SoftSkills
FOR KNOWLEDGE TRANSFER

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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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

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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!

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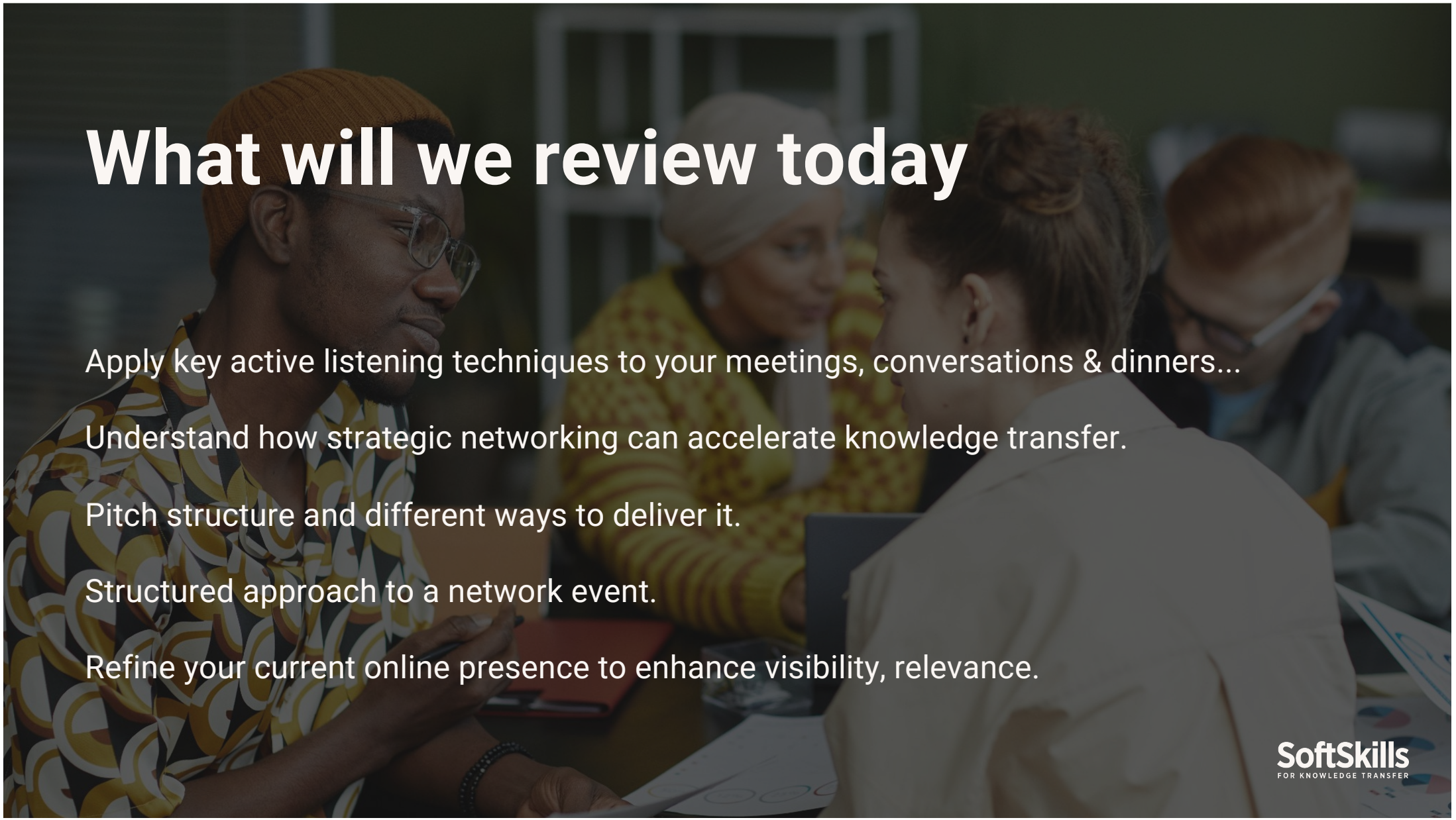

What will we review today

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.

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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"

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Best way to connect with people is to listen.

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

Silence | Mirroring | Labeling

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Silence

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

Give space to your counterpart to share.

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First 5 minutes

Person A	Person B	Person C
Talks about a topic that excites them.	Listens with a focus on facts. Stays silent.	Listens with a focus on emotions. Stays silent.

Next 5 minutes

Person A	Person B	Person C
Stays silent.	Talks about what they learned from Person A.	Talks about what they learned from Person A.

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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?

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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"

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First 5 minutes

Person A	Person B	Person C
Only listens with broad focus. Stays silent.	Talks about a topic that excites them.	Listens and uses mirroring.

Next 5 minutes

Person A	Person B	Person C
Talks about what they learned from Person B.	Listen quietly.	Talks about what they learned from Person B.

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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?

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Labeling

"It sounds like ..."

"It feels like ..."

"It looks like ..."

First 5 minutes

Person A	Person B	Person C
Listens, uses mirroring and labeling.	Listens, uses mirroring and labeling.	Talks about a topic that excites them.

Next 5 minutes

Person A	Person B	Person C
Talks about what they learned from Person C.	Talks about what they learned from Person C.	Stays silent.

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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?

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

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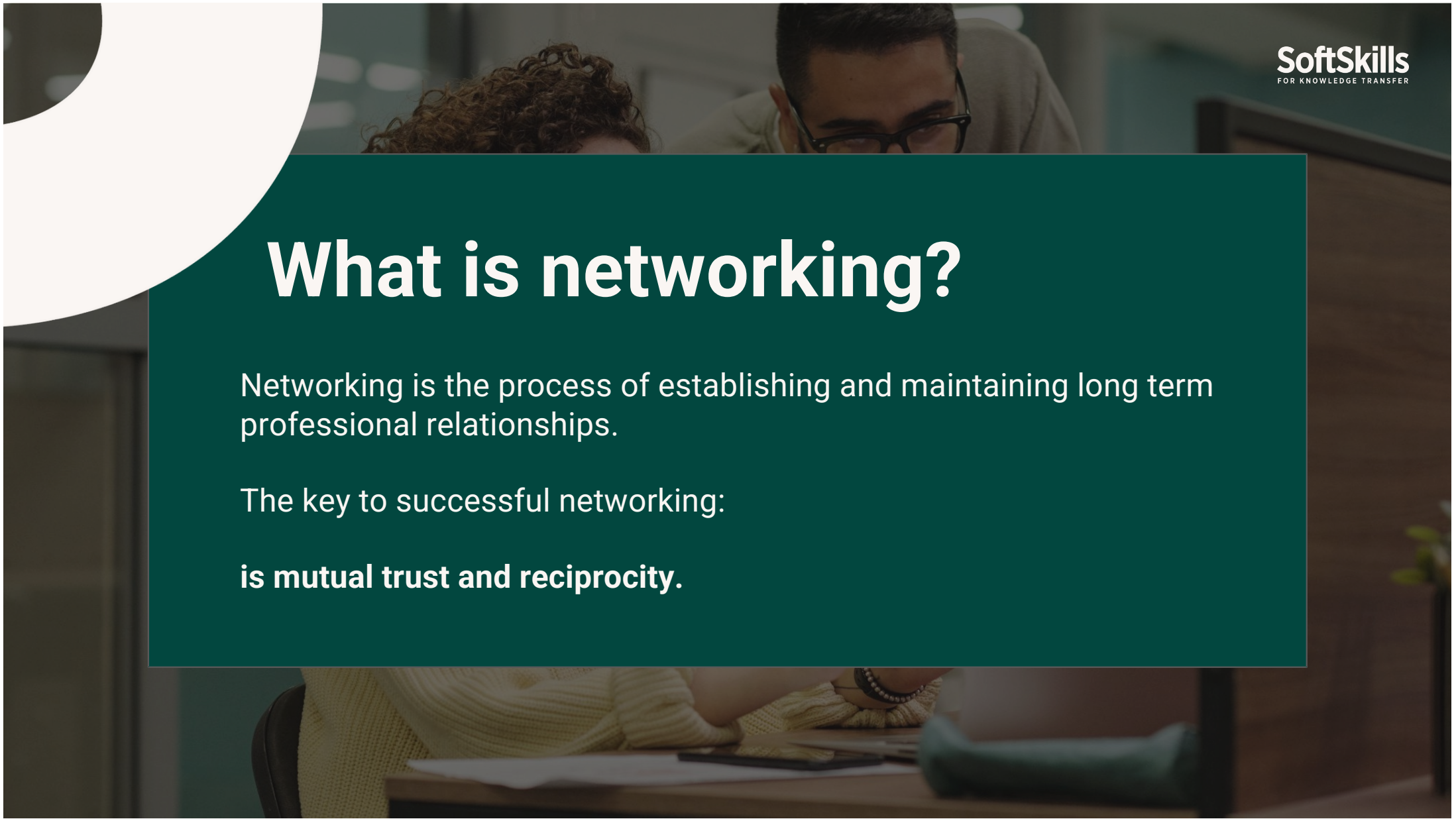

