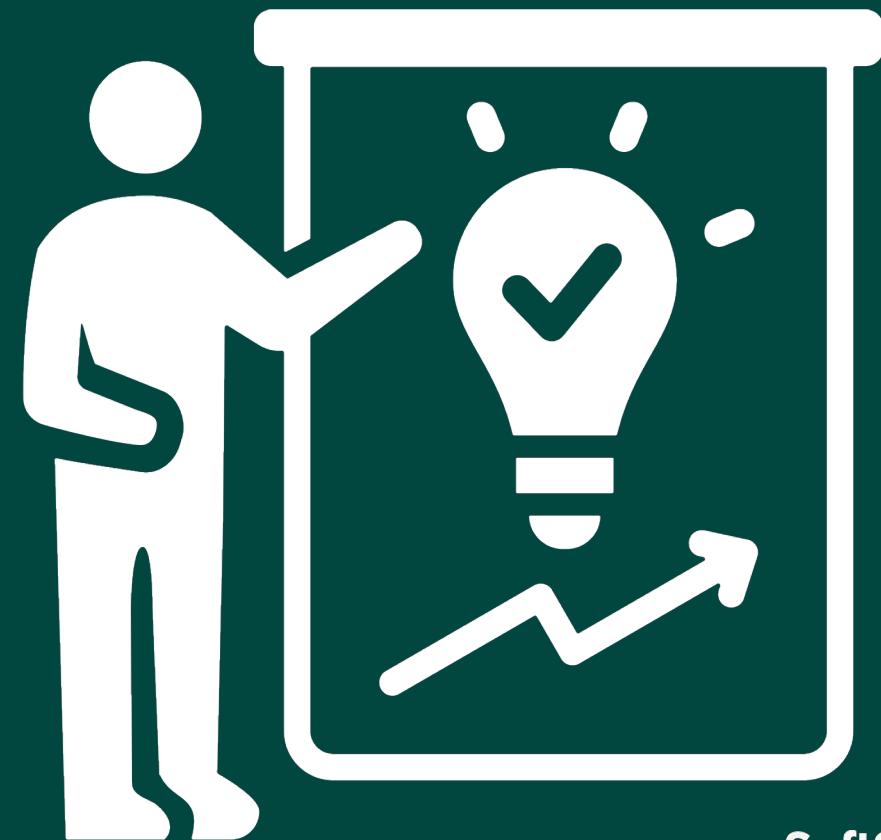
| Mapping Exercise |

Step 6 – Compile information

Combine and verify the lists from steps 5 and 6.

Pay particular attention to any companies that appear on both lists.

Pitching your technology



Pitch Deck: Introducing your technology

A pitch deck is a presentation used to quickly convey key information:
introducing a business, product or project to potential investors, partners or clients.

Isn't about saying everything you know.

It clarifies your thinking and knowledge about innovation.

Pitch Deck: Why is important?

Helps to present your technology in a clear, organised and structured manner.

Supports you in every networking occasion with potential business partners.

Pitch Deck: *The elements & structure*

The Hook
(Executive Summary)

The Problem

The Solution

The Opportunity
(Target Market)

The Competition Map

The Team

Business Model

Roadmap
(Traction & Validation)

Sales & Marketing

Financials
(Traction & Validation)

The Ask:
(Investment & Funding Needs)

Pitch Deck: A short version for an Early Stage Idea

Early Stage Pitch

The Hook
(Executive Summary)

The Problem

The Solution

The Opportunity
(Target Market)

The Competition Map

The Team

Business Model

Roadmap
(Traction & Validation)

Sales & Marketing

Financials
(Traction & Validation)

The Ask:
(Investment & Funding Needs)

Pitch Deck: Start from a shorter version for an Early Stage Idea

The Hook (Executive Summary)

Write a clear, concise sentence about technology that will pique listeners' interest and make them want to find out more.

The Problem

Explain briefly and clearly what problem the technology presented solves, and how significant and important the problem is. Describe its impact on customers, society or government.

The Solution

Describe your product and explain how it solves the problem, without going into mind-numbing detail.

The Opportunity (Target Market)

Show the market opportunity. Define your target market. Demonstrate the size of the market and provide an estimate of what it will look like in the future.

The Competition Map

Demonstrate your knowledge of the competitors. Identify your key competitors.

The Team

Introduce the team and explain why they will succeed.

| Pitching Exercise |
Prepare Handshake Pitch
on a specific technology,
incorporating key elements of the
pitch deck.



Step 1 – choose an invention to work on

1. Technology for plant cultivation
2. VR goggles
3. Medicine for people suffering from Alzheimer's disease
4. Preparation for fish

Prepare three interesting sentences referring to key elements of the pitch deck

The Hook (Executive Summary)

Write a clear, concise sentence about technology that will pique listeners' interest and make them want to find out more.

The Problem

Explain briefly and clearly what problem the technology presented solves, and how significant and important the problem is. Describe its impact on customers, society or government.

The Solution

Describe your product and explain how it solves the problem, without going into mind-numbing detail.

Example:

1. The Hook or/and the Problem (depending which is more impactful)

Modern agriculture faces a triple challenge: declining soil health, overuse of chemicals, and the urgent need to feed a growing population sustainably.

2. The Solution

Our technology introduces a smart, bio-based cultivation system that enhances plant growth, boosts resilience, and reduces chemical dependency – without changing existing farming infrastructure.

3. Either The Solution or The Opportunity (depending which is more impactful)

With the global agri-tech market projected to exceed \$30 billion, our solution is positioned at the intersection of sustainability, innovation, and scalable food production.

Intro Paragraph across different communication needs...

Modern agriculture faces a triple challenge: declining soil health, overuse of chemicals, and the urgent need to feed a growing population sustainably.

Our technology introduces a smart, bio-based cultivation system that enhances plant growth, boosts resilience, and reduces chemical dependency – without changing existing farming infrastructure.

With the global agri-tech market projected to exceed \$30 billion, our solution is positioned at the intersection of sustainability, innovation, and scalable food production.

Pitch Deck: One Story, Three Levels

Handshake Pitch

The Hook
(Executive Summary)

The Problem

The Solution

Early Stage Pitch

The Opportunity
(Target Market)

The Competition Map

The Team

Business Model

Roadmap
(Traction & Validation)

Sales & Marketing

Financials
(Traction & Validation)

The Ask:
(Investment & Funding Needs)

Turn Your Pitch Into Your Online Profile

Headline

Headline = Your Handshake Pitch

Short, clear intro: Who you are + what you do + why it matters
Ex: "KT Professional | Building partnerships for sustainable innovation"

About

About = Problem – Solution – Market

Problem → What challenge or need are you focused on?
Solution → What do you / your project do?
Market / Impact → Who benefits and why it matters?
Write in a personal, conversational tone (not a business plan).

Feature

Featured & Activity = Proof of Work

Share projects, talks, or publications (mini "traction")
Engage weekly: comments, posts, insights
Visibility = networking in action

Wrapping Up...

Before

Prepare & Map

Define your goals

Use the mapping exercise to identify partners

Craft your handshake pitch

During

Be Present & Engage

Apply listening techniques

Deliver your handshake pitch

Stay present, open, curious, and connect meaningfully

After

Follow Up & Grow

Send personalized follow-ups

Leverage contacts and materials created

Nurture relationships for long-term collaboration

Next step: apply one new skill in your very next networking opportunity.



**Be Short
Be Relevant
Be Brilliant**

Thank you!



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