



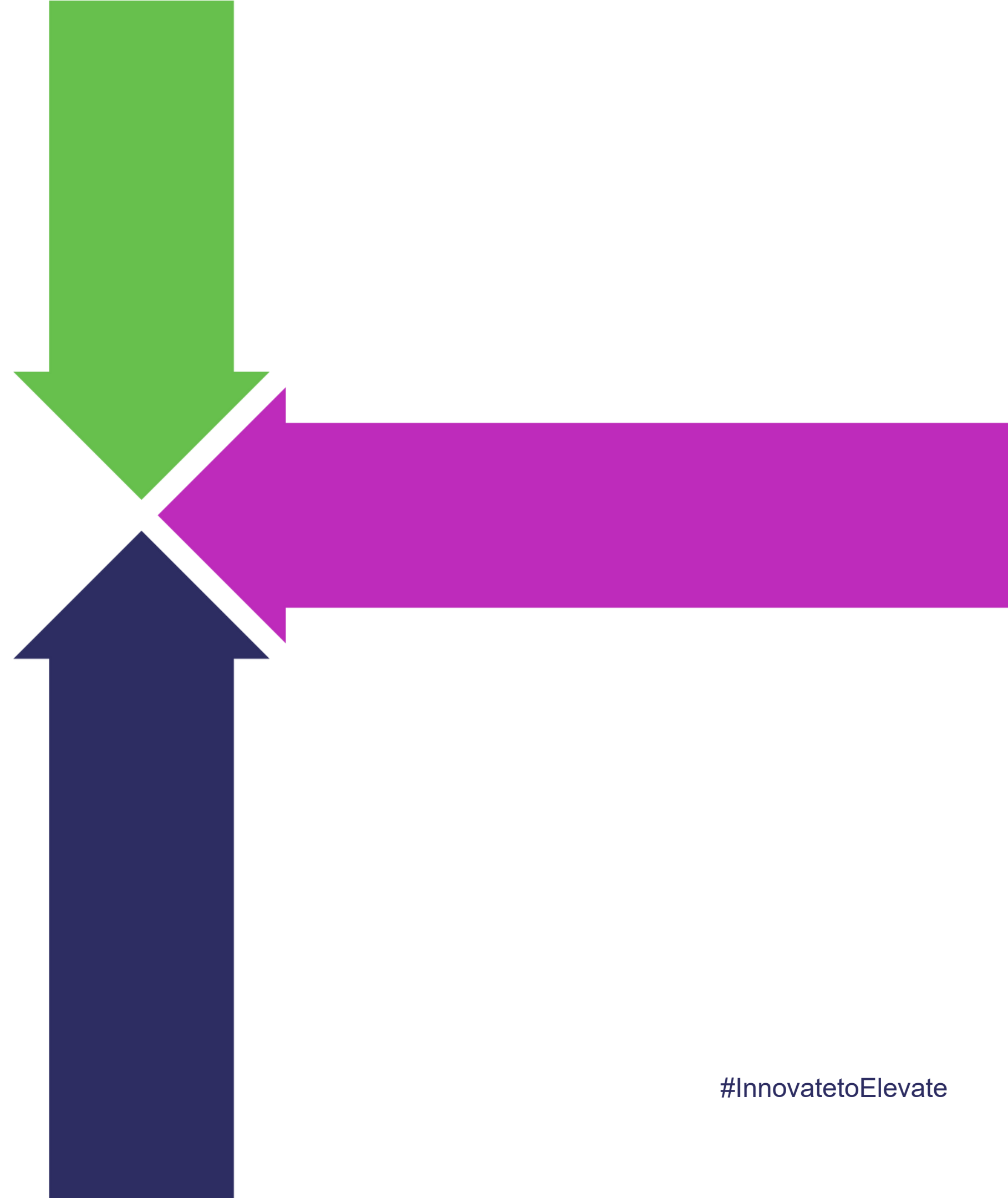
Innovate
UK

Knowledge
Transfer
Partnerships



Today's Workshop

The Power of Effective Networking



Goals for this workshop

Maximise your network: Key strategies to increase impact

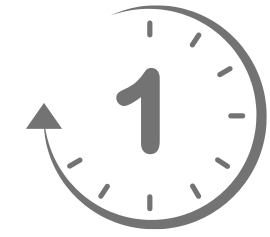
Craft your brand: Build an authentic identity

Gain practical tools: Map and enhance connections



METCALF'S LAW

**“Performance drives success,
but when performance can’t
be measured, networks drive
success.”**



What's your networking goal?

