



Workshop – guideline for trainers

1. Why networks? – 10+X reasons why networks (for start ups) are important! (brainstorming exercise)

Let the students brainstorm what the 10+ reasons are that make networks so important (already content of the eLearning course). Let them collect their own additions to the list of ten, too.

No one knows everything
Contacts bring customers
Self-confidence grows
Together instead of lonely
Interesting projects emerge
Permanent training
It's fun!
Distraction is good
Out of the cul-de-sac
Support of personal development
Now it's up to you
Source: https://bileico.com/blog/warum-netzwerken-fuer-existenzgruender-so-wichtig-ist.html



2. Where can I network? (exercise)

- Meeting with friends
- Family celebrations
- Traditional festivals (e.g. Oktoberfest, carnival, district festival)
- Sports and Leisure Activities
- Workshops, Seminars, Events
- Congresses and trade fairs
- Corporate events

Sort these meetings by private and business events. Which meetings do you attend?
Which not, why?

Private	Business



3 "My personal network"

3.1 Who do I know? Name 5 - 10 people per group! Who is able to support you?

Persons	Who?	
Family		
Friends		
Neighbourhood		
School: Former classmates (e.g. stayfriends)		
Business		
Further adult education & training course		
Fellow students (e.g. Alumni)		
Colleagues / Former colleagues		
Service providers, e. g. hair dresser, car repair shop, insurance agent		
Honorary post, Nonprofit associations, clubs		
Job centre/ Unemployment assistance/ Unemployment self-help		
Events		
Chambers and associations		
Who else?		

How it's done:

- Identifying existing contacts (brain storming)



- Characteristics of social networks (strong/weak; frequent/sporadic, important/not so important, problematic)
- Visualizing one's own network (depicting relationships using arrows: ME in the middle if a spider net)

3.2 What are good reasons for a network?

Give at least 5 reasons for a personal and 10 reasons for a professional network! Are there any overlaps?

5 reasons for a personal network
Achieve cohesion Support and encouragement Help, if necessary
10 reasons for a professional network
Maintain community Broadening the horizon Technical exchange

3.3 Discussing statements about networks

Exercise: Discuss them with your neighbour. Do you agree, are there additions?

"A thousand XING contacts who don't know who I am don't help."

"Networking must be a natural companion of everyday life."

"Networking isn't about finding your best friends."

"Loyalty and reliability are more important in networking than promising something you can't keep."

"Networking is above all a matter of trust."

"Networks are not roped-ups."

4. Small Talk

There are no rules how to do small talks. In the Anglo-Saxon countries, small talk is a matter of course. Germans, on the other hand, have a hard time with small talk. However, there are some topics that are generally suitable for small talk:

- How was your journey? Where do you come from? Which workshop/lecture will you listen to?
- non-committal topics are
- hobbies and own sports activities
- holidays and destinations



- children
- current topics (but be careful!)
- compliments, possibly clothes
- weather

What is little or not at all suitable as a topic:

- politics and religion
- sex and insults
- sports (e. g. fan of a football club)
- money

End the conversation politely and appreciatively. Thank you for the interview or important hints. End the conversation politely and appreciatively. Thank you for the interview or important hints. After the small talk you can, but don't have to, hand over your business card.

5. Common mistakes in networking

mistakes	tips
<p>Network irregularly or too late You need good advice, you are looking for cooperation partners, VC or a new job and therefore you start to search for contact persons. But if you only start building a network when you need something, it's usually too late. You may also run the risk of being labelled as "the person who only contacts you when he or she wants something". Of course, there is little incentive to build your network if you don't have concrete goals. Nevertheless, it is important to network regularly - and WITHOUT cause.</p>	<p>If, for example, you take some time every month to visit events or to be active in online networks, networking can become a natural part of the appointment calendar. This is how you build a network of contacts that you can rely on when it counts.</p>
<p>Waiting for the contacts to run after you No matter how innovative the business idea is - people do not run the door unasked. If you don't proactively search for interesting contacts and cultivate them, you will have difficulties gaining a foothold in the business world.</p>	<p>Successful networking means, above all, taking the initiative. In the start-up scene, it is not unusual to ask friends to introduce you to promising acquaintances. You can also ask old colleagues about their projects, leave comments on relevant blogs, in magazines or forums, or network with people who would be a good match.</p>
<p>Competition or pigeonhole thinking People who pursue similar goals are too often regarded as competitors - and excluded from the circle of confidants. Such contacts have similar experiences and problems. And both sides can benefit from this, because you can learn from the</p>	<p>Be open! There are almost always starting points for my independent activity.</p>



