



European Institute of  
Innovation & Technology

# HEI Initiative

## HEI Call 2

DIN-ECO

Boosting Digital Innovation and Transformation  
Capacity of HEIs in an Entrepreneurial  
ecosystem



Funded by the  
European Union







European Institute of  
Innovation & Technology

## DIN-ECO

**Boosting Digital Innovation  
and Transformation  
Capacity of HEIs in an  
Entrepreneurial ecosystem**



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Innovation & Technology

# Training Course "Communication Skills"

## AB Institute of Entrepreneurship Development



Funded by the  
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# Introduction

# 01





# DIN-ECO in a nutshell

- Digital innovation has radically changed the nature and structure of new products and services. The challenges that societies face are many and complex. To address them, Higher Education Institutes-HEIs need to demonstrate proactive entrepreneurial behavior and creativity in the definition of digital strategies.
- To align, universities should educate entrepreneurs to understand the systemic implications of digital innovations and balance economic objectives with social responsibility. DIN-ECO project is a call to action for stronger cooperation among innovation key players coordinated by Universities, seen as hubs of innovation and entrepreneurship in the digital age.
- The DIN-ECO project receives funding from the EIT HEI Initiative: Innovation Capacity Building for Higher Education. The European Institute of Innovation and Technology (EIT) initiative aims to boost the entrepreneurial and innovation capacity of higher education institutions (HEIs) across Europe.

**DIN**  
**ECO**



# DIN-ECO Partnership

- Ionian University (GR), Coordinator
- Aalborg University (DK)
- A.B. IED (CY)
- Fondazione Fenice Onlus (IT)
- Found.ation (GR)
- Muğla Sıtkı Koçman University (TR)
- University of Bologna (IT)
- University of Niš (RS)
- Warsaw University of Life Sciences (PL)





## AB iED

- A.B. Institute of Entrepreneurship Development Ltd. is the result of more than 16 years operation of the Institute of Entrepreneurship Development (iED) - an awarded organization committed to the promotion of innovation and the enhancement of entrepreneurial spirit, in all aspects of the economy including education.
- Our main focus is to produce and transfer know-how, enhance the entrepreneurial culture and the entrepreneurial mindset of all individuals regardless of their age, gender, background, and experiences.
- In order to achieve these goals, we have adopted a human-first approach; we cooperate with social, academic, and business partners from across Greece, Europe, and abroad.





# Lesson preview

- This interactive course about communication skills in entrepreneurship is designed to enhance and foster the essential communication skills needed for successful entrepreneurs.
- The course focuses on key communication skills such as effective networking, negotiation, persuasive abilities, public speaking, presentation skills, non-verbal communication, and active listening.
- Participants will have the opportunity to analyze, discuss, and reflect on various learning scenarios, enabling them to adapt these skills in their future entrepreneurial journey

**DIN  
ECO**

# Learning outcomes

Completing this course learners will be able to:

- Understand the importance of effective communication in entrepreneurship.
- Adapt entrepreneurial communication strategies.
- Develop skills for networking, negotiation, presenting, and persuasive writing.
- Enhance their understanding of non-verbal communication and listening skills.

# Prerequisites

- Target-audiences are university students and academic staff/researchers **interested in entrepreneurship**.
- Participants should have a basic understanding and ability to communicate in the English language. They should be able to read, write, and speak fluently in this language.
- Learners need to be comfortable using digital technology, including accessing online platforms, participating in virtual discussions, and using online collaboration tools.





# Structure

- Session 1- Introduction
- Session 2- Understanding Communication Skills
- Session 3- Networking Skills
- Session 4- Negotiation and Persuasion Skills
- Session 5- Presentation & Public speaking skills
- Session 6- Non-Verbal Communication and Active Listening
- Session 7- Wrap-Up and learning assessment

# Understanding Communication Skills

# 02



# Understanding communication skills

Communication is the bridge between ideas and action. In the world of entrepreneurship, it's crucial to get that bridge as strong and effective as possible.

Effective communication is not just about talking; it's about connecting, understanding, and building relationships.

By mastering these skills, entrepreneurs can lead more effectively, foster innovation, and ultimately, drive success.

**Let's now explore the key communication skills**





# Networking

*Building and maintaining mutually beneficial professional relationships.*

**Real-Life Example:** Steve Jobs and Steve Wozniak. Jobs was able to network effectively, allowing him to introduce Wozniak's technical genius to the right people, leading to the birth of Apple.



# Negotiation

*Dialogues intended to reach an agreement when both parties have different interests or perspectives.*

**Real-Life Example:** Richard Branson, founder of Virgin, started with a small record store and, through careful negotiations, expanded his business into multiple sectors.



# Persuasive Abilities

*Convincing someone to understand and support your viewpoint.*

**Real-Life Example:** Elon Musk's pitch to investors and the public on the importance and viability of electric cars reshaped the automotive industry's trajectory.





# Public Speaking and Presentation Skills

*Conveying information effectively to a group, typically in a structured manner.*

**Real-Life Example:** Sheryl Sandberg's "Lean In" TED Talk, which not only discussed gender in the workplace but also bolstered her brand and credibility.



# Non-Verbal Communication

*Transmitting messages without words, e.g., through body language, facial expressions, or tone.*

**Real-Life Example:** Mark Zuckerberg's early presentations lacked enthusiasm and energy. Over time, he has significantly improved, now using gestures and vocal variety to emphasize key points.



# Active Listening

*Fully concentrating, understanding, responding, and remembering what another person says.*

**Real-Life Example:** Howard Schultz, former CEO of Starbucks, often holds open forums for employees to share ideas and concerns. This practice has led to innovations like the Frappuccino.





# What is the most important communication skill of an entrepreneur!

- Follow this [LINK](#) and tell us



# The Significance of Effective Communication in Entrepreneurship

The power of an entrepreneur's vision is magnified by their ability to communicate it.

Let's delve into why effective communication is paramount for an entrepreneur and how it brings tangible benefits, supported by success stories.



# Building Trust and Establishing Authenticity

*Fosters long-term relationships with stakeholders and creates a trustworthy brand image.*

**Real-Life Example:** Warren Buffett, through his candid annual letters to Berkshire Hathaway shareholders, has cemented his position as one of the most trusted figures in the business world.