What is networking?

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.

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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.

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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)

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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

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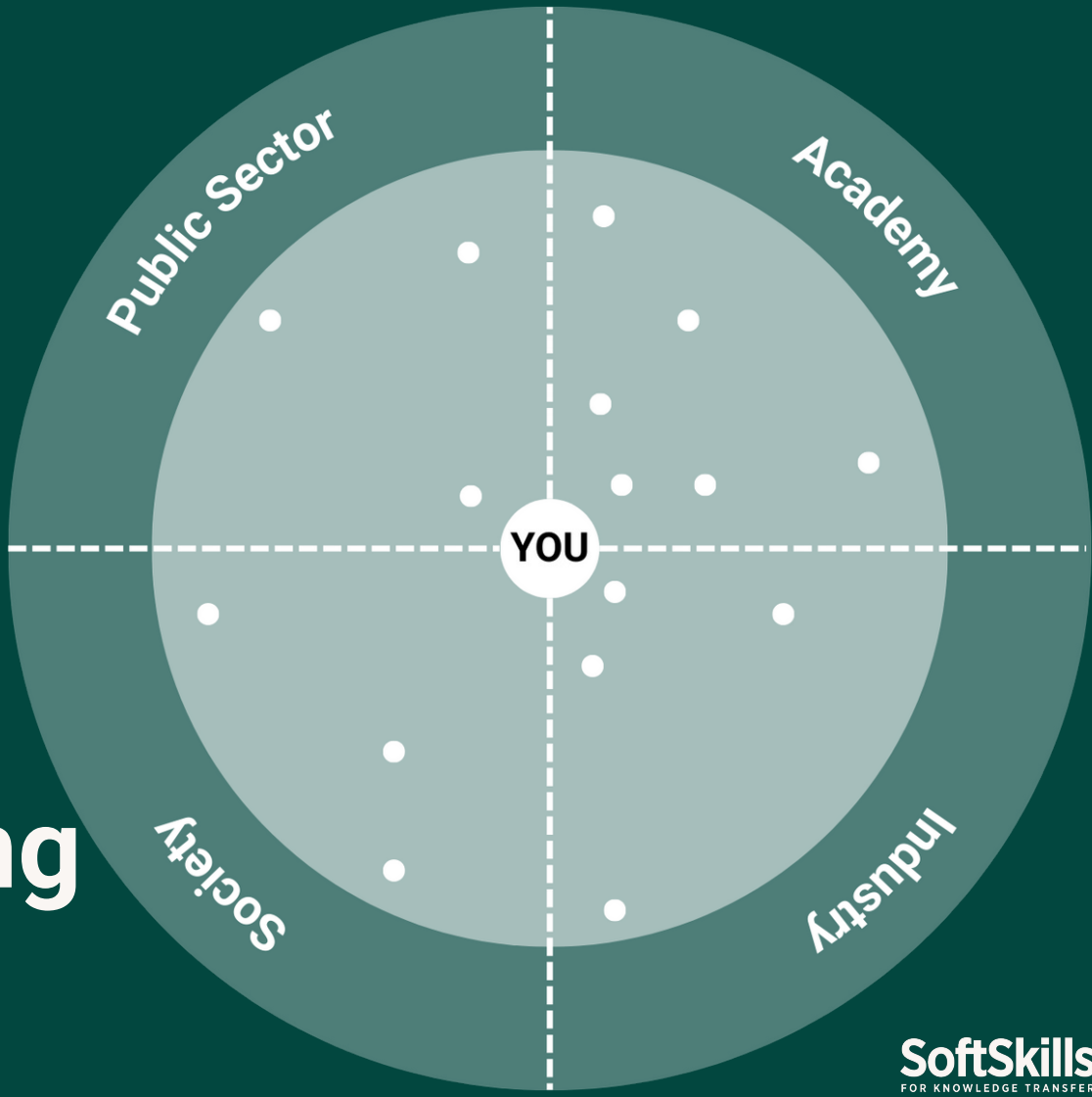
Build Your Own Network: Mapping & Pitching



Source for Diagram: KTSS Project Consortium

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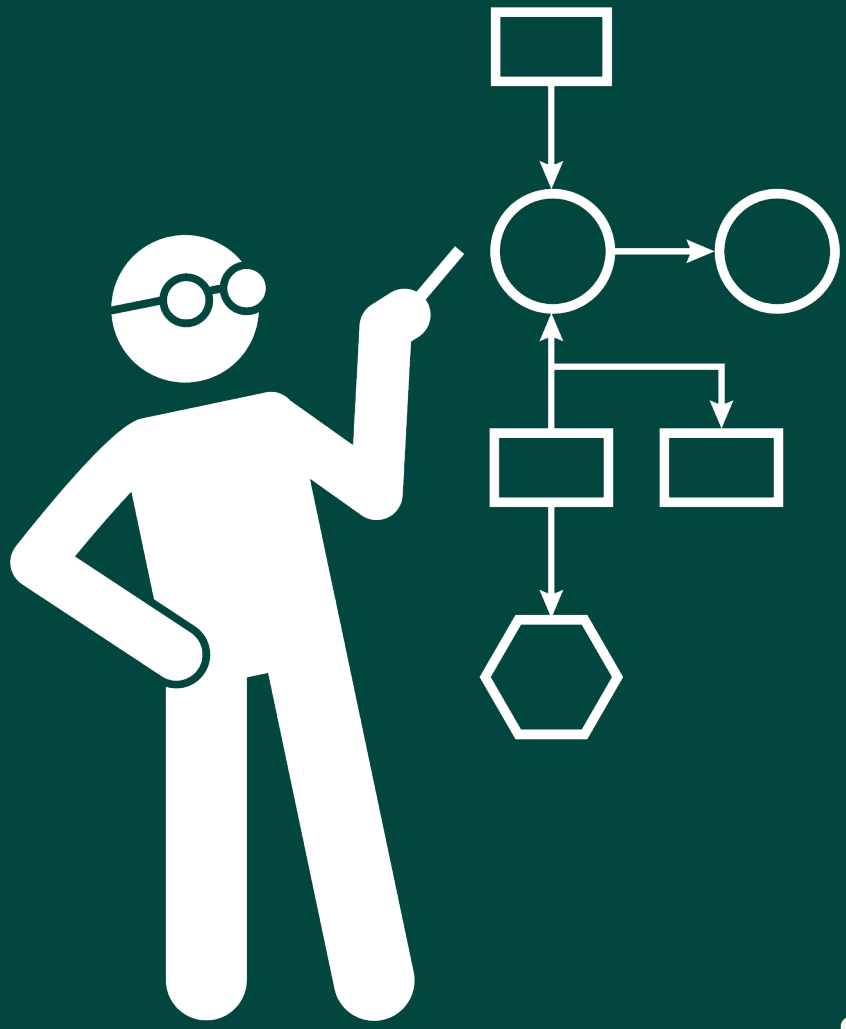
Mapping potential business partners