Take a moment to reflect

I want to land a full-time role after KTP

I'm looking to collaborate on industry projects or research

I want to gain visibility as a thought leader in my field

Why Networking Matters

- ✓ **Access to Opportunities**
Connect with leaders, explore new paths
- ✓ **Career Growth & Visibility**
Build your reputation in the sector
- ✓ **Support System**
Gain guidance and emotional support
- ✓ **Leadership & Interpersonal Skills**
Boost adaptability and influence



The good news? Anyone can build effective networking skills with practice.

Build Confidence through Conversation



Make eye contact and smile

Small gestures can help create an approachable and friendly presence



Practice active listening

Show genuine interest by listening without interrupt and responding thoughtfully



Calm nerves with deep breathing

A few deep breaths before conversations can help you feel centred and relaxed



Find common ground quickly

Shared interests build trust and make conversations flow naturally.

Practice: Instead of thinking about what to say next, focus on understanding the other person's experiences or challenges. "It seems like you're really excited about it. What's been the most interesting part so far?"

Why Plan your Networking?

- ✓ **Reduces stress**
Approach networking with a clear plan to avoid last-minute anxiety
- ✓ **Maximises each opportunity**
Focus your efforts to make every interaction count
- ✓ **Boosts confidence**
Knowing your goals helps you engage with more confidence
- ✓ **Makes you proactive and effective**
A planned approach keeps you intentional, focused, and impactful





Plan your networking strategy

✓ Define your goals

Set SMART objectives: What do you want to achieve? What does success look like?

✓ Identify key people

Research speakers or attendees you're interested in connecting with

✓ Prepare your introduction

How will you introduce yourself? Keep it concise and impactful

✓ Know your audience

Consider the attendees' likely interests and needs. What common ground might you share?



Prepare for the interaction

- ✓ **Have emergency questions**
Prepare backup questions to keep conversations flowing
- ✓ **Consider what you can offer**
Think of ways you can help or add value for others - pay it forward
- ✓ **Plan follow-up actions**
Decide how you'll record interactions and follow up afterward
- ✓ **Dress with intent & be culturally aware**
Choose an outfit that aligns with the event but helps you stand out (while considering cultural norms and sensitivities)



Craft your “SUCCES” pitch

- ✓ **Simple**
Keep it brief; let others share too
- ✓ **Unexpected**
Add a twist; ask a question to spark curiosity
- ✓ **Concrete**
Be real and relatable
- ✓ **Emotional**
Connect with shared values or challenges
- ✓ **Story-driven**
Share a personal story that reveals your uniqueness



Sample Pitch

"Hi, I'm Alex.

Love how Netflix recommends movies? That's data science in action!