# Facilitating Team Alignment and Synergy

*Harmonizes team efforts, leading to enhanced productivity and morale.*

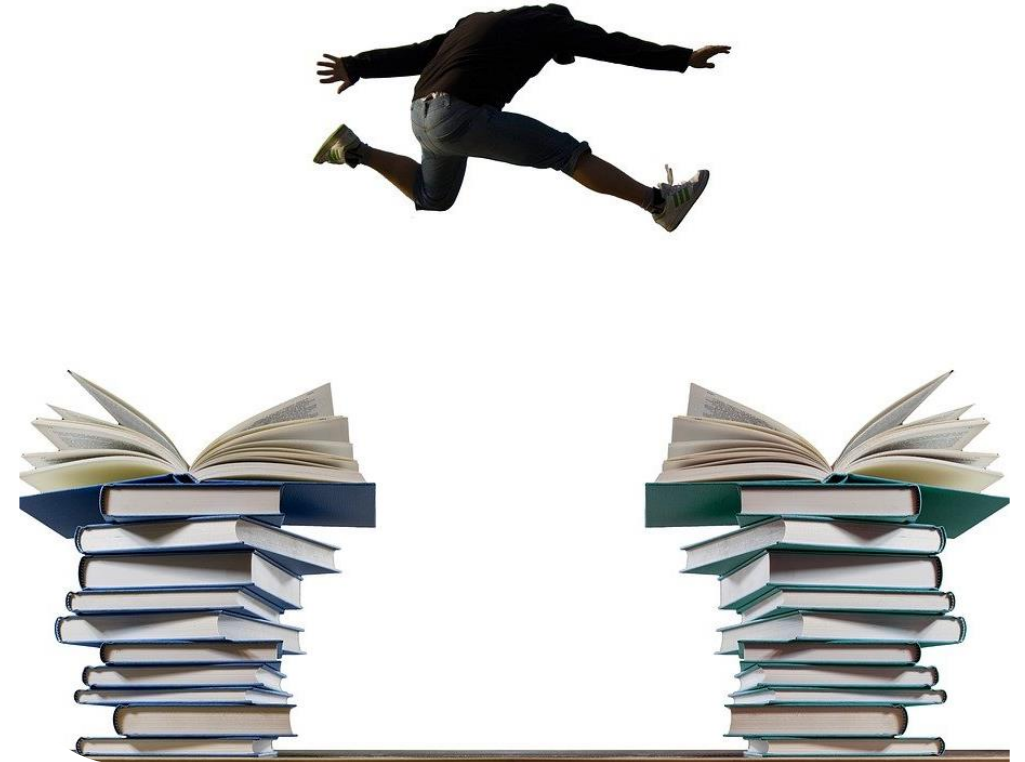
**Real-Life Example:** Steve Jobs, during the development of the original Macintosh, ensured his team was aligned with a shared vision, resulting in the creation of a revolutionary product.



# Drawing Investments and Backing

*Convinces potential investors of the value and potential of a business venture.*

**Real-Life Example:** After initial rejections, Airbnb's founders recalibrated their pitch with compelling narratives and data, successfully attracting substantial investments.



# Enhancing Sales and Building Client Rapport

*Amplifies sales potential and fortifies customer loyalty.*

**Real-Life Example:** Tony Hsieh of Zappos emphasized top-notch customer service communication, even personally addressing customer concerns, cultivating an intensely loyal customer base.



# An exercise!

Now take the floor for 1' and describe:

**a time when communication was critical to  
your success!!**





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# Networking Skills

# 03



# Introduction

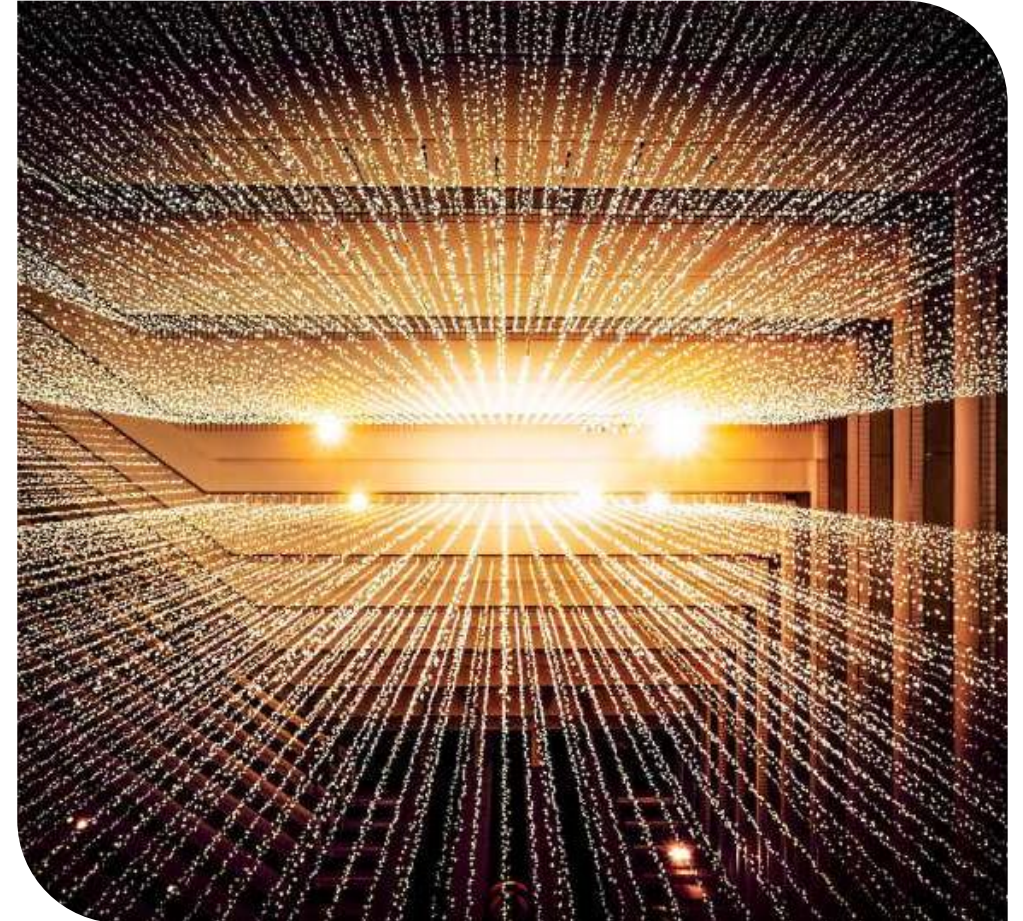
*In the entrepreneurial landscape, the phrase 'It's not what you know, but who you know' often rings true. Networking, the art of creating, maintaining, and leveraging professional relationships, can make the difference between success and fail. In this session, we'll explore the principles of effective networking in entrepreneurship.*



# The Strength of Weak Ties

Mark Granovetter's theory, known as "The Strength of Weak Ties" posits that weak ties, or acquaintances and infrequent contacts, are often more valuable than strong ties, or close friends and family, in accessing new information and opportunities. This is because close-knit groups tend to circulate the same information, creating an echo chamber. In contrast, weak ties act as bridges to different social networks, introducing novel information, job opportunities, and perspectives that are not available within one's immediate circle.

Granovetter's theory challenges the common belief that our closest relationships are the most beneficial by highlighting the unique and unexpected value that casual acquaintances can bring to our professional and personal lives.





# The Importance of Reciprocity

Definition: "*Reciprocity is the mutual exchange of resources or services for mutual benefit*".

+ **Success story:** LinkedIn's Reid Hoffman championed the concept of "giving" before "taking" in professional relationships, which played a pivotal role in building LinkedIn's community lives.