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| 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

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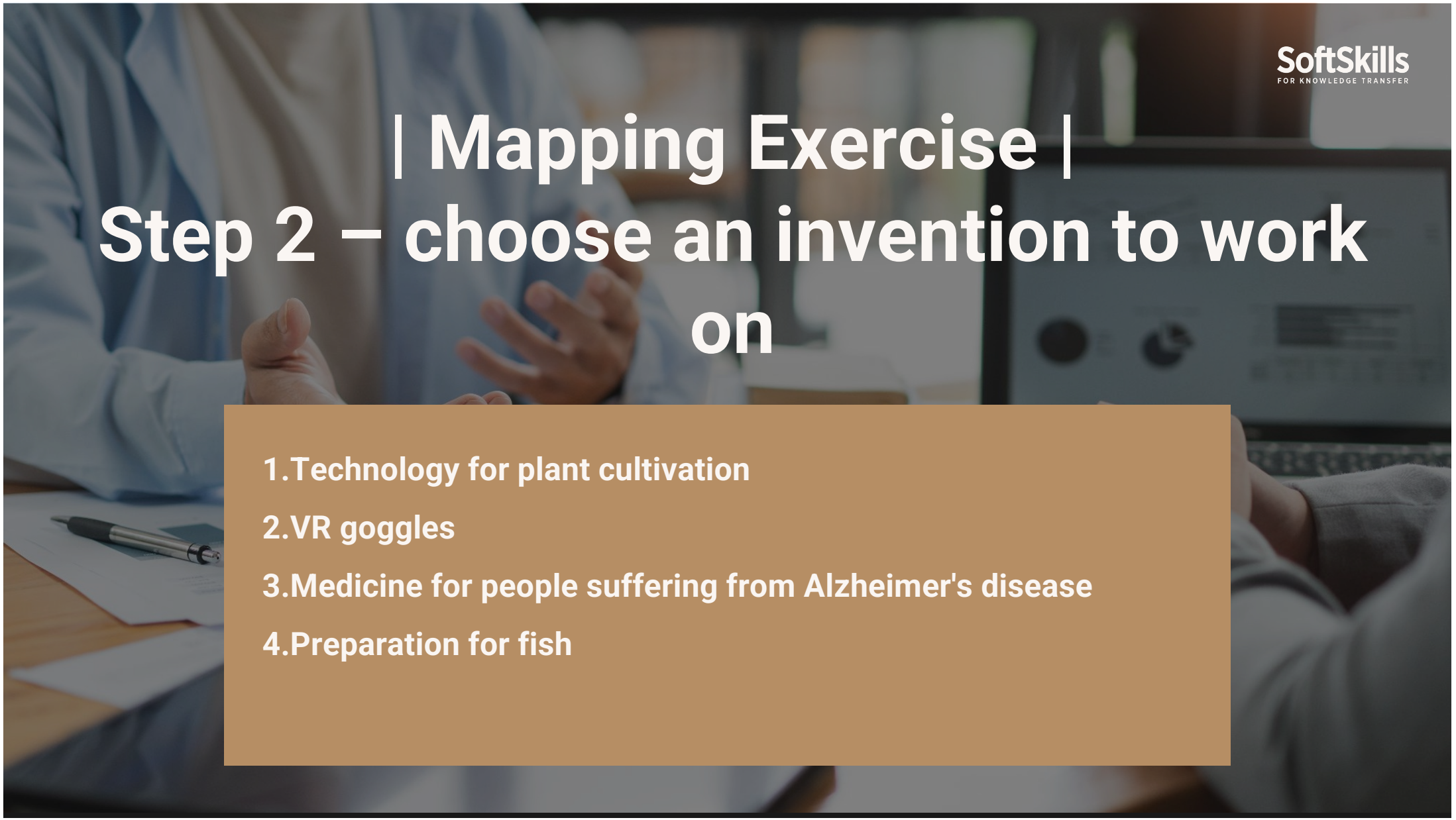
| Mapping Exercise |
Step 1 – divide into groups



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| 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

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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

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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.

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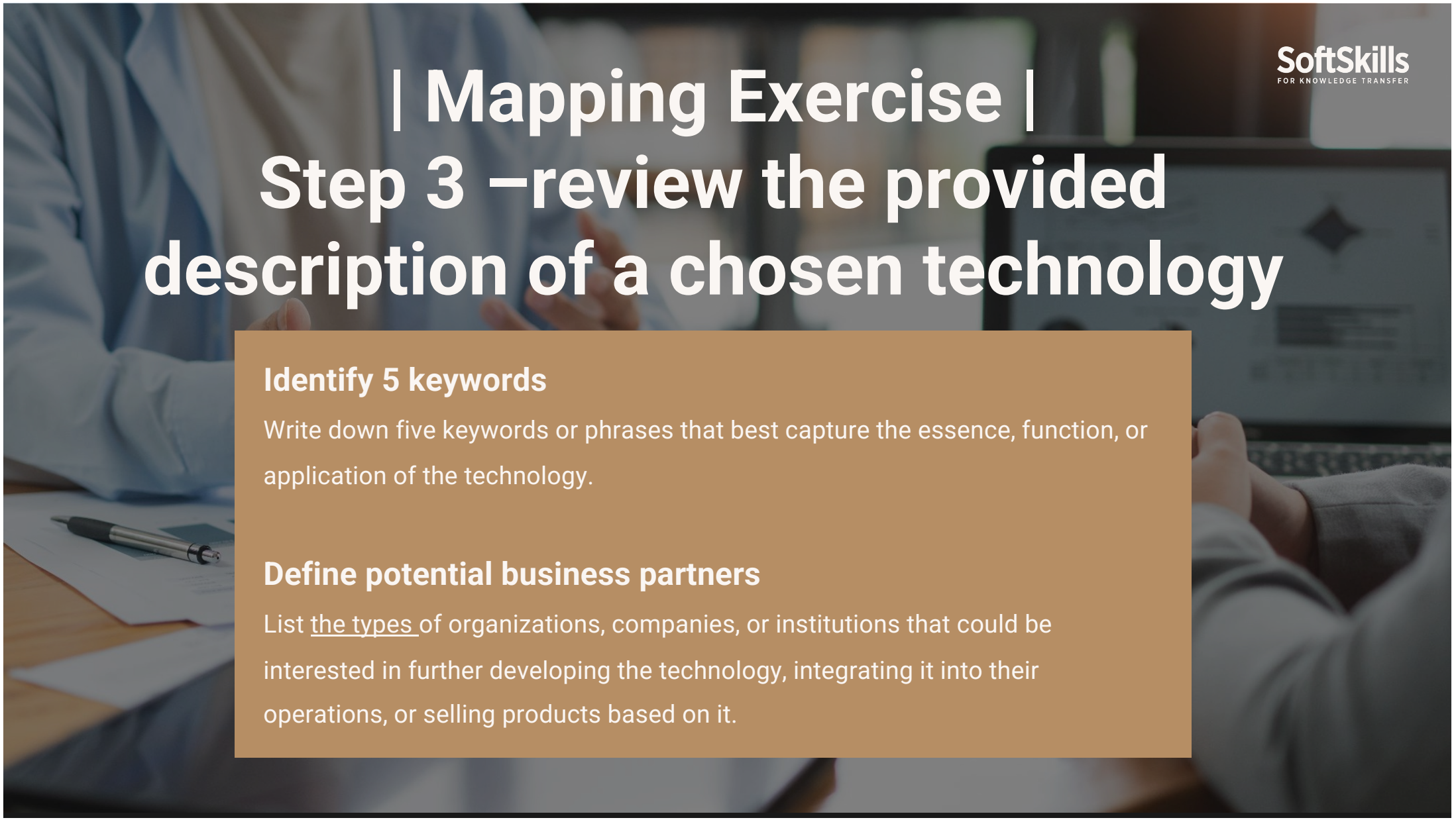
4. Preparation for fish

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.
- Support digestion and recovery.
- Stabilizes pH and improves biological filtration.
- Calms fish during transport, water changes, or the introduction of new tank mates.



