

# Networking and the Verbal Business Card

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# Networking and the Verbal Business Card

## Things to Remember

- Your verbal business card should be designed to start a dialogue
- Consider who your audience is and be prepared to change your emphasis and/or language
- This could be your chance to state if there is anything you are looking for, partners, funding, access
- Present the benefits to your potential partners of what you do not the detail
- Avoid too many subject and department references
- Have a few quick examples to present for when you are asked to elaborate

# Siobhan Newton

I am the Knowledge Transfer Champion for the Sheffield Business School. As a KTC I am responsible for promoting KT mechanisms and the use of learning exchanges to shape strategy and develop capacity around the KT agenda

Job description?

Useful?

Widely Useful?

Yes

Not really

No

# Siobhan Newton

My role is to create relationships between the university and external partners that will create mutual benefits and income streams. These relationships are based on providing access to the expertise and skills of our staff and students. I am part of the Business School but work across Sheffield Hallam University.

# Logisitics

- Go around your group presenting your "verbal business card" 30 seconds per person
- Once everyone has delivered consider and be prepared to feedback
  - what possible areas of collaboration you may have identified
  - what types of external partners 2 or more of you may be able to work with
- Repeat the exercise in each new group