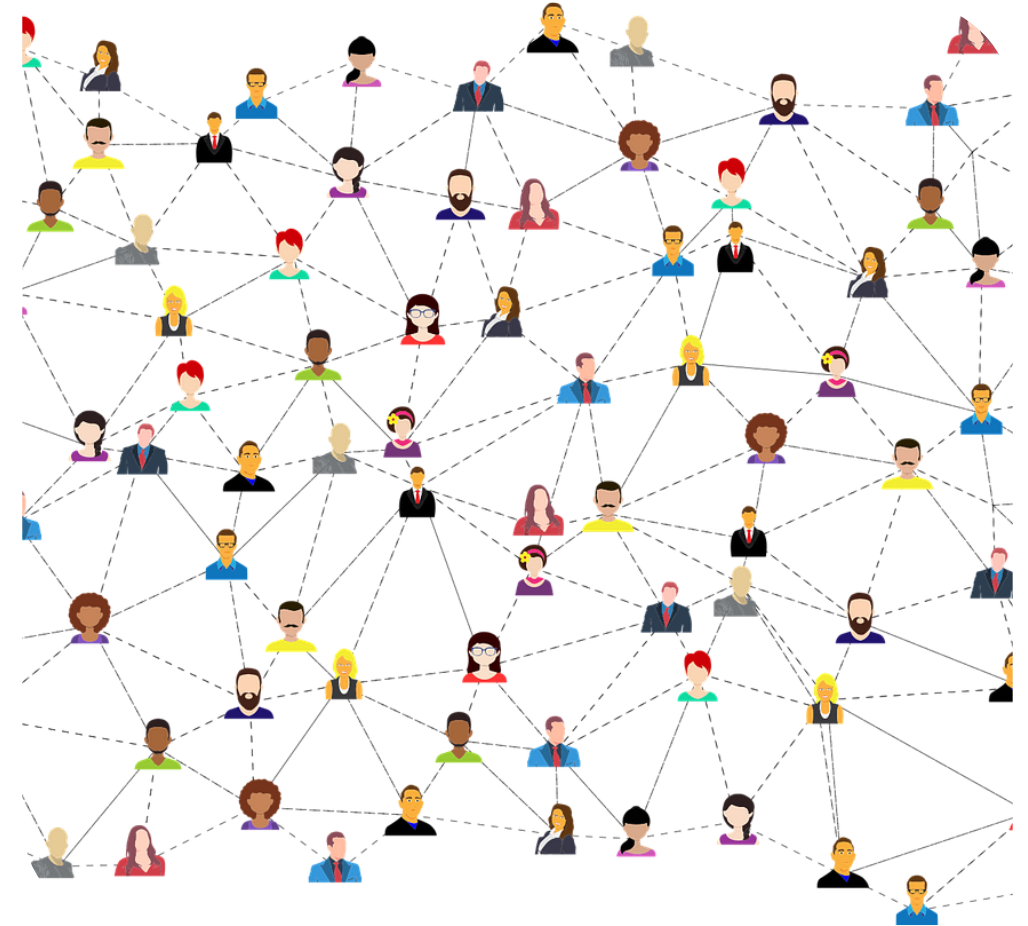
- **Bad practice:** Those who approach networking with a solely transactional or take-first attitude often find their networks drying up over time.



# Constantly Nurturing Relationships

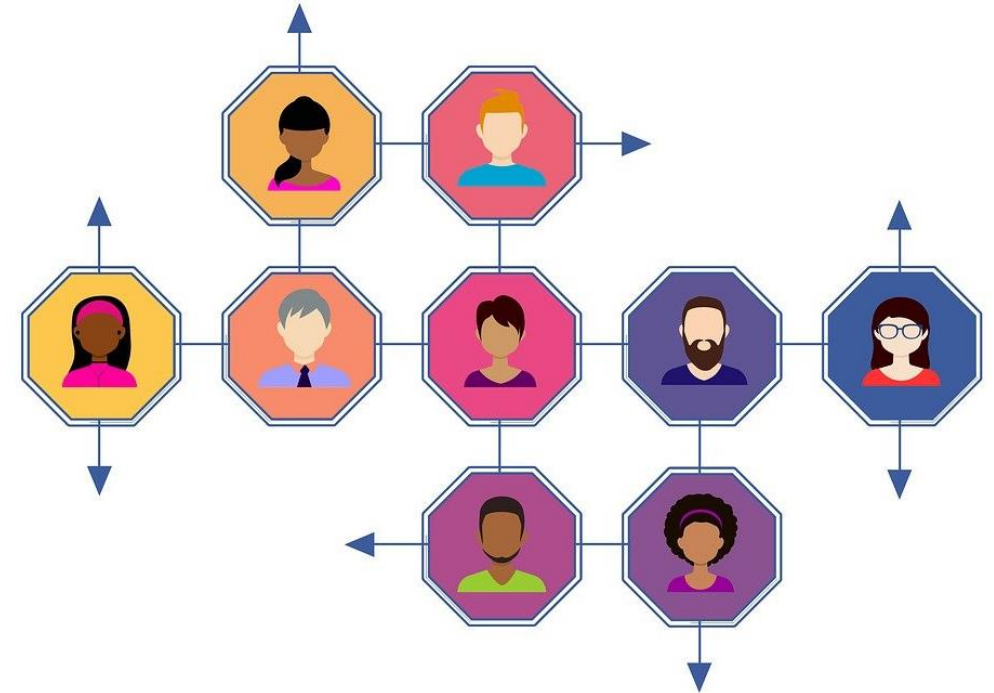
Definition: *"Ongoing efforts to maintain and enhance relationships, even when immediate benefits are not apparent".*

The "Law of the Long Term" emphasizes the idea that true success, especially in relationship building and networking, requires a long-term perspective and investment. Instead of seeking immediate rewards or benefits from relationships, this principle underscores the importance of nurturing and investing in relationships consistently over time without expecting quick returns. This patient and genuine approach to relationship-building often leads to deeper trust, stronger alliances, and more significant opportunities in the future. By valuing the long-term nature of relationships, individuals and businesses can build a foundation that stands the test of time, ensuring sustained success and mutual benefit.



# Constantly Nurturing Relationships

- + **Success story:** Mark Zuckerberg's consistent relationship-building efforts with WhatsApp founders over years eventually led to its acquisition by Facebook.
- **Bad practice:** Entrepreneurs who only reach out when they need something often face unresponsive networks.



# Recognizing the Diversity of Networks

Definition: "*Valuing and seeking a variety of connections from different industries, backgrounds, and perspectives*".

The "Diversity-Advantage Theory" posits that diverse networks, comprising individuals from varied backgrounds, industries, and perspectives, offer superior advantages over homogeneous networks. This is because diverse networks facilitate a broader range of information, knowledge, and problem-solving strategies. By interacting with a diverse set of individuals, one can access unique resources, innovative solutions, and varied perspectives that would be unavailable in a more uniform network. This richness and heterogeneity spur creativity, foster innovation, and enhance adaptability, thus providing a competitive edge in decision-making and opportunity identification.





# Recognizing the Diversity of Networks

+ **Success story:** Sara Blakely, the founder of Spanx, leveraged connections from varied sectors to get her first prototype made and then into stores.

- **Bad practice:** Entrepreneurs sticking to a mono-culture network often miss out on disruptive ideas or trends.



# Tips for success

- ❑ **Be Genuine:** Authenticity is key. People can sense when interactions are forced or when someone has ulterior motives.
- ❑ **Set Clear Goals:** Before attending a networking event or meeting, know what you aim to achieve.
- ❑ **Listen Actively:** Networking isn't just about talking; it's equally about listening. Pay close attention to what the other person says, ask questions, and show genuine interest.
- ❑ **Follow Up:** After making a connection, always follow up. Send a thank-you email, share an article of interest, or just check in.
- ❑ **Seek Diverse Connections:** Don't limit yourself to networking within your industry or field. Diverse connections can offer fresh perspectives and unforeseen opportunities.
- ❑ **Stay Organized:** Keep track of your contacts, perhaps in a dedicated CRM or even a spreadsheet.
- ❑ **Stay Informed:** Keeping up-to-date with industry news and trends makes you a valuable contact to others. It provides you with talking points and insights to share in conversations.



# Common mistakes to avoid

- ❑ **Over-Promotion:** Networking isn't just about you. If you dominate the conversation by constantly talking about yourself or your business, you risk coming off as self-centered.
- ❑ **Forgetting Names:** Forgetting or mispronouncing someone's name can be off-putting.
- ❑ **Neglecting Existing Connections:** While seeking new connections is valuable, it's a mistake to forget about or take for granted those you've already established.
- ❑ **Overreliance on Digital Communication:** While online networking is powerful, neglecting face-to-face interactions or phone conversations can deprive you of deeper connections.
- ❑ **Sharing Too Much:** Oversharing personal information or proprietary business details can be unprofessional and risky



# How many people you have shared your business idea with?

- Follow this [LINK](#) and tell us





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# Negotiation and Persuasion Skills in Entrepreneurship

# 04



# Introduction

*Entrepreneurship is not just about having an innovative idea, but it's also about convincing stakeholders, customers, investors, and partners about the potential of that idea.*

# Theoretical Foundations-Negotiation

**Definition:** A dialogue between two or more parties to reach a beneficial outcome over one or more issues.

**Theory:** Fisher and Ury's "Principled Negotiation" is a strategy proposing a method for parties to negotiate in a cooperative and non-adversarial manner. The approach emphasizes four main principles: First, "separate people from the problem" so personal emotions and egos don't hinder the negotiation process. Second, "focus on interests not positions," meaning it's essential to understand the underlying needs and desires of each party rather than getting stuck on their initial demands or stances. Third, "generate options for mutual gain," which encourages brainstorming solutions that provide benefits to all involved. Lastly, "use objective criteria" advises relying on independent and unbiased standards to decide the outcome rather than subjective perceptions or pressures.