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| 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

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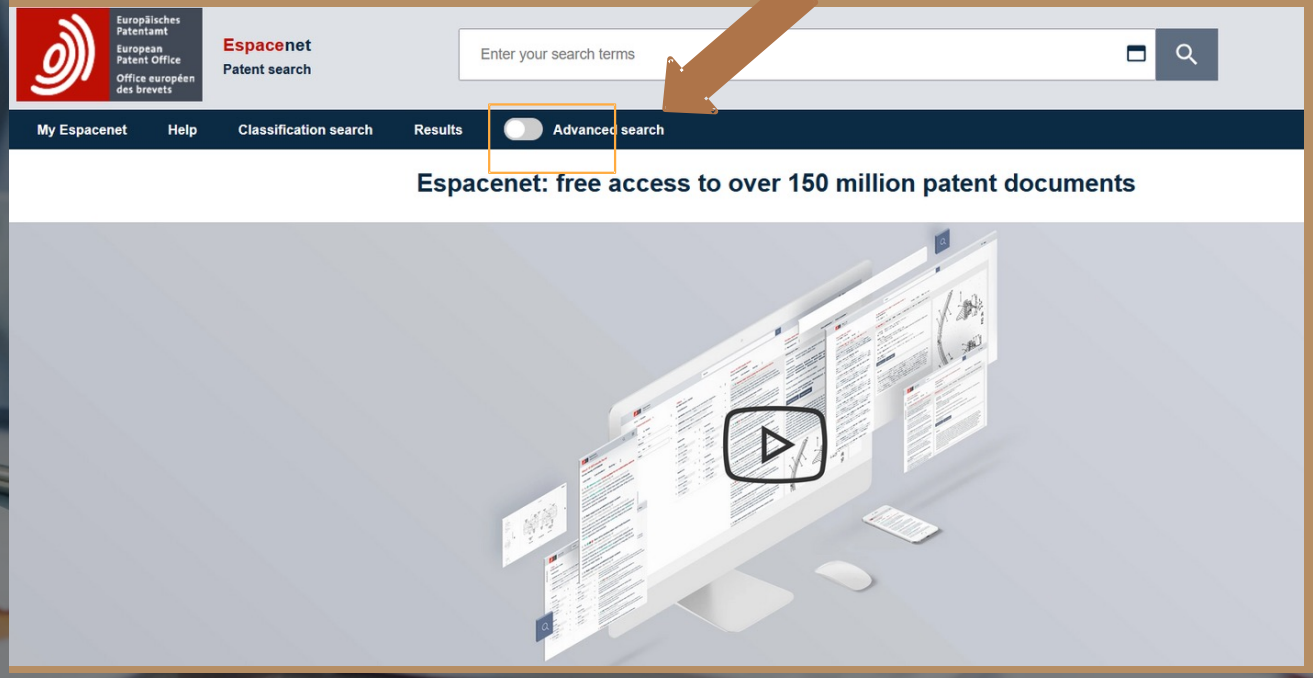
https://worldwide.espacenet.com/

Use Advence search



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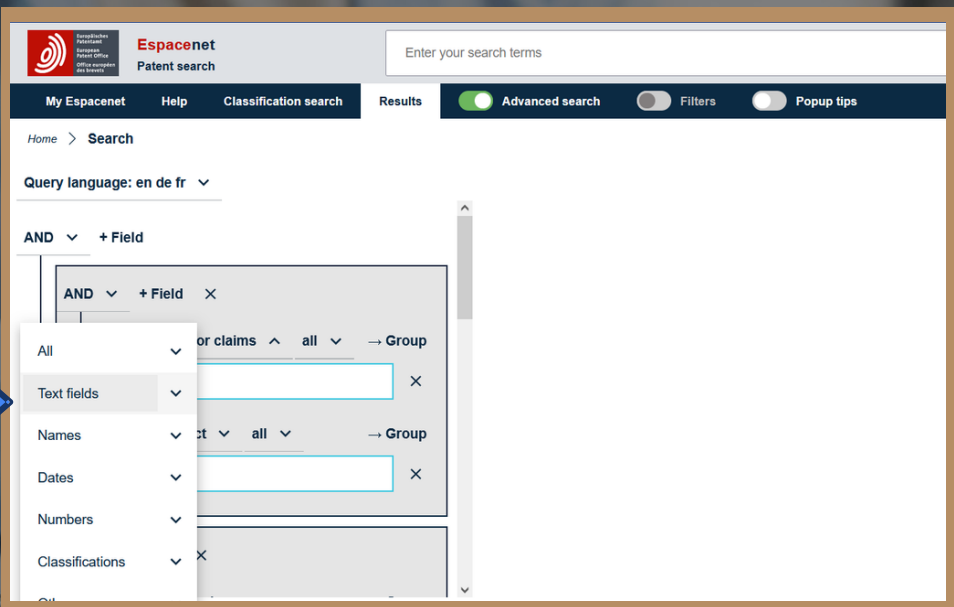

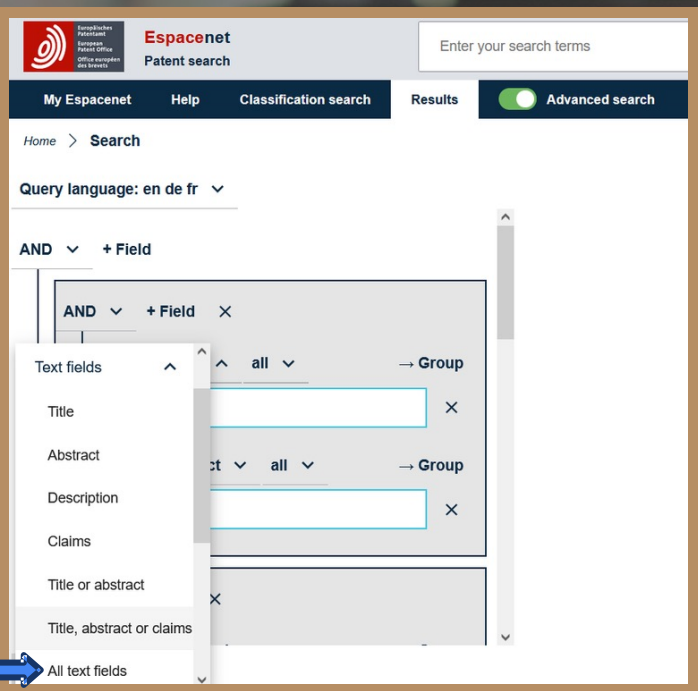

Enter keywords in the text fields (e.g all text fields)