<p>mistakes of others and draw inspiration from other people's successes. On the other hand, contacts from other industries are rarely taken into account. But sometimes exactly those fit together best who think they have little to say to each other. Because the exchange with these contacts often opens up new possibilities and new perspectives develop.</p>	
<p>Convert getting to know each other into a sales pitch As in private life, it's not very well received in the business world when people talk about themselves and their advantages all the time. In networking, it is not important to turn your counterpart into a paying customer as quickly as possible or necessarily to enter into a co-operation.</p>	<p>Meet at eye level and benefit from each other. This also includes knowing what the other person is doing at all. It is important to have a dialogue, to empathize with each other and to work out the mutual benefits. Networking according to the motto 'Here is my vendor's tray and I can offer you everything' doesn't work.</p>
<p>Expect immediate results Networking is not as effective as hoped, if the participants approach the matter with too high expectations. Many believe that within a few minutes they can assess whether a contact is appropriate and whether it can help with current issues. While this is certainly the case in isolated cases, the actual core of networking lies more in building relationships that are fruitful in the long term.</p>	<p>Be patient. The actual results of networking are often not directly tangible. New perspectives, fresh ideas, creative impulses or self-reflection can all be invisible results which, although they do not involve a contract signature or an immediate sales boom, in the longer term will drive forward your own development and that of the start-up.</p>
<p>Source: https://www.gruenderszene.de/allgemein/networking-fehler-scale11-2016-6943</p>	

6. Regional aspects of local networks

6.1 Which organizations are important for start-ups & part of a network? (exercise)

Organizations	Possible information
Trade associations	Seminar offers for training and further education, market research in general, industry surveys, press/public relations, consulting around the business
Chamber of Commerce and Chamber of Crafts	Business consulting, seminar offers for training and further education, address information, address sales (e.g. for mailings), regional trade fairs, regional coaching programs



Savings Bank, Volks- und Raiffeisenbank, Economic development agency, Insurance companies, local library	Annual Meeting, Business Start-Up Guidance, (free) brochures
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Which organizations are in your region? What kind of support do they offer? Find out!

6.2 Advantages of operational networks for the region (exercise)

Advantages	Are there any special offers in my region? Do I have any good idea?
- Use and expand personal contacts within the region	
- face-to-face contacts	
- Short distances, radius of action	
- Use of regional potentials	
- Strengthening the region	
- Development of new local/regional networks	

6.3 Community Mapping; Capturing Resources & Developing Potentials

6.3.1 Introduction to community mapping

Community Mapping (Definition)

<p>Community Mapping</p> <ul style="list-style-type: none"> - "mapping" = engl. for "Create image", "Draw map". - Participative method to visualize and analyze the characteristics of a community. - Actors, resources and needs of a community - can be used for various purposes (e.g. getting to know the community, identifying actors and meeting places, stocktaking, needs assessment, etc.) - can be initiated from outside, but can only be carried out by members of the community themselves. - Visualizations and group discussions, learning from each other Drawings do not have to be true to scale! 	<p>Community Mapping (sometimes called asset mapping) is all about involving residents in identifying the assets of their neighbourhood, looking at opportunities and creating a picture of what it is like to live there. The exercise is a valuable and effective method of community engagement simply because maps are visual and easy to relate to; like photos and videos they cut through communication difficulties to reveal feelings and ideas which otherwise might be hard to express. Every community has assets; facilities such as libraries and community centres, valued businesses, parks and forests are obvious. But most importantly the people and their capacities; organised community groups or individuals who have skills and talents. All of these things can be mapped to create a picture of</p>
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<p>(Source: http://www.hag-gesundheit.de/uploads/docs/704.pdf)</p>	<p>the community which shows its capacity and it's potential.</p> <p>(Source: http://lexikon.stangl.eu/15285/community-mapping/)</p>
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See the richness of a community. When resources are not recognized and (human) potential is not used, community mapping helps to identify, at the same time revealing community in its richness.