# Theoretical Foundations-Persuasion

**Definition:** The act of influencing someone to believe or consider a certain point of view by using strategic communication.

**Theory:** Cialdini's "Six Principles of Influence" detail the fundamental psychological drivers that sway our decision-making processes. Cialdini lays out these six principles. First, "Reciprocity" denotes our innate desire to return favors or kindness shown to us, creating a mutual exchange. Second, "Commitment" means once we commit to something, we feel an internal and external pressure to act consistently with that commitment. "Social Proof" highlights our tendency to look to others to determine correct behavior or choices. Fourth, "Authority" stresses our inclination to obey figures of authority or those perceived as experts. The "Liking" principle explains that we're more likely to be persuaded by individuals we like or are attracted to. Lastly, "Scarcity" taps into our fear of missing out, suggesting we assign higher value to items or opportunities perceived as scarce.



# Tips for success

## Negotiation:

- ❑ Building rapport with the other party.
- ❑ Researching and understanding the other party's interests and bottom line.
- ❑ Being willing to walk away if a deal doesn't meet a pre-defined criterion.

## Persuasion:

- ❑ Crafting a story around your product or vision.
- ❑ Demonstrating social proof through testimonials, endorsements, or data.
- ❑ Appealing to emotions and values.



# Common mistakes to avoid

**Assuming Zero-Sum Game:** Many novice negotiators approach the process as a win-lose situation, where one party's gain is another's loss. This mindset can prevent the exploration of creative solutions that could benefit both parties.

**Failing to Prioritize Building Trust:** Before diving into the core of the negotiation or persuasion, it's crucial to establish trust with the other party. Without trust, parties may become defensive, hindering open communication and collaboration.

**Neglecting Cultural and Individual Differences:** Not considering the cultural and personal backgrounds of those you're negotiating or persuading can lead to misinterpretations and missed opportunities. Cultural nuances can greatly influence the perception of a proposal or argument.





# Common mistakes to avoid

**Not Setting an alternative:** Failing to determine your best alternative means you might accept unfavorable terms or miss out on better opportunities.

**Avoiding Difficult Conversations:** Whether it's a point of contention in a negotiation or a feedback session, avoiding challenging topics can lead to unresolved issues, fostering resentment or misalignment. Addressing them head-on, with tact and empathy, is more productive.





# Practical examples

## Negotiation:

- + **Success story:** Steve Jobs negotiating with music studios to set a flat rate for songs on iTunes, revolutionizing digital music sales.
- **Bad practice:** Yahoo's refusal to buy Google for \$1 million in 1997, not negotiating an acquisition deal.

## Persuasion:

- + **Success:** Howard Schultz convincing Starbucks' founders to expand their coffee shop model beyond selling just beans and equipment.
- **Failure:** Juicero's attempt to persuade consumers and investors about the need for a \$400 juicer with proprietary juice packs, lacking genuine consumer interest and not using effective persuasion techniques.



# Let's craft a negotiation scenario together

## POLL FOR THE NEGOTIATION CONTEXT:

Press this link and vote the negotiation context

<https://strawpoll.com/e7ZJG3WGYy3>

Develop the scenario:

Press this link to co-develop the scenario

[Training Jamboard](#)



# Let's craft a negotiation scenario together

## SET KEY-PARAMETERS OF THE SCENARIO

**Stakeholders:** List the stakeholders: Who are the involved parties? What are their main interests and concerns?

**Key Issues:** List the main points of contention or negotiation.

**Desired Outcomes:** Define what a successful outcome would look like for both parties.



# Let's craft a negotiation scenario together

## PLAN THE APPROACH

**Interests vs. Positions:** Let's discuss the core interests of each party beyond their positions.

**Options for Mutual Gain:** Let's collaboratively brainstorm potential win-win solutions.

**Objective Criteria:** What benchmarks can ensure a fair outcome? Please suggest.

**Influence Techniques:** Based on Cialdini's principles, let's discuss which might be effective in this scenario and why.





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# Public speaking

# 05



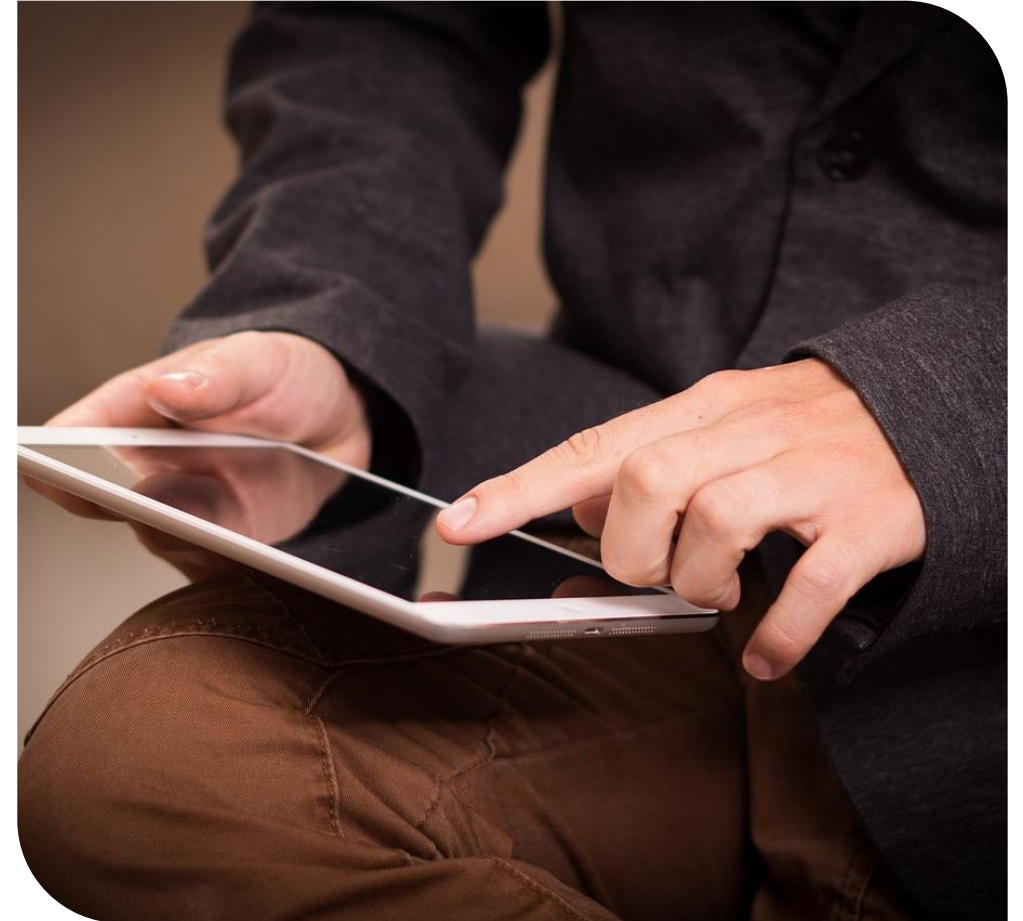
# Introduction

*Every entrepreneur will have to stand before an audience, whether it's investors, customers, employees, or stakeholders, and convey a message. The ability to effectively communicate one's ideas, plans, and vision can make or break opportunities. Let's delve into the art and science of public speaking and presentation.*

# Theoretical Foundation

**Definition:** Public speaking is the act of performing a speech to a live audience with the purpose of informing, persuading, or entertaining.