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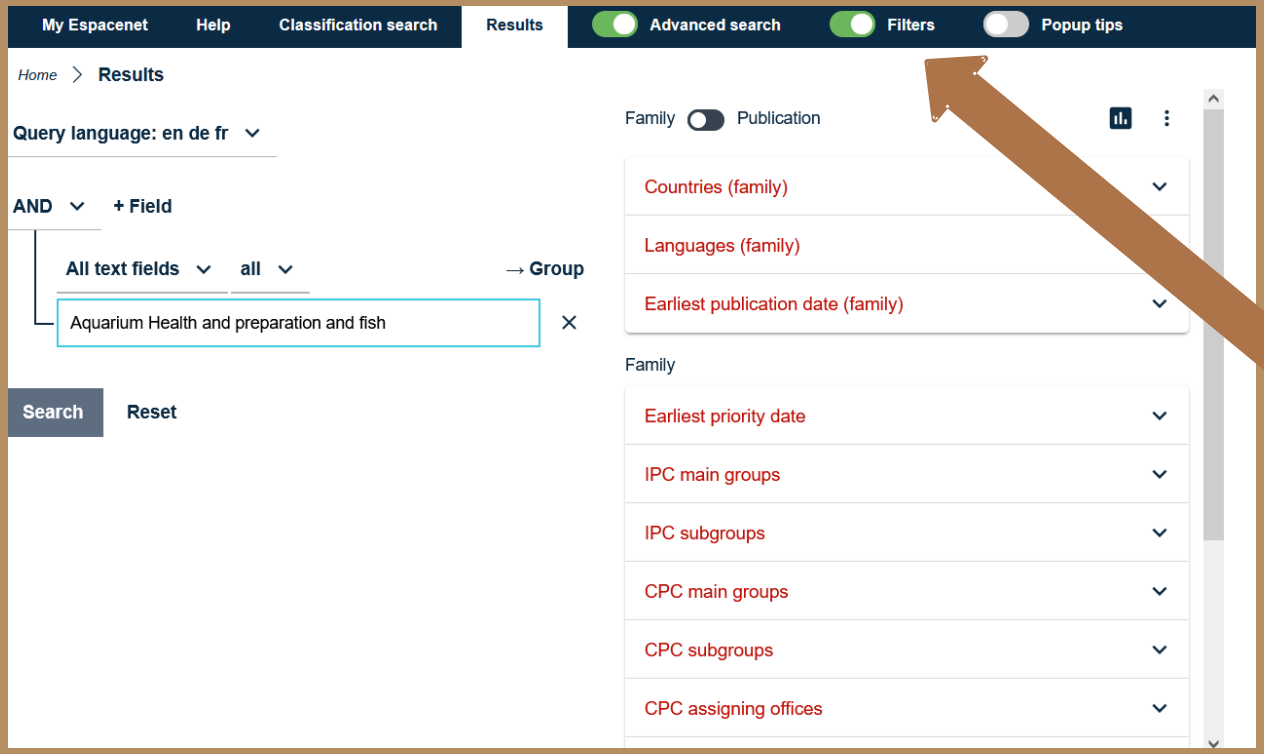

Use Filters

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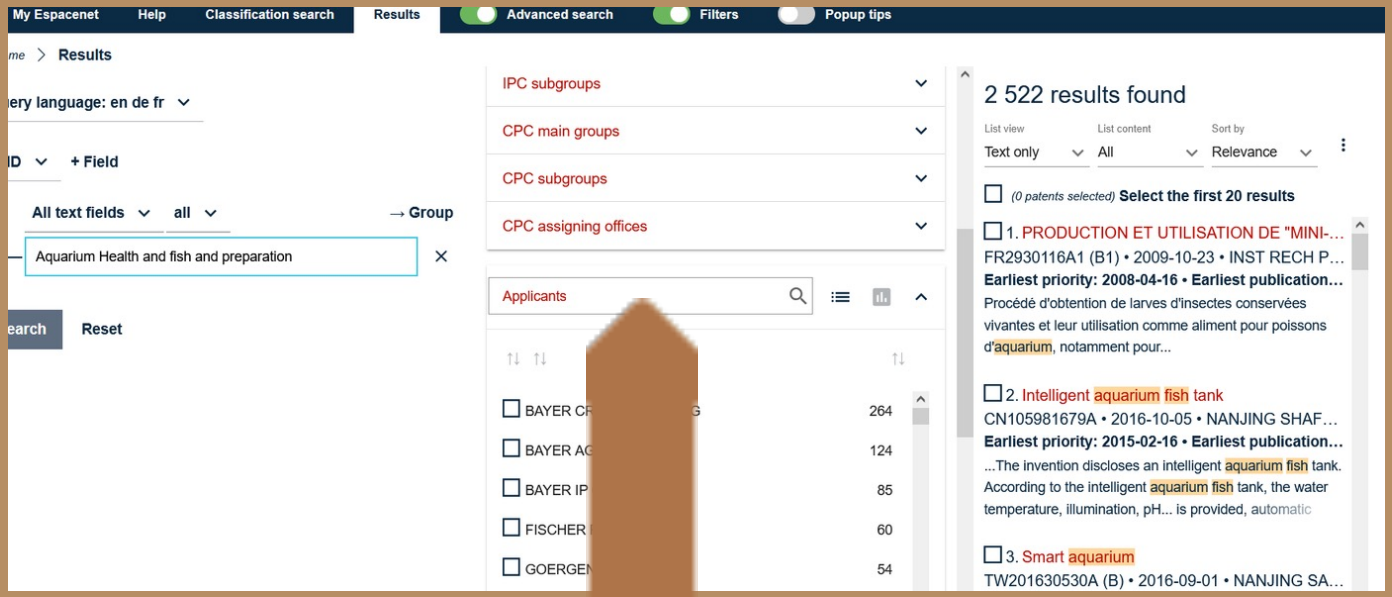
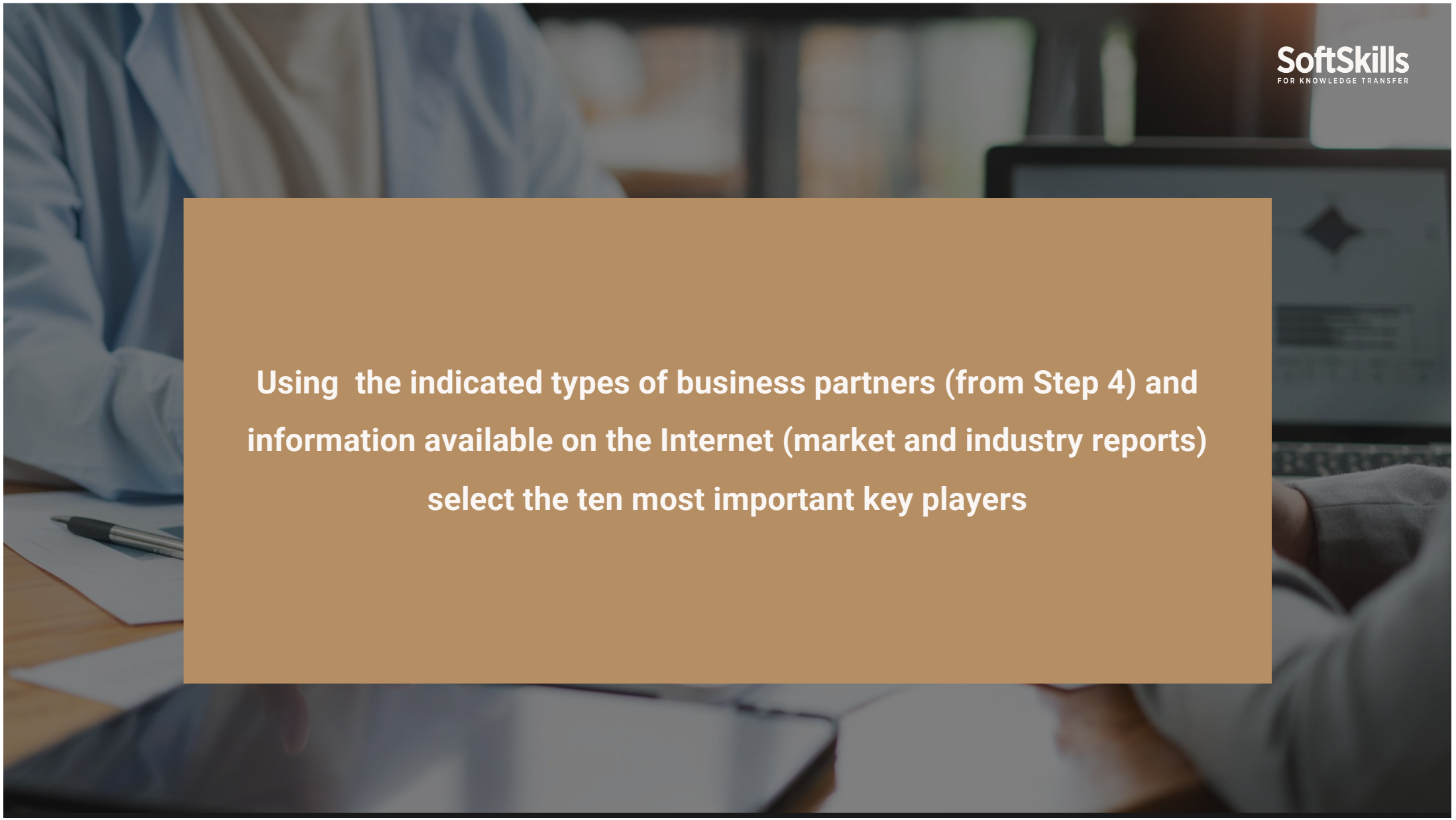


