



## COMMUNICATION SKILLS: ADVANCING COMMUNICATION SKILLS TO SUCCESSFULLY COOPERATE WITH INDUSTRY PARTNERS

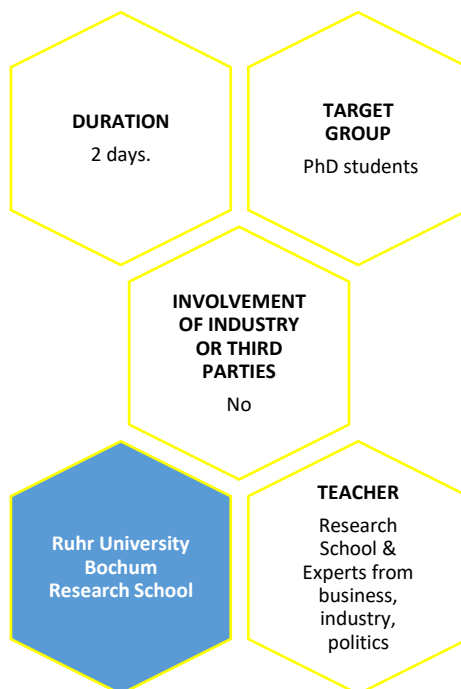
### *Description of the innovative teaching practice*

The innovative teaching practices “Communication skills: Advancing communication skills to successfully cooperate with industry partners” provides reflection of the roles and expert status of researchers cooperating with industry. Additionally it discusses the responsibilities of researchers in industry cooperation (including research integrity and ethics) clarifying concerns, aims and interests to cooperate with industry partners. Learners will learn how to develop a communication strategy to ensure a mutual understanding about the project's progress and results discussing successfully the use and dissemination of outcomes and products.

### *Skills to be acquired/ improved:*

- Skills to communicate research projects outside academia
- Professional communication skills of researchers cooperating with industry partners
- Personal communication skills of researchers for diverse settings

Professional negotiation skills



### *Methods and techniques*



- It will cover topics from profiling and communicating individual research projects for industry cooperation to negotiating interests, aims and conditions to successfully work together with partners from outside academia.
- The workshop will put a special focus on developing professional communication skills for the acquisition of industry projects, for joint meetings, decision-making processes or for negotiating about the use and dissemination of results between researchers and industry partners.
- The workshop will combine expert input with interactive group work and real case scenarios to ensure professional knowledge and a first practice transfer

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#### ***Methods for assessment and evaluation of the practice***

The workshop will be evaluated by the participants by an evaluation form rating the relevance of the workshop's topic and contents as well as the professional performance of the trainer and the benefit for the participants. The trainer will be interviewed to bring in the professional perspective of the expert.