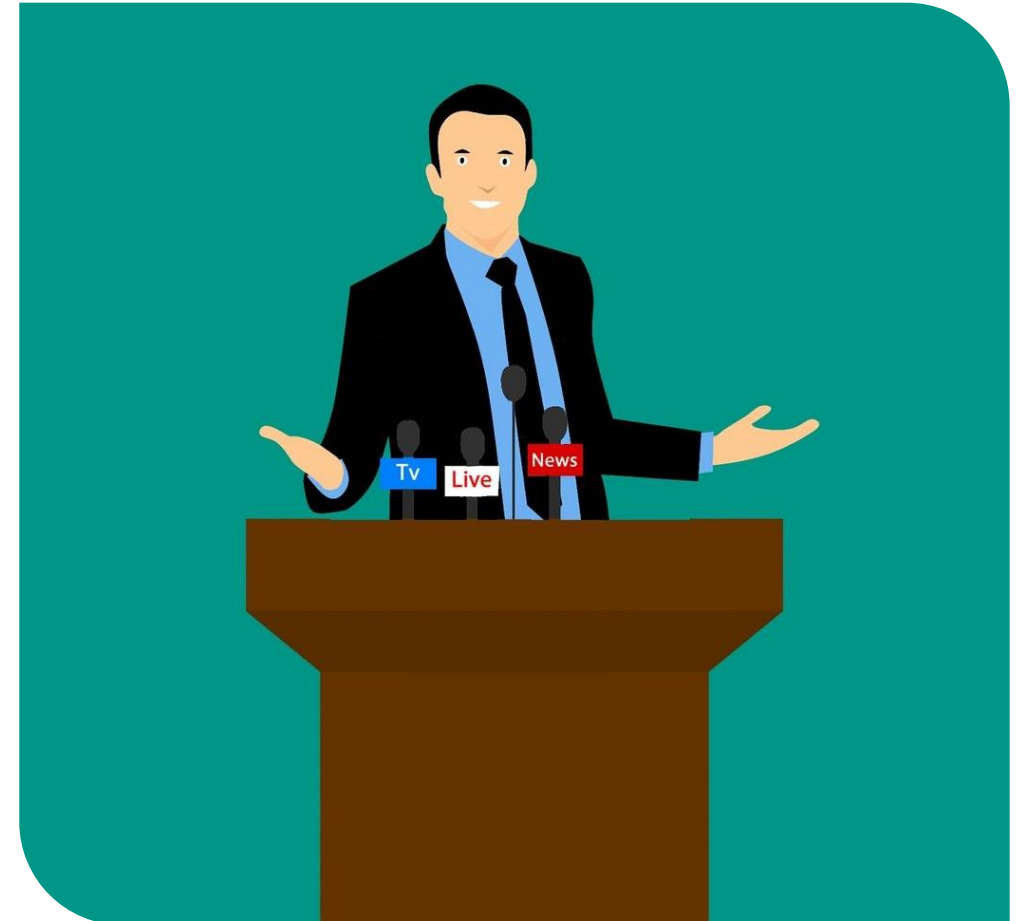
**Theories:** Cognitive Load Theory (Sweller, 1988) suggests that our working memory is limited. In terms of presentations, it underscores the importance of not overwhelming the audience with too much information and using visuals effectively to aid comprehension. Robert McKee posits that stories are fundamental to how we perceive and interpret the world around us. In public speaking, structuring content as a narrative can greatly enhance engagement and retention. The “Social Presence Theory” (Short et al, 1976) postulates that media (including live presentations) can vary in the degree of “social presence” they convey. A speaker's ability to engage, connect emotionally, and establish a rapport can enhance the social presence, making the communication more effective.





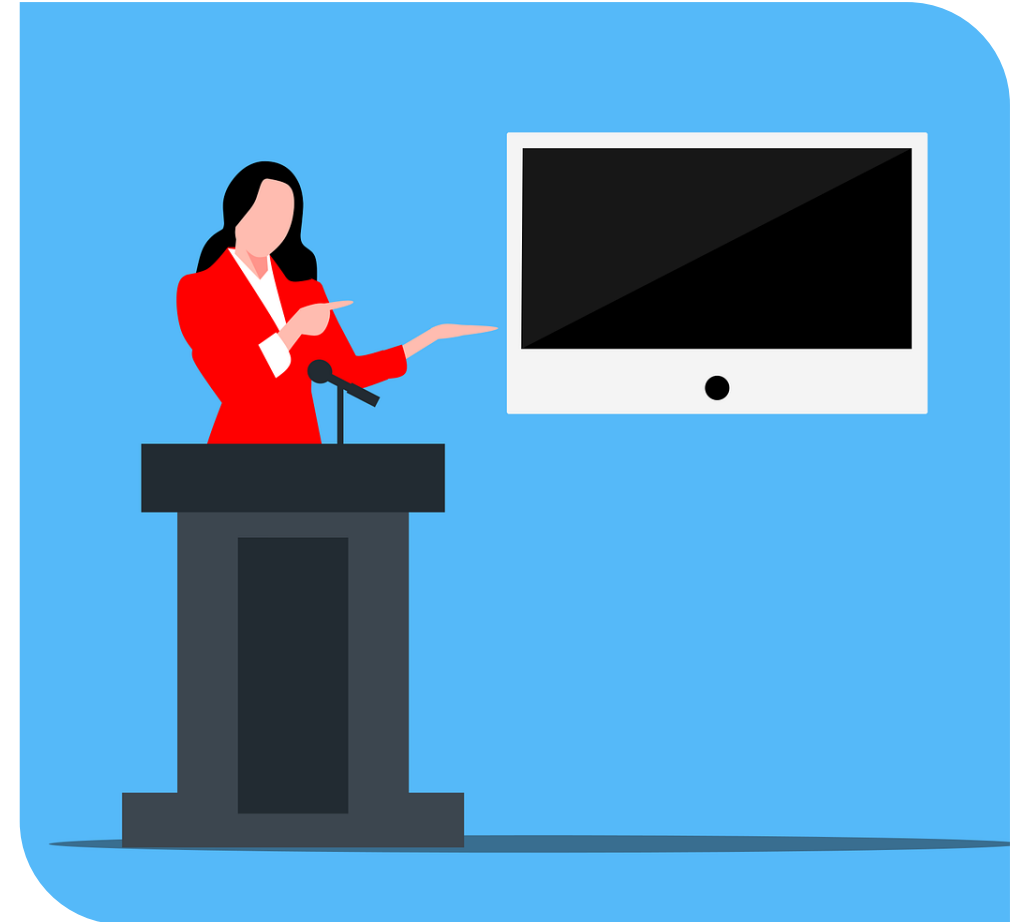
# Tips for success

- ❑ **Start with a Strong Opening:** Capture the audience's attention right from the beginning. This can be achieved through a thought-provoking quote, a short anecdote, or a relevant question.
- ❑ **Employ the Power of Pauses:** Pausing can emphasize important points, give your audience time to digest information, and give you moments to gather your thoughts..
- ❑ **Interact with Your Audience:** Polls, Q&A sessions, or simple interactive questions can maintain engagement and gauge audience understanding. Engage with Stories: Stories make your presentation memorable and relatable.
- ❑ **Be Mindful of Body Language:** Non-verbal cues, including posture, gestures, and facial expressions, can significantly influence how your message is received.
- ❑ **End on a Strong Note:** Conclude with a compelling summary, a call-to-action, or a memorable closing thought to leave a lasting impression.



