

## Overview of the workshop programme

# Conversation & networking

## Reaching your goal through successful communication

30 June 2010, 9.00 – 17.00

University of Leipzig, “Graduate School Building with Molecules and Nano-objects” [BuildMoNa]

Trainer: Dr. Simon Golin, GOLIN WISSENSCHAFTSMANAGEMENT, Hamburg

Success is based to a large extent on successful communication. Goal and audience oriented communication is necessary in almost all professional contexts such as making arrangements, or ‘talking shop’ with colleagues or the quick and targeted contacting of experts, potential employers or funders. It is therefore helpful to be able to fall back on tried and tested strategies.

With a few basic communication strategies and negotiation techniques it is possible to explain complex issues in a context specific way, to convince and motivate others, to make new contacts and win supporters and so reach the goals set.

In this workshop participants engage with their own personal communication strategies and behavioural patterns. Exercises are designed to familiarise participants with established negotiation techniques and to develop communication skills. The workshop includes the following:

- >> All to plan?!  
The effective preparation of conversations
- >> Communication skills:  
Dealing with difficult conversations
- >> Networking basics:  
Building and maintaining contacts
- >> Small talk as icebreaker:  
Getting into conversation confidently
- >> Conversation & networking:  
My next steps

Dr. Simon Golin [Hamburg] heads the consultancy company GOLIN WISSENSCHAFTSMANAGEMENT. For almost 20 years now he has been involved with not-for-profit management – with a focus on science, education and the foundation sector. Amongst other things, he has been managing director of the “Deutscher Studienpreis” at the Körber foundation, secretary general of the German National Ethics Council and secretary general of the Academy of Sciences and Humanities in Hamburg.