

Communication and Soft Skills for Entrepreneurs

5th Workshop on Entrepreneurship
for Physicists and Engineers from
Developing Countries
ICTP, Trieste, Italy

March 31- April 4, 2014

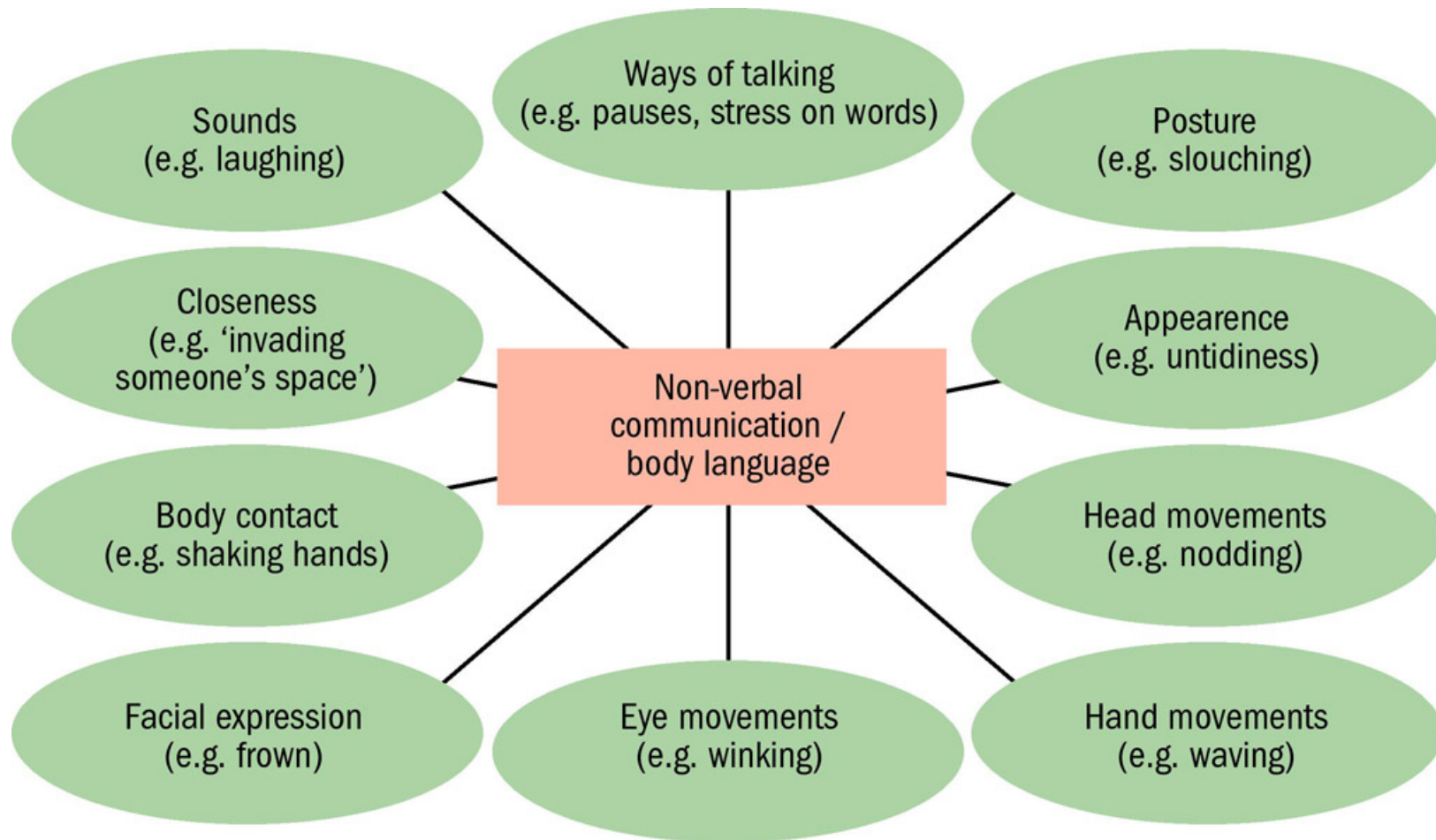
What are Soft Skills?