# Design an effective presentation

- **Simplicity is Key:** Use fewer words on slides; prioritize visuals.
- **Consistent Design:** Fonts, colors, and themes should remain consistent.
- **Effective Use of Multimedia:** Videos, infographics, and interactive elements can enhance engagement.



# Common mistakes to avoid

**Overloading Slides with Information:** Slides crammed with too much text or complex visuals can confuse or bore the audience, detracting from your main message.

**Reading Directly from Slides or Notes:** This can make the presentation feel impersonal and can reduce audience engagement. It's crucial to maintain eye contact and connect with listeners.

**Neglecting Audience Analysis:** Not tailoring your content and delivery style to your specific audience can lead to disengagement or misunderstanding.

**Monotone Voice:** A lack of vocal variety can make your presentation dull and monotonous, quickly losing the audience's attention.



# Common mistakes to avoid

**Failing to Address Technical Issues:** Technical glitches with equipment or software can disrupt the flow. It's essential to test everything in advance and have backup plans.

**Ignoring Time Constraints:** Running significantly over or under the allotted time can indicate poor preparation and may either rush or drag out information.

**Using Jargon without Explanation:** Using complex terminology or industry-specific jargon without clarification can alienate or confuse listeners unfamiliar with the terms.





# Practical examples

+ **Success story:** Steve Jobs' iPhone launch in 2007 is often hailed as one of the most impactful product presentations. His storytelling, clear visuals, and audience engagement set it apart.

- **Bad practice:** In 2014, Michael Bay had a technical glitch during a Samsung product launch, leading to a loss of composure and early exit from the stage. This highlights the importance of being adaptable and prepared for unforeseen challenges.



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# Non-Verbal Communication and Active Listening

# 06



# Introduction

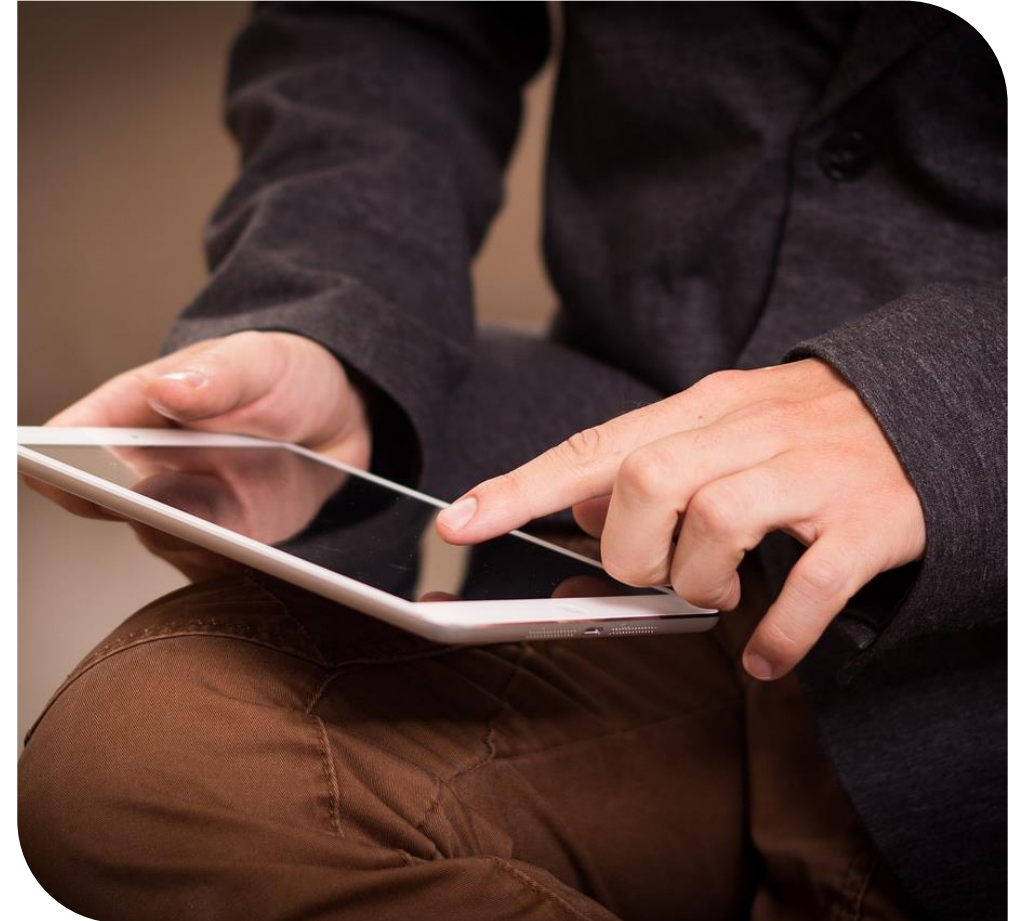
*The power of words in communication is undeniable, but non-verbal cues and the ability to actively listen often speak volumes. These components play a pivotal role in creating effective interactions, crucial for entrepreneurs navigating negotiations, partnerships, and team dynamics.*



# Theoretical Foundation

**Definition:** Non-verbal communication encompasses all the ways individuals convey information without words: through body language, facial expressions, gestures, tone of voice, and more.

**Theories: The HURIER Model (Brownell, 1985):** This model breaks down the listening process into six interrelated components: Hearing, Understanding, Remembering, Interpreting, Evaluating, and Responding. Each stage plays a vital role in active listening, and the process is not necessarily linear. **Empathetic Listening (Rogers, 1951):** Carl Rogers emphasized the importance of listening with empathy. He believed that for true understanding to occur, listeners need to put themselves in the other person's place, not to give advice or to make judgments, but to simply understand. **Mehrabian's 7-38-55 Rule of Personal Communication (1971):** Albert Mehrabian's often-cited model suggests that the total impact of a message is about 7% verbal (words only), 38% vocal (including tone of voice and inflection) and 55% non-verbal (body language).



# Tips for success- Non-verbal communication

- ❑ **Practice Congruence:** Ensure your verbal and non-verbal messages align. If discussing a serious matter, maintain a serious demeanor.
- ❑ **Master the Art of Eye Contact:** Regular but non-staring eye contact shows attentiveness and confidence.
- ❑ **Be Mindful of Personal Space:** Respect cultural and individual differences when it comes to personal boundaries.
- ❑ **Control Your Facial Expressions:** A genuine smile can create a positive atmosphere, while a furrowed brow can indicate concern or concentration.
- ❑ **Refine Your Paralanguage:** Be aware of your tone, pitch, and volume, ensuring they match the content and context of your conversation.