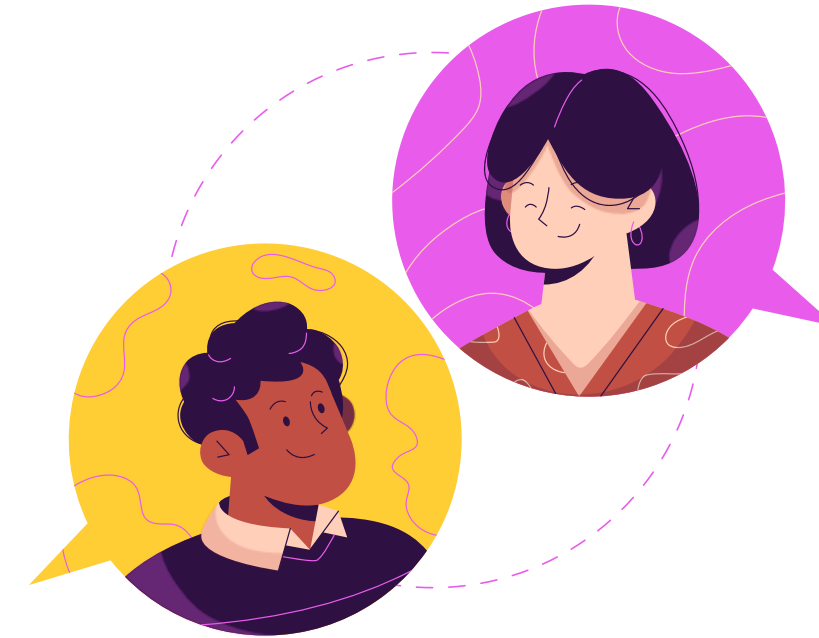
I'm Alex Johnson, a data scientist passionate about finding insights in data to solve problems. I build predictive models that help businesses make smarter decisions. I'm excited about deep learning and its potential to improve medical diagnoses. I'm great at explaining complex ideas clearly. Let's talk data!"

Take a moment to reflect: What is your SUCCES pitch?



Make the most of it

- ✓ **Arrive early**
Check the attendee list and identify key contacts
- ✓ **Plan logistics**
Choose spots where you can comfortably interact
- ✓ **Scan the room**
Don't just gravitate towards people you know.
Greet familiar faces briefly, then move on
- ✓ **Engage new faces**
Approach those alone or in small groups.
Often, the quieter people have insightful things to share





Maximise your presence

- ✓ **Show genuine interest**
Use active listening and ask open-ended questions
- ✓ **Keep an open & confidence posture**
Stand comfortable and stay approachable to create a positive impression
- ✓ **Mirror communication**
Subtly adapt to their body language and tone (visual cues make up 55% of impact)
- ✓ **Take breaks**
At long events, pause occasionally to recharge, refocus, and jot down key insights





How would you handle this challenge?

Take a moment to reflect

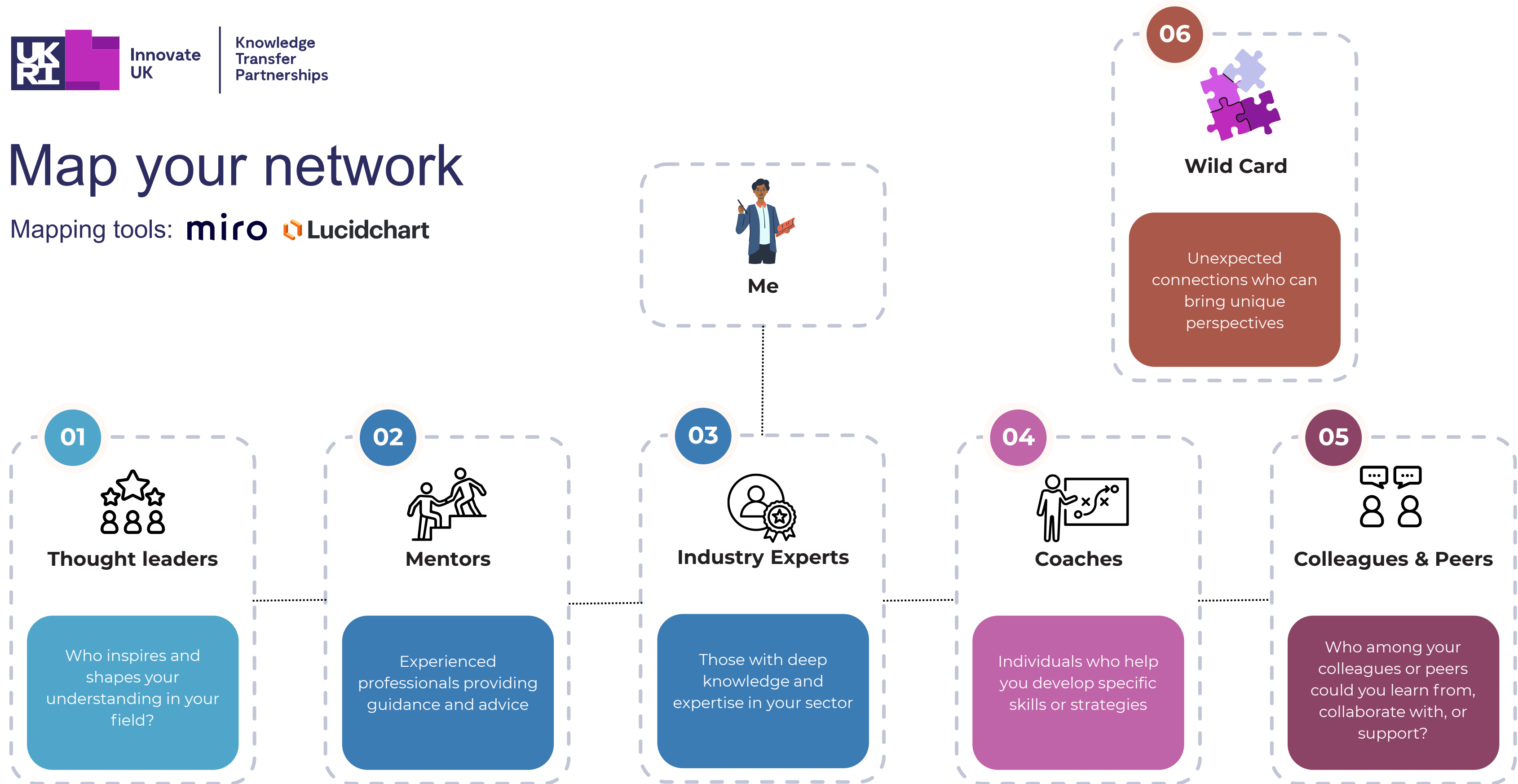
Scenarios:

