



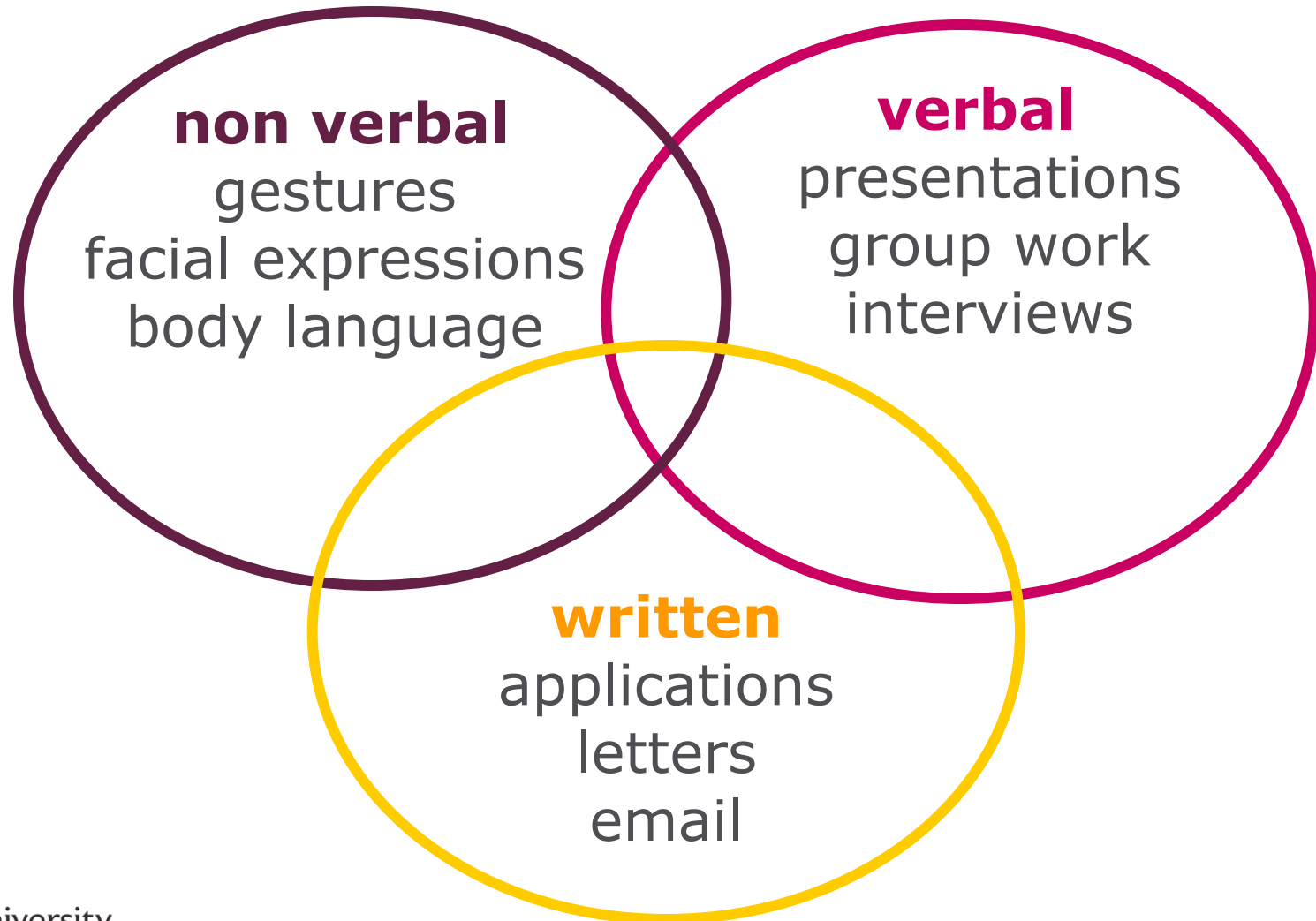
Communication and Networking

EPS Grand Challenge
Workshop
20th June 2012
15.00-17.00

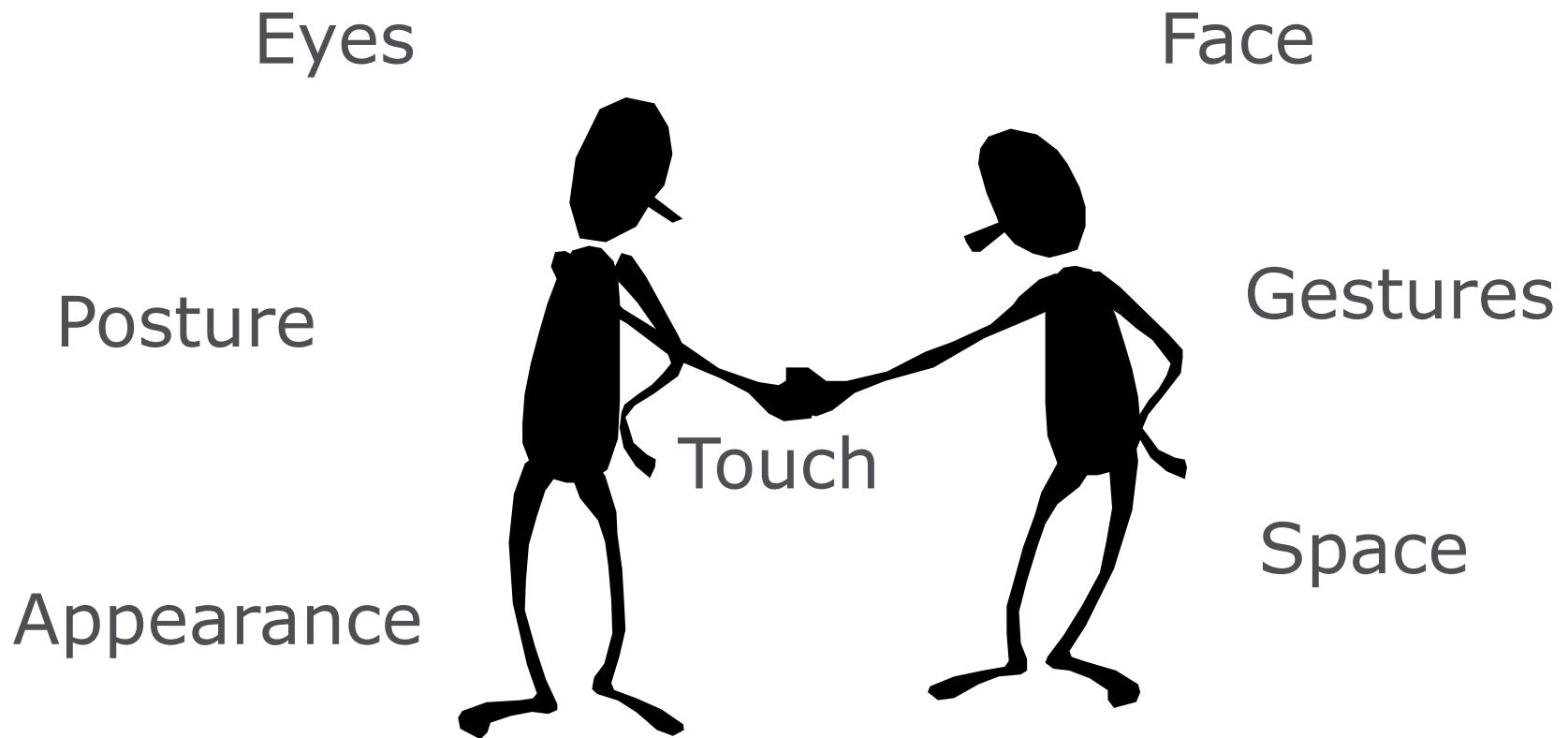
Objectives of session

- ▶ To understand different types of communication style
- ▶ To recognise and feed back on effective communication
- ▶ To identify and improve your networking skills
- ▶ For you to practice what we preach!