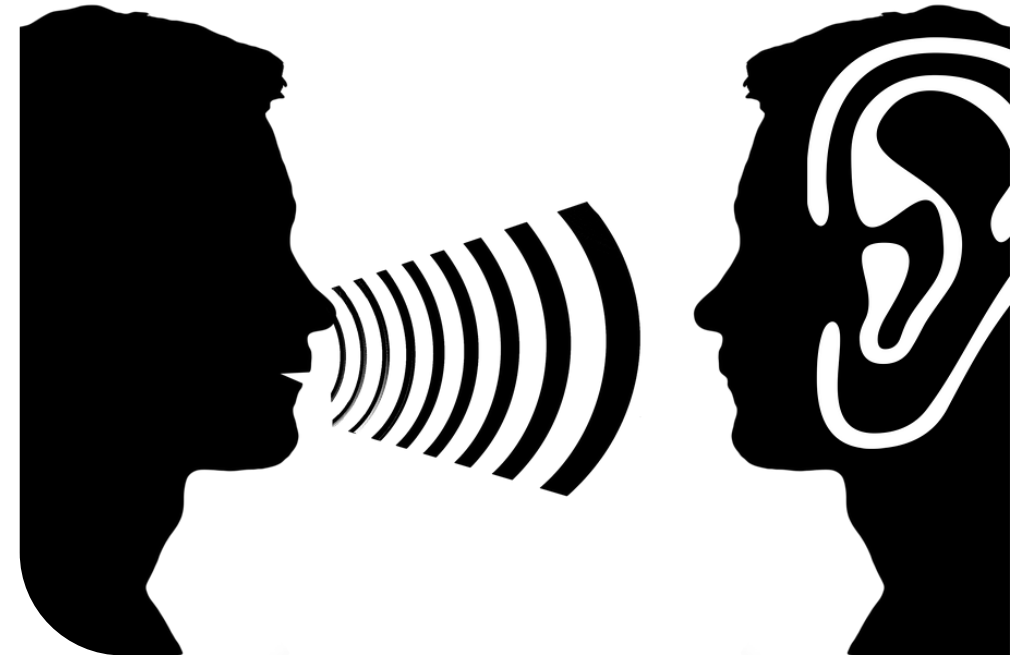
# Tips for success-Active Listening

- ❑ **Stay Present:** Fully focus on the speaker, avoiding distractions both externally and internally.
- ❑ **Offer Feedback:** Summarize or paraphrase the speaker's words to ensure you've understood them correctly.
- ❑ **Avoid Interrupting:** Allow the speaker to finish before you respond.
- ❑ **Ask Open-ended Questions:** These types of questions elicit more detailed responses and demonstrate your interest.
- ❑ **Be Empathetic:** Put yourself in the speaker's shoes to truly understand their perspective.
- ❑ **Control Emotional Reactions:** Avoid becoming overly emotional or reactive. Even if you disagree, listen fully before forming a judgment or response.



# Common mistakes to avoid

- ❑ **Mismatched Verbal and Non-Verbal Signals:** Saying one thing verbally but sending a contradictory message non-verbally (e.g., saying you're confident while avoiding eye contact).
- ❑ **Invading Personal Space:** Standing too close to someone can come off as aggressive or simply uncomfortable.
- ❑ **Avoiding Eye Contact:** It can make one seem disinterested, dishonest, or lacking in confidence.
- ❑ **Misreading Cultural Cues:** Non-verbal cues can differ greatly across cultures. What's considered polite in one culture might be rude in another.
- ❑ **Not Monitoring Facial Expressions:** Unintended facial expressions can convey emotions you might not want to share, such as appearing bored or irritated during a meeting.





# Common mistakes to avoid

- ❑ **Interrupting the Speaker:** Cutting someone off before they've finished can signal a lack of interest or respect.
- ❑ **Planning Your Response:** Instead of genuinely listening, you're formulating your reply, which can cause missed information.
- ❑ **Making Premature Judgments:** Forming opinions before hearing the entire message can lead to misunderstandings.
- ❑ **Allowing Distractions:** Not fully attending to the speaker, whether due to technology, external noises, or internal preoccupations.
- ❑ **Not Seeking Clarification:** If something isn't clear, failing to ask follow-up questions can lead to misunderstandings.