Joining a conversation

Ending a conversation

Map your network

Mapping tools: **miro**  **Lucidchart**



Curate your network

Identify key stakeholders by their roles and influence to build a **purpose-driven** network.

Stakeholder Mapping

1. Identify key stakeholders by roles and interests
2. Assess influence to prioritise connections
3. Curate relationships that align with career goals

Remember our stakeholder mapping at Ashorne Hill? We're building on that!



Develop a purpose-driven network



Identify gaps

Align your network with your current and future career goals. Where do you need connections by industry, role, or location?



Leverage relationships ethically

Build on existing connections responsibly, treating your network as an "emotional capital bank"



Ask for favours smartly

Be precise, polite, and concise when asking for support. Don't overestimate; not every connection leads to magic



Play the numbers game

Significant breakthroughs are rare; consistency and effort matter

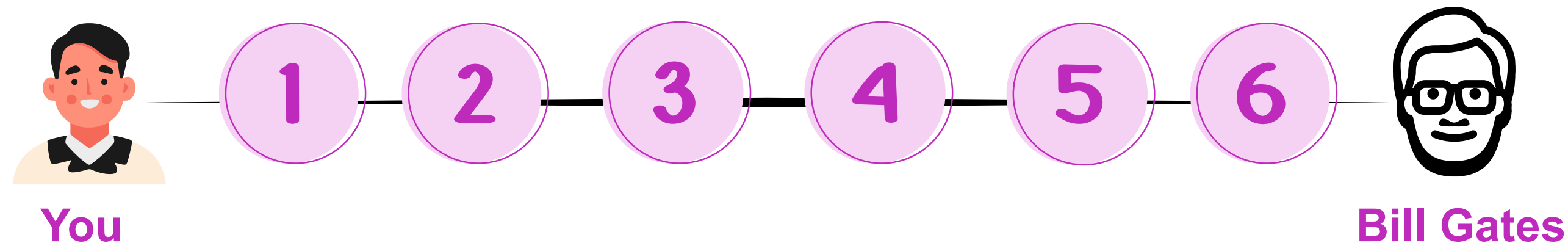


Tip: Build a habit. Spend 10-20 minutes each day working ON your career, not just IN it.