Soft skills in business are very important for effective communication – ability to interact with others

First impressions go a long way and you may not get a second chance with the same customer

Interpersonal communication

Interpersonal communication



Gestures and facial expressions



Networking Skills

Printed business cards

Networking – always carry plenty of business cards

Introducing Yourself

One to one:

State your name clearly (and how you would like to be addressed).

A firm handshake – no soggy hands.

No show of strength – don't crush the other person's palm or pull him forward.

Only hand shake – no jolting down the person's whole body.

Good eye contact and an appropriate smile – remove sunglasses if possible.

Introducing Yourself

In a group (>five people):

- State your name clearly and how you would like to be addressed.

Make sure you learn to correctly pronounce others' names.

Making a Presentation

Setting up your computer and back-up options



Entrepreneurship Workshop
for Physicists and Engineers
ICTP, Trieste, Italy 31 March –
April 4, 2014

Making a Presentation

Preparing your slides, back-up slides

10/20/30 rule

Color Schemes

Titles

Preparing your slides, back-up slides

10/20/30 rule

Color Schemes

Colors

Colors

Preparing your slides, back-up
slides

10/20/30 rule

Color Schemes

Making a Presentation

- Podium vs. free-standing
- Speaking into a microphone
- Facing the audience
- Eye contact with the audience
- How loud and how soft?
- Responding to questions and comments

Getting it right

Practice, practice, practice – organize and time your presentation

Listen to yourself!

Summary

- Interpersonal skills are very important in business
- Verbal and non-verbal communication skills
- Business cards
- Presentation skills
- Importance of networking and networking etiquette

Thank You!

Interpersonal communication

Nine behavioural skills

1. Eye communication – good eye contact: the five second rule.
2. Posture and movement – stand tall, watch your lower body, “ready position” movements.
3. Gestures and facial expression – smile, personality factor: connect at both emotional level as well as intellectual level, no over-exaggerations.

Dress and Appearance

4. Dress/appearance: be appropriate with the company you are in, the expectation of others, your geographical setting, the time of day, social situation, circumstances, etc.
- women's dress is dependent on the country

Behavioral Skills (contd.)

5. Voice/vocal variety: voice transmits energy – vocal tone and quality count for 84% of your message when people can't see you (telephone conversation). Proper way of saying hello and greeting. Use vocal variety and don't read speeches and presentations.
6. Effective use of language and pauses: no slang, jargon, no non-words such as OK, ums, ers, ahs. Appropriate pauses.

Behavioral Skills (Contd.)

5. Active listener involvement: style, interaction and content.
6. Effective use of humour: develop a sense of humour, but let it be appropriate.
7. Being your natural self: be authentic.

Business Meetings

Business meetings

Business entertainments

Barriers for Commercialization of your Technology

List all the barriers in your countries

Identify the top 3 barriers

Any possible solutions to them (20 minutes)

3 minutes/group for presenting them

Discussion (10 minutes)

Group A

Govt. Interference/competition – more democratic & political system

Sanctions – have production in another country

Bank transactions

Political

Copy right and trademark protection – sell products in protected markets

Group B

Lack of Raw/primary Materials

Lack of investors

No trust on young scientists

Big company competition – big advertising money

Language problem

Good management skills

No long future plan – vision/roadmaps

Group C

Banks

Restriction for new technology

Internet

Competition between local and foreign products – unfair competition

Administrative problems – paper work – bureaucracy

Support for local products

Group D

Taxation – 65%! - reduce for start-up – free-zones

Supporting Innovation

IP Problem – New NGOs to reduce corruption

Networking

Competition – low cost production – support national products

Tech Transfer –from Developed countries

Invest on conventional products

Knowledge-based products – Hi-Tech

Group E

Bureaucracy/permissions -
No clear regulations and accountability
Prototyping
Lack of funds for networking/conferences
Energy/erratic power supply
Export control regulations