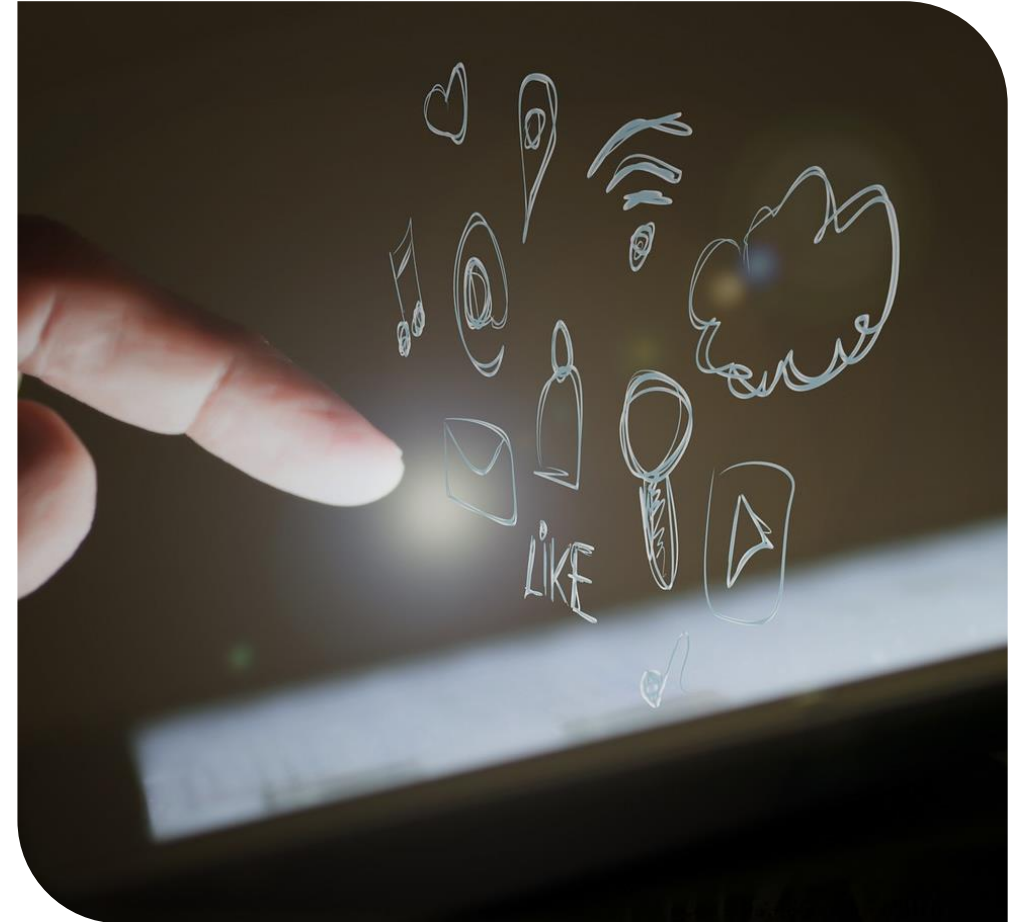


# Practical examples

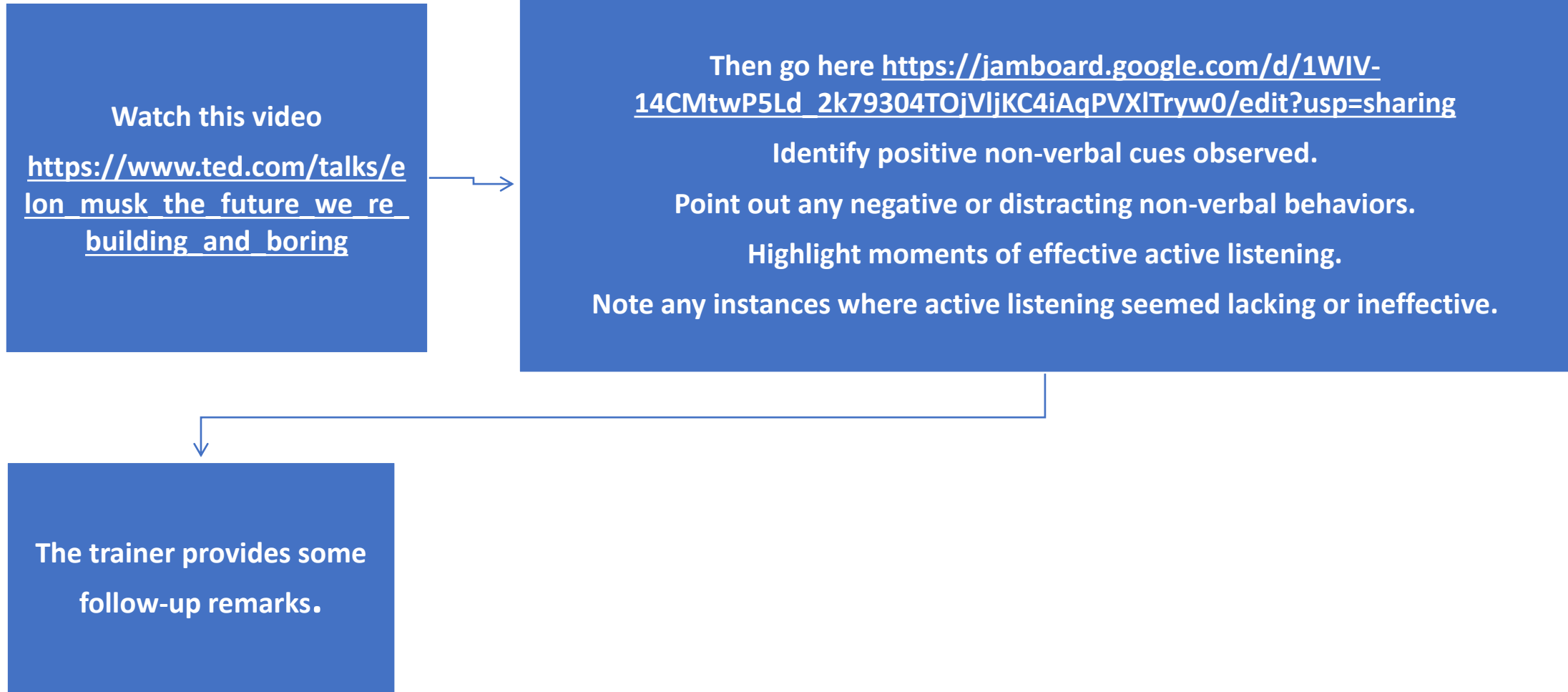
## Negotiation:

+ **Success story:** Oprah Winfrey: Oprah's success as a talk show host can largely be attributed to her exceptional active listening skills. She showed genuine interest in her guests, asked probing questions, and often repeated or summarized their statements, making them feel heard and valued.

- **Failures:** Theranos & Elizabeth Holmes: Elizabeth Holmes, once a Silicon Valley star with her health technology company Theranos, faced massive criticism and legal battles. While there were many issues with her business, one noted concern was her deep, seemingly manufactured voice, which some felt was a form of deceptive non-verbal communication, casting doubt on her authenticity.



# Time for practice!



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# Wrap-up & key takeaways

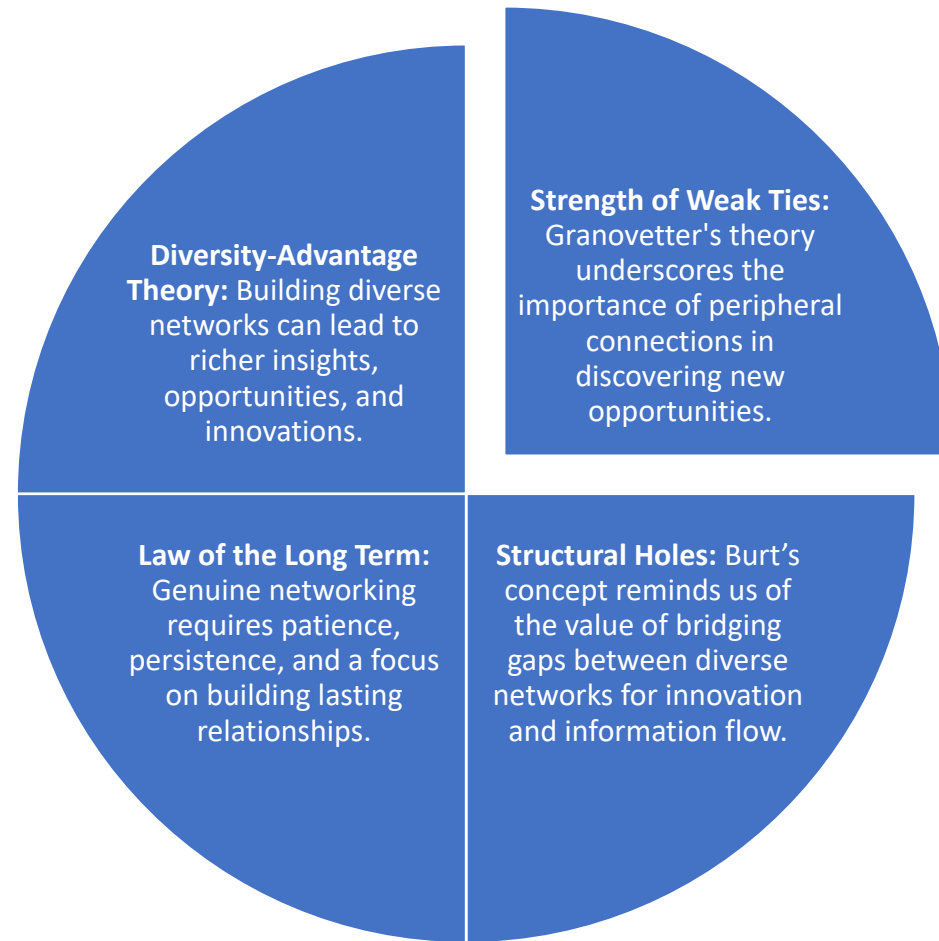
# 07



# Introduction

*Effective communication is the backbone of successful entrepreneurship. It paves the way for clear messaging, building relationships, and securing deals. Successful entrepreneurs, from Steve Jobs to Oprah Winfrey, have showcased the power of effective communication in shaping their ventures.*

# Networking Principles



# Negotiation & Persuasion Skills

**Principled Negotiation:** Fisher and Ury's approach emphasizes separating people from the problem and focusing on interests, not positions.

**Mistakes to Avoid:** Not doing homework, being overly rigid, misreading cultural cues, avoiding active listening, not building rapport, and negotiating under pressure are some pitfalls to be wary of.

**Cialdini's Six Principles of Influence:** Understanding tools like reciprocity, commitment, and scarcity can greatly aid persuasion efforts in entrepreneurship.





# Public Speaking & Presentation



**Relevance of Content:** Tailor your content to resonate with your audience's needs and interests.



**Engagement:** The use of storytelling, visuals, and audience interaction can elevate any presentation.



**Tips for Success:** Knowing your audience, practicing regularly, and seeking feedback are critical.



**Avoidable Mistakes:** Overloading slides, speaking monotonously, not practicing, and overlooking body language can mar presentation effectiveness.



# Non-Verbal Communication & Active Listening

- **Beyond Words:** Over 90% of our communication can be non-verbal. Mastering body language, facial expressions, and tone are crucial.
- **Active Listening:** It's not just about hearing, but understanding, empathizing, and responding appropriately.
- **Success Tips:** Being present, offering feedback, and avoiding interruptions enhance active listening.
- **Mistakes to Avoid:** Inconsistency between verbal and non-verbal cues, not respecting personal space, and interrupting the speaker can harm interpersonal relations.



# Introduction

*In the world of entrepreneurship, where innovation meets execution, it's the power of effective communication that can make the difference between an idea that remains just that and one that revolutionizes industries. As budding entrepreneurs and academics, refining these skills isn't just recommended; it's essential.*

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# Thank you!



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