The Power of Connection: Degrees of Separation

Concept originated by Frigyes Karinthy in 1929, proposing that everyone is connected by just **6 degrees of separation**.

Facebook recalculated this in 2016, estimating an average of **3.5 degrees between people worldwide**



You're closer to valuable connections than you think. Use LinkedIn groups, industry forums, and professional networks to bridge those small gaps.

Summary: Networking

1. Plan and set SMART goals
2. Engage actively
3. Map and diversify your network
4. Be present and approachable
5. Follow up and maintain connections





What **quality** do others notice most about you?

Take a moment to reflect

For example:

Curiosity

Enthusiasm

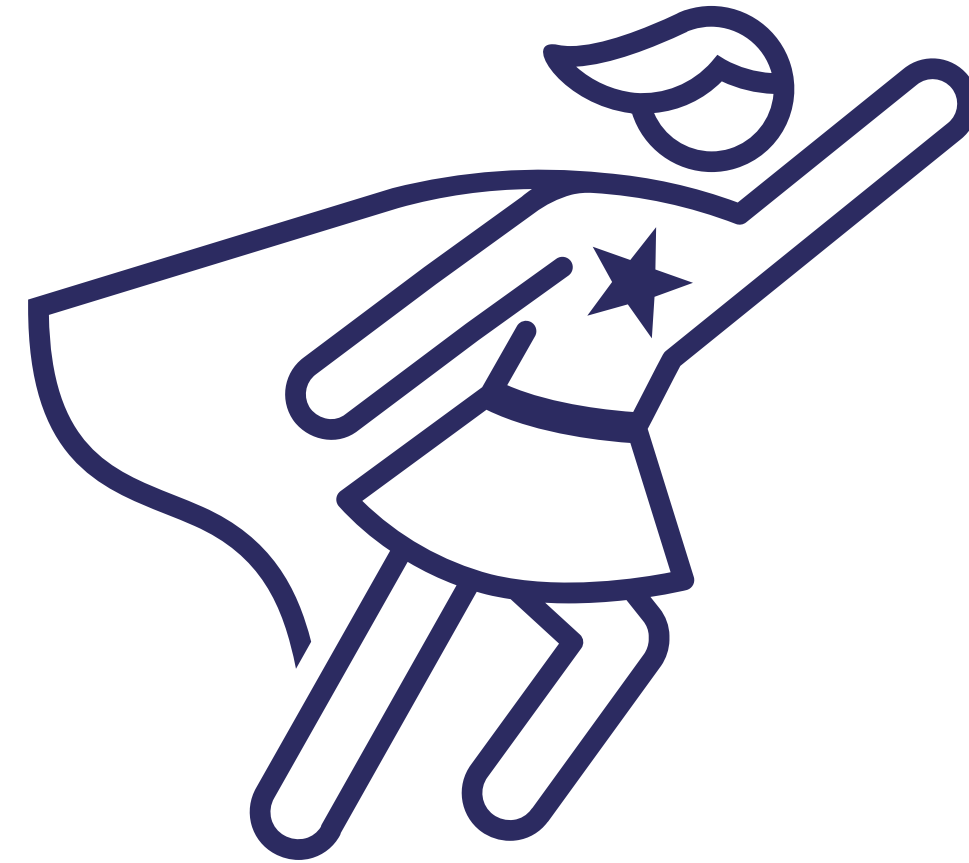
Resourcefulness

“Your personal brand is a **public perception**, not a personal declaration.”