Find Applicants – they could be your future business partners!

| Mapping Exercise |
Step 5 – Check market and industry reports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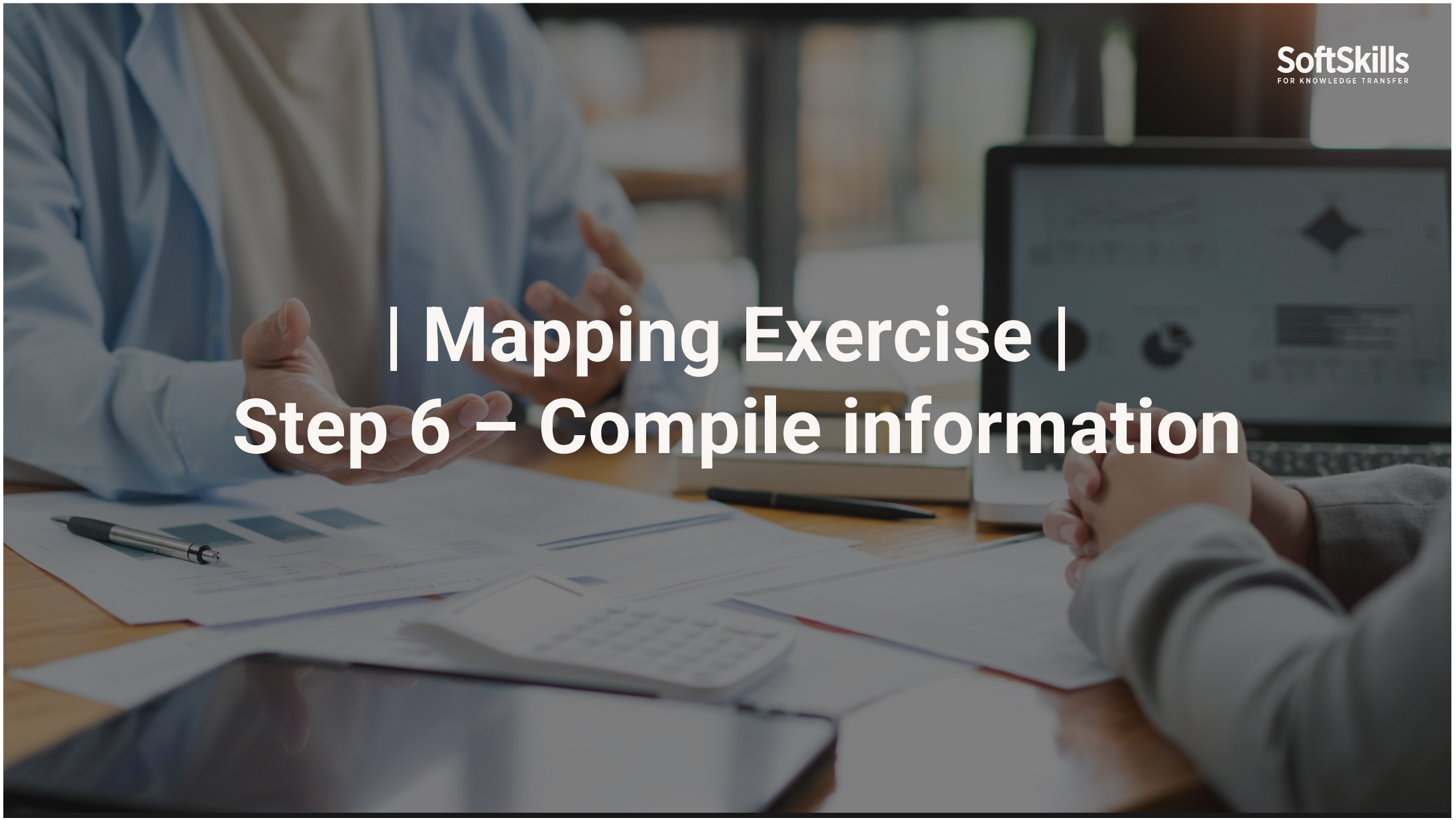
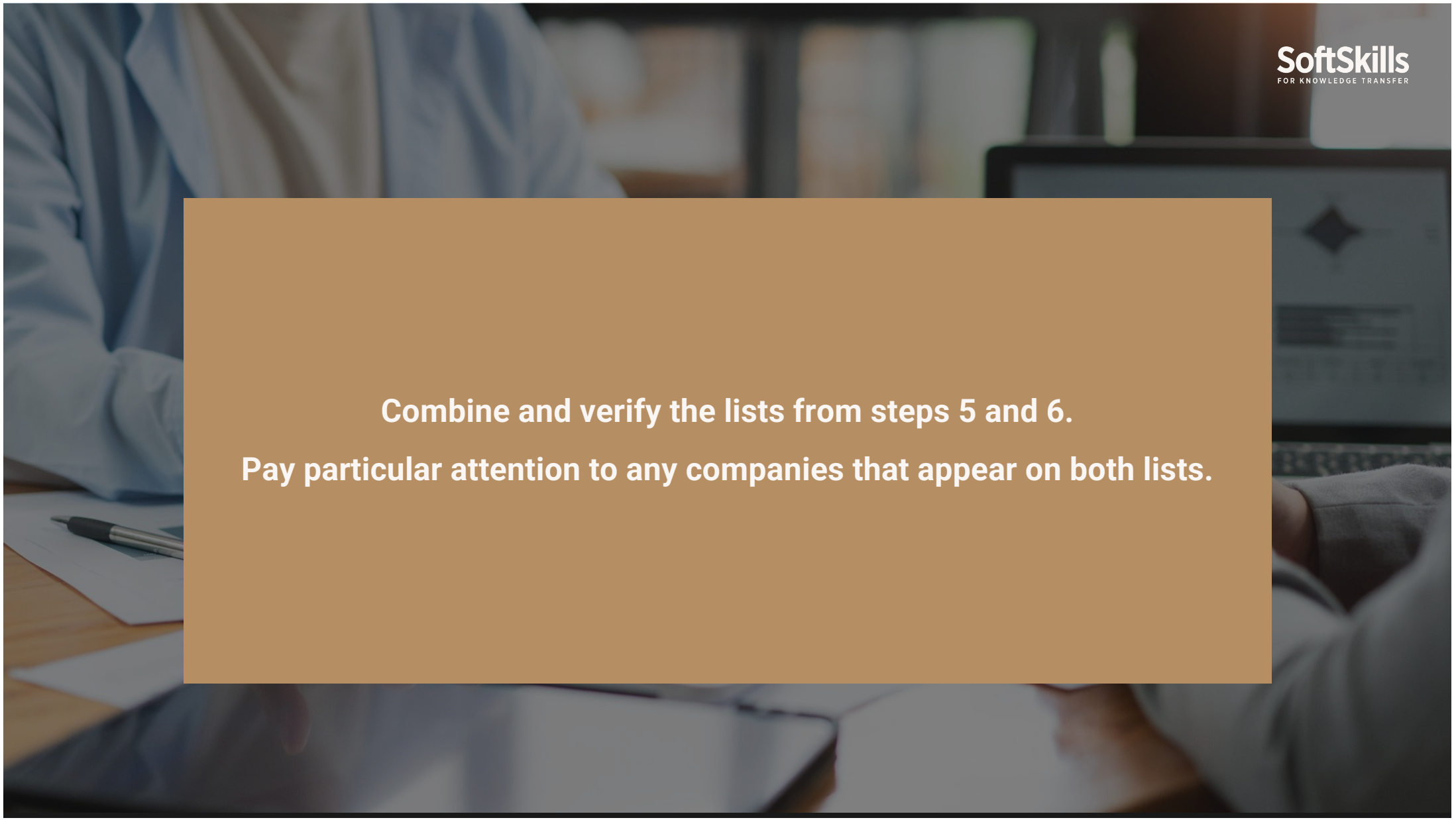
Using the indicated types of business partners (from Step 4) and information available on the Internet (market and industry reports) select the ten most important key players