One of the origins of community mapping lies in making seen the natural and cultural interrelations and the resulting protection of such ecosystems and cultural areas. Originally used as an instrument of urban and rural planning, illustrating socio-demographic contexts, community mapping is now increasingly used as a participatory process for communities with social, ecological and economic objectives (for example, to promote local or regional economies), revitalize the commons and/or raising awareness of existing (natural and) social resources.

But why is community mapping used?

The application possibilities of community mapping are manifold. Community mapping serves community development, among other things when it comes to

- introducing the community by making it more familiar, in particular to better understand the various actors, relationships and connections within a community;
- promoting participation;
- analysing the resources, possibilities (potentials), challenges and ambitions of a community;
- highlighting the possibilities of community designing;
- transforming a community;
- integrating new community members;
- educating young people about the possibilities of community-relevant engagement (service learning);
- building a local or regional economy and thus
- becoming part of a bioregion.

Maybe you ask yourself for whom community mapping is useful. Well, community mapping is an integrative participatory process, among others for:

- representatives of neighbourhoods, municipalities, cities and regions
- experts, e.g. from community, urban and regional development, social work, integration and youth work
- new community members



- youth and senior citizens
- people who are interested in community development and bioregions.

What are the methods and the scope of community mapping? It is of importance – and dependable on the topic – to look at a community as comprehensively as possible. That is why in such processes, care is taken that all residents are well represented in their concerns. In addition to classic community mapping, various elements of working with large and small groups are used. Depth and extent are adapted to the request.

Source: <http://derentwickler.ch/en/offers/communities-institutions/community-mapping-capturing-resources-developing-potentials/>

6.3.2 Example “Guided Tours”

One of the central themes of the CHEER project is the use of cultural heritage to set up a business e. g. in tourism (guided tour of the city). What are the options for Community Mapping?

The following objects can be captured and described and, if possible, related to today's society:

- Buildings (e.g. residential buildings, factories, sacred buildings, etc.),
- Ruins and excavation sites,
- Monuments,
- Public facilities (e.g. parks, squares)
- Cemeteries.

For each object information (e.g. year of construction, architect, owner), pictures (past - present) and stories can be collected. Can the individual objects be combined into a thematic city tour? On the basis of the local conditions, cartographic basics, creativity and imagination are required. Which sources can I use? Museums, archives, libraries, residents.

Don't forget: Is my idea of a sightseeing tour financially viable?

6.3.3 Exercises on community mapping

Complete an initial cartographic design, possibly together with other people. What might interest guests in your city? What special competence do you have yourself (contacts, historical knowledge, sociability...)?

- Address organizations to ask for cooperation (how will you do that? Decide than the way /letter, brochure, social media, telephone...) and prepare it
- Simulated partnership. Exercise: Preparation of a meeting with other organizations to make a decision.
- Simulated community network and communication with locals. Role playing: Meeting with other organizations to make a decision.



Exercise: Find and develop your own project!!

More Information:

NIKE/BAK/ICOMS (Eds., 2019): Kulturerbe, ein gemeinsames Gut. Für wen und warum?
Patrimoine culturel, un bien commun. Pour qui et pourquoi? Schriften zur Kulturgüter-
Erhaltung Nr. 6. Basel

Guided tours in Hamburg, e. g.: (<https://www.22places.de/hamburg-stadtfuehrungen/>)
(<https://hamburg.mitvergnuegen.com/2017/11-aussergewoehnliche-stadtfuehrungen/>)

Sex & Crime Tour St.Pauli (18 years!)

Musiktour: Die Beatles auf St. Pauli

Hamburger Craft Bier Tasting Tour

Eat the World-Tour

Discover street art in Hamburg

Homeless people show off their Hamburg

What's up in your Town or region?



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„Social Entrepreneurs: Unternehmen mit sozialem Schwerpunkt sind innovativer“ In: ZEIT-Online vom 6.1.2019 (<https://www.zeit.de/arbeit/2019-01/social-entrepreneurs-gruender-innovation-erfolg-studie-kfw>)

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