Confidence

You must trust yourself if you want others to trust you too

Go where you add value not just where you are qualified



Value

Workout what you do that others can't

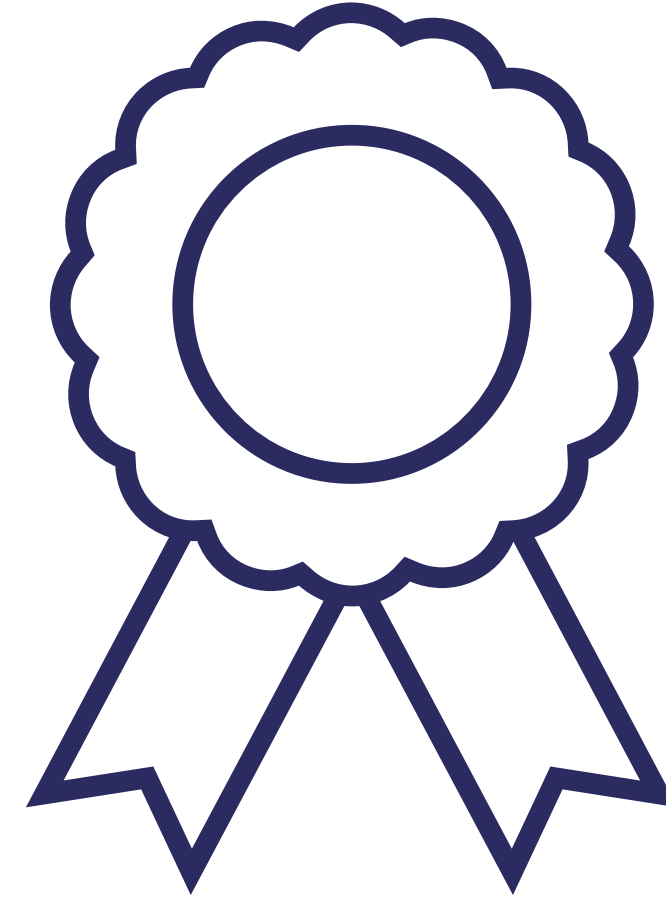
Clearly, simply and briefly communicate why that is helpful to others