| Mapping Exercise |
Step 6 – Compile information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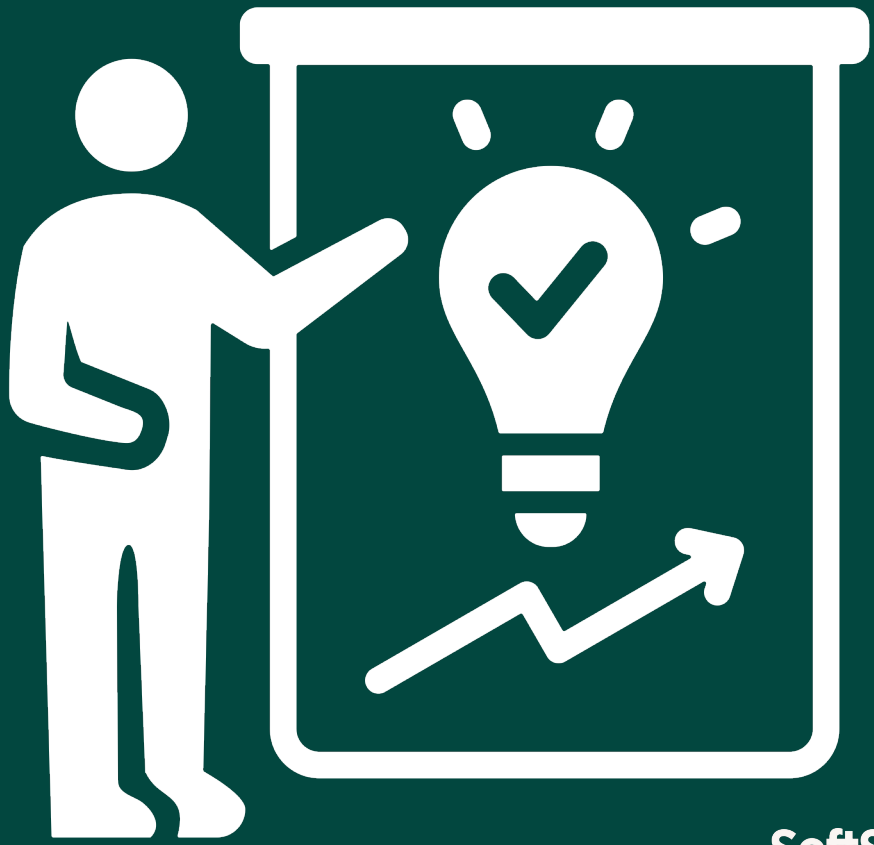
Combine and verify the lists from steps 5 and 6.
Pay particular attention to any companies that appear on both lists.

Pitching your technology



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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.

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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.

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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)

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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 & Fudning Needs)

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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

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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.

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Intro Paragragh 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.

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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)

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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

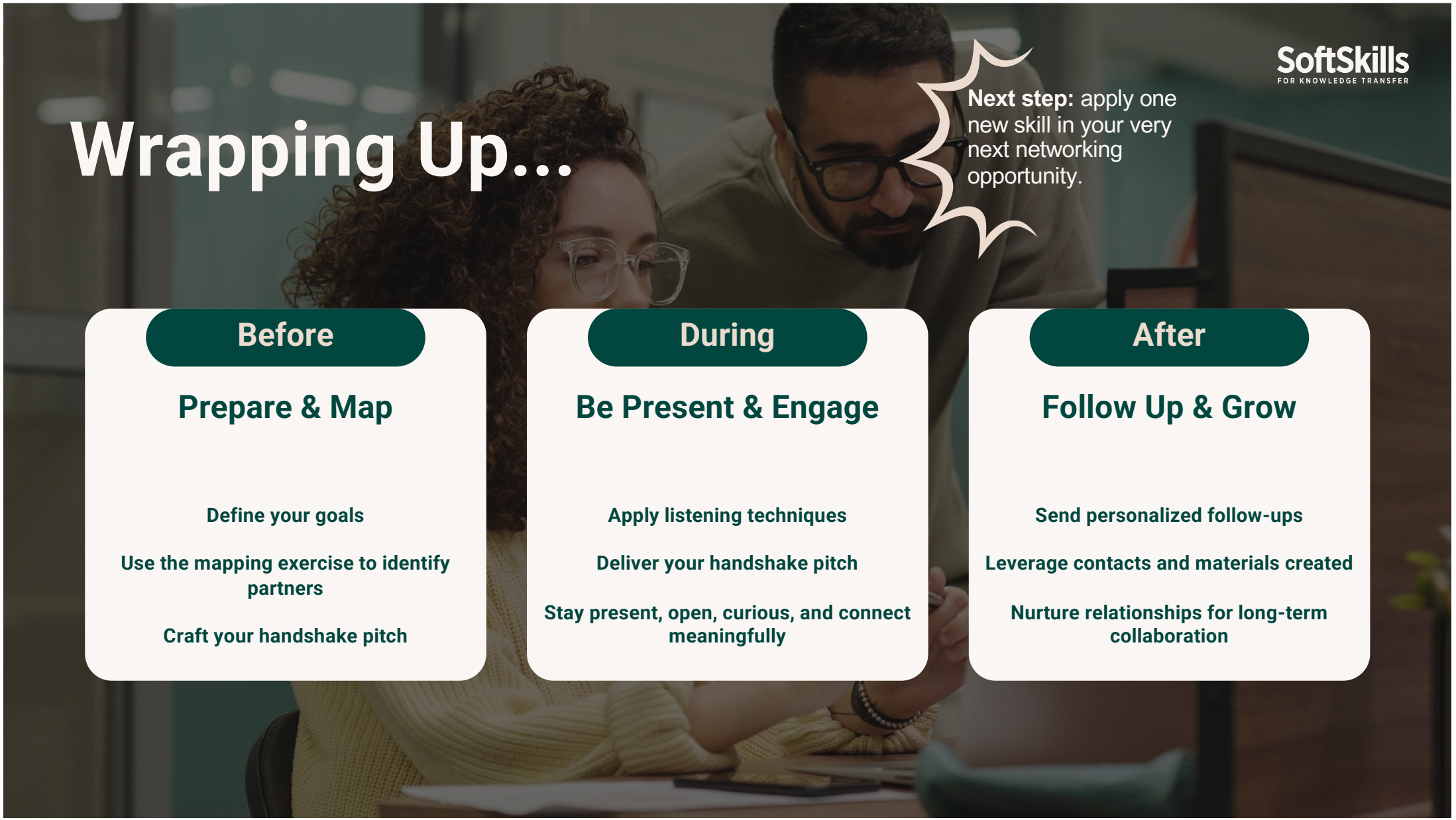
About = Problem – Solution – Market

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...