Communication

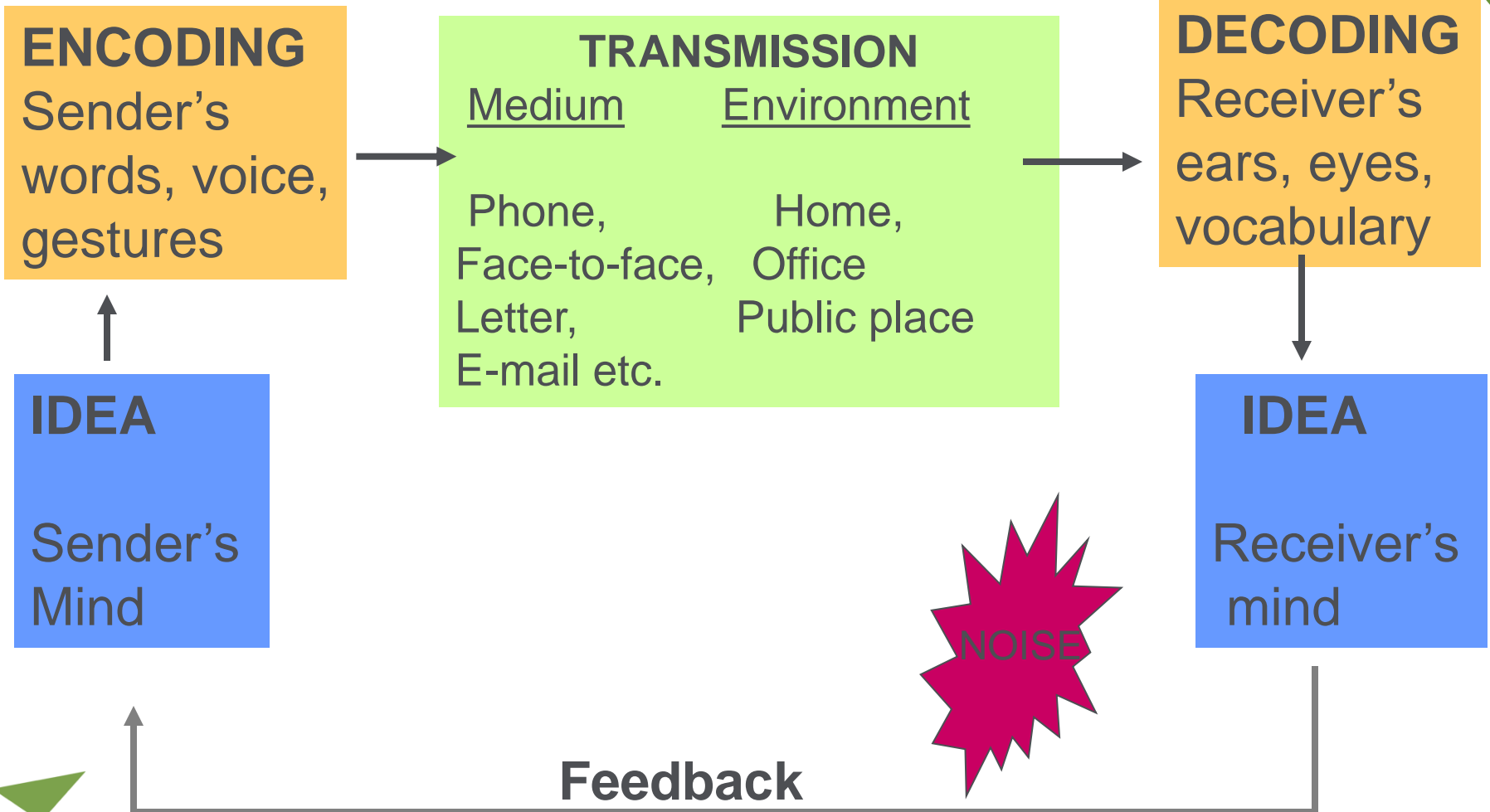


7 key aspects of body language



In what way can the 7 key aspects of body language (on previous slide) impact on people's communication?

How messages are conveyed



What colour are you?

▶ RED

▶ You focus on values, feelings, compassion and important beliefs

▶ YELLOW

▶ You focus on innovative ideas, possibilities and the unknown

▶ GREEN

▶ You focus on reality, tangible things, knowledge and experience

▶ BLUE

▶ You focus on logic, deductive reasoning, truth and justice

▶ BROWN

▶ A mixture of 2 or more personality types

Networking



What is the point of it?

Networking effectively

- ▶ The importance of body language
Eye contact, handshake, mirroring, smile
- ▶ The right balance of social/business
Avoiding the 'hard sell'
Personality/Attitude sells
- ▶ Watch how other people react/interact
What is acceptable and what is not



Do you social network?

Of course you do, everyone does!!

Elevator Pitch Exercise

Hook

Passion

Request



Feedback Time

- ▶ Questions to ask
- ▶ Constructive criticism
- ▶ Answers to have ready
- ▶ Feedback sandwich

Summary and Close

Any Questions?

<http://www1.aston.ac.uk/current-students/careers-centre/he-stem-2012/>

Further reading

- ▶ DISC: http://en.wikipedia.org/wiki/DISC_assessment
- ▶ Targetjobs.co.uk – communication skills: <http://targetjobs.co.uk/news/249341-top-10-skills-and-competencies-communication-skills>
- ▶ Mindtools – communication skills: <http://www.mindtools.com/page8.html>
- ▶ Careerplayer.com – video clip about networking skills: <http://www.careerplayer.com/tips-and-advice/general-advice/its-not-what-you-know.aspx>
- ▶ Business balls website – business networking: <http://www.businessballs.com/business-networking.htm>

- ▶ Employability Skills by David W.G. Hind and Stuart Moss, Business Education Publishers Ltd; 2nd edition (18 November 2011)
- ▶ How to use your degree to secure a job: Kaplan's Guide to Core Skills and Employability by Rachel Sumner, Kaplan Publishing (Oct 2011)