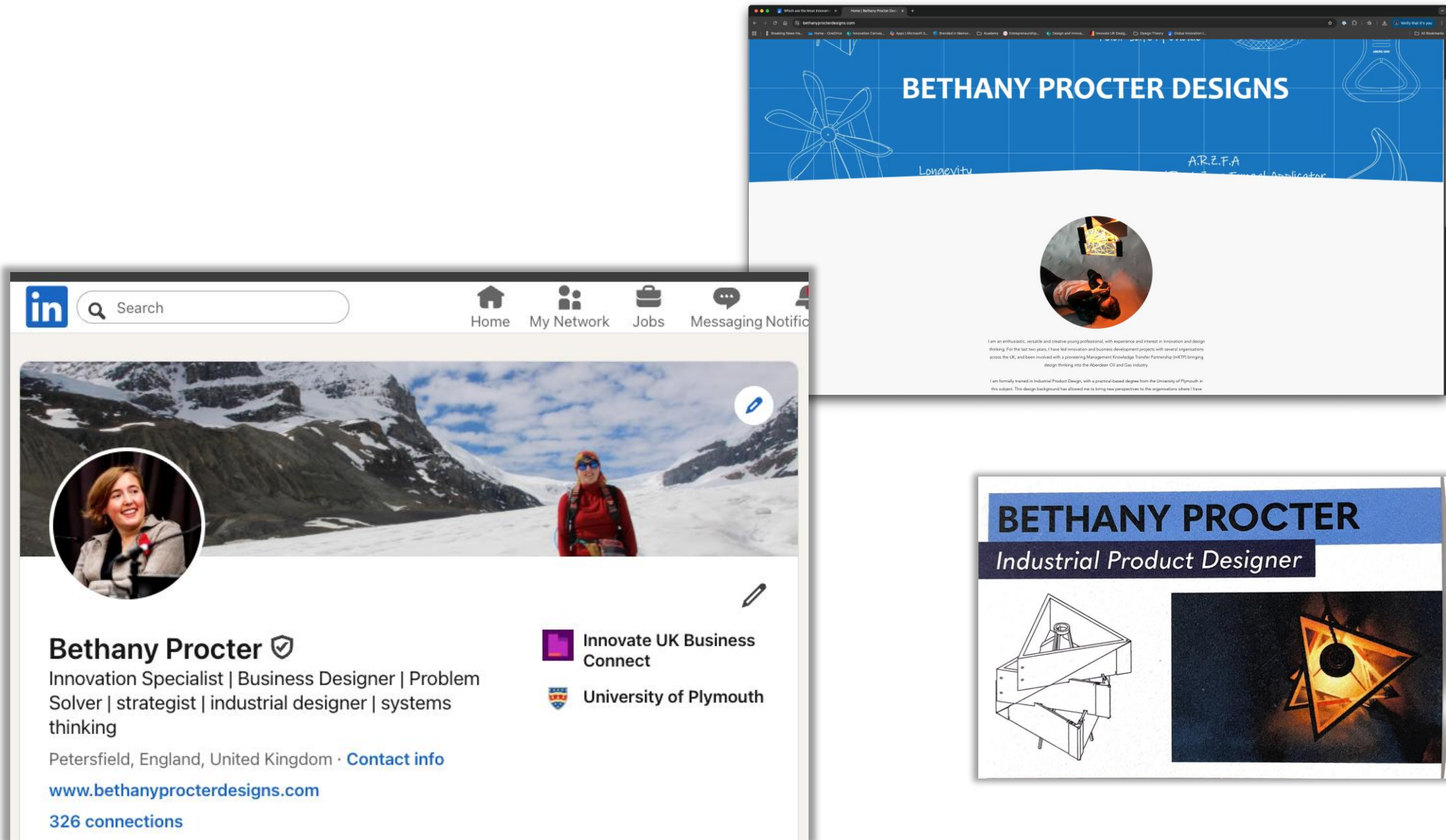
Reputation

What are you known for?

Who do you sell to? Who sells you?



Promotional Materials



BETHANY PROCTER

PROFILE

I am a highly motivated, enthusiastic, and versatile professional with a strong background in Innovation Management, Business Design and New Concept Design and Delivery. I have been defined by my passion for creative problem-solving and I have spent my professional career developing skills and approaches to enable to me do this in a variety of contexts. My aptitude for understanding and applying new ideas and concepts has allowed me to bringing design approaches and methods into a variety of different industries and to approach complex problems in novel ways. I am a confident communicator, with experience in presenting to a variety of audiences, both virtually and in person.

LEADERSHIP ROLES AND KEY EXPERIENCES

Innovation Strategy Course Lecturer

Worked to update the content for Innovate UK Business Connect's Innovation Strategy course for their 2025 delivery. My insight into the course material made me a key member of the teaching staff. I graduated from this course myself in 2023, and was recognised at the time for my practical knowledge of the subjects.

Alpha Course Leader

Coordinated with three local churches to set up and run their first Alpha course in the local community. I was responsible for training up new leaders and empowering them to confidently lead future courses.

KTP Awards Panel Judge

I was invited to be part of a judging panel for the 2025 KTP Business Transformation Award.

CAREER SUMMARY

Innovation Academy Content Manager, Innovate UK Business Connect, London — Sept 2024 to present

Design and deliver a new pilot programme for innovation skills and knowledge transfer. The programme focuses on establishing "innovation literacy" within participant organisations, through the development of courses, communications and support materials. Negotiating with different departments to secure resources, and support throughout this ambitious project. Embedding design methods into Innovate UK Business Connect to improve decision making and to help them invest in impactful projects.

Knowledge Transfer Partnership (KTP) Content Manager, Innovate UK Business Connect, London - March 2024 to May 2024

Conducted qualitative and quantitative research into the demographics and motivations of the individuals who take on Knowledge Transfer Partnerships (KTP) Associate roles. Decided on research methods, questions and doing statistical and thematic data analysis. The outcome of this project was a summary report which identified some key strategic misconceptions within the



Innovate
UK

Knowledge
Transfer
Partnerships



Thank you!

If you have any additional questions, feel free to stick around or email us.

ktp-uk.org

Contact Us

jan.stringer@iukbc.org.uk
mark.lynch@iukbc.org.uk
bethany.procter@iukbc.org.uk

[#InnovatetoElevate](https://twitter.com/InnovatetoElevate)