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

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

Be Short
Be Relevant
Be Brilliant

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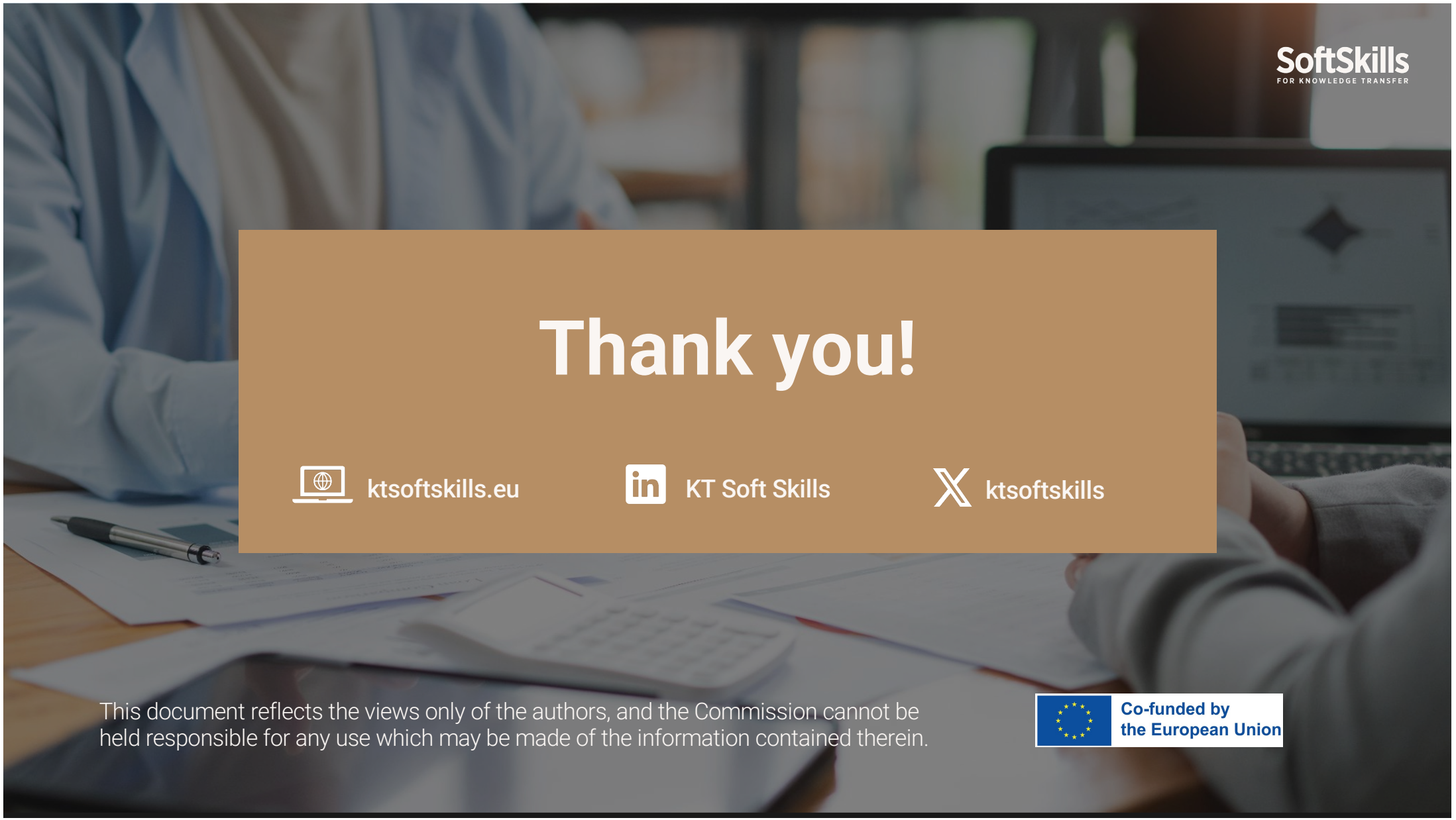

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Beyond Handshakes: Smart Networking for Knowledge Transfer Teaching Toolkit

Beyond Handshakes: Smart Networking for Knowledge Transfer Syllabus 2
Intended Learning Outcomes (ILOs) 2
Methods & Materials 3
Lesson Plan 4

Additional Print Out Materials (Not in this document)

- Slides - Beyond Handshakes Smart Networking for Knowledge Transfer

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Beyond Handshakes: Smart Networking for Knowledge Transfer Syllabus

Duration: Approx. 4 hours

The ability to build meaningful professional relationships is a critical soft skill that every knowledge transfer professional should master. This course is designed specifically for KT professionals who want to strengthen their networking capabilities and use them as a tool for impactful collaboration. Through proven active listening techniques like silence, mirroring, and labeling, you'll learn how to engage more deeply, read the room effectively, and foster trust in every interaction.

Whether you're preparing for a major innovation event, looking to craft a compelling "handshake pitch," or seeking to expand your online presence, this course offers practical, actionable guidance. You'll walk away with a clear strategy for networking before, during, and after events, and you'll gain tools to grow and manage your network long-term. Join us to connect with purpose — and transfer knowledge that sticks.

Intended Learning Outcomes (ILOs)

General objective

Enhancing strategic networking skills and active communication techniques to build meaningful connections that support collaboration and knowledge exchange.

Specific ILOs

- ILO-1: Apply key active listening techniques — such as silence, mirroring, and labeling — and use them to build trust and rapport.
- ILO-2: Analyze how strategic networking supports effective knowledge transfer within innovation ecosystems and cross-sector collaboration.

- ILO-3: Apply a structured approach to event preparation, including pre-event planning, in-event engagement, and post-event follow-up, to maximize networking outcomes.
- ILO-4: Develop and deliver a clear, concise “handshake pitch” tailored to diverse professional contexts and audiences.

Methods & Materials

Teaching Method(s)

- Group exercises & peer feedback
- Role-playing simulations
- Frontal Lecture

Required Learning Materials (during-course)

- Course slides
- Confidential Briefs for the Role-play exercise

Additional Learning Materials

- “Quiet: The Power of Introverts in a World That Can't Stop Talking” Book by Susan Cain
- TED Talk by Susan Cain: https://www.ted.com/talks/susan_cain_the_power_of_introverts

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Lesson Plan

30 min	**Introduction & Icebreaker** - Trainer introduces the session objectives and participants play an icebreaker game. Each participant develops a “hand-shake pitch” for themselves. Then pairs introduce each other to the main group.	Group discussion
75 min	**Active Listening Techniques:** Silence, Mirroring, Labeling - for each component, instructor introduces what it is and gives instructions to participants for trying the techniques. 3 min Introduction 10 min Activity 7 min Debriefing	Group activity
15 min	**Break**	-
75 min	**Understand the process of networking in knowledge transfer processes** (definition, examples, benefits) **Group work:** Prepare a short pitch **Group work:** Search for business partners	Mini lecture & Group work
30 min	**Events & Pitch decks:** Slides about how to create an effective pitch deck, how to get the best out of networking events.	Mini Lecture & Peer Feedback
15 min	**Action Planning & Closing** - Participants create action plans to apply networking skills in real-life situations.	Personal reflection