



Welcome to *FoodFactory-4-Us* *Soft Skills Webinar*

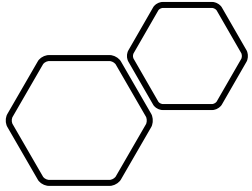
26 January 2021 at 2 PM CET



This session will be recorded

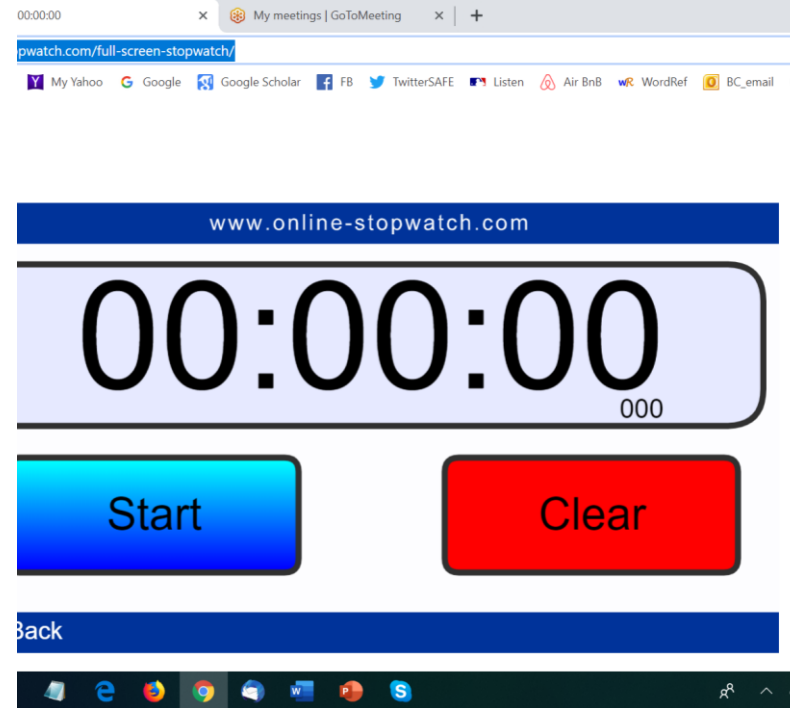


Co-funded by the Horizon 2020 programme
of the European Union



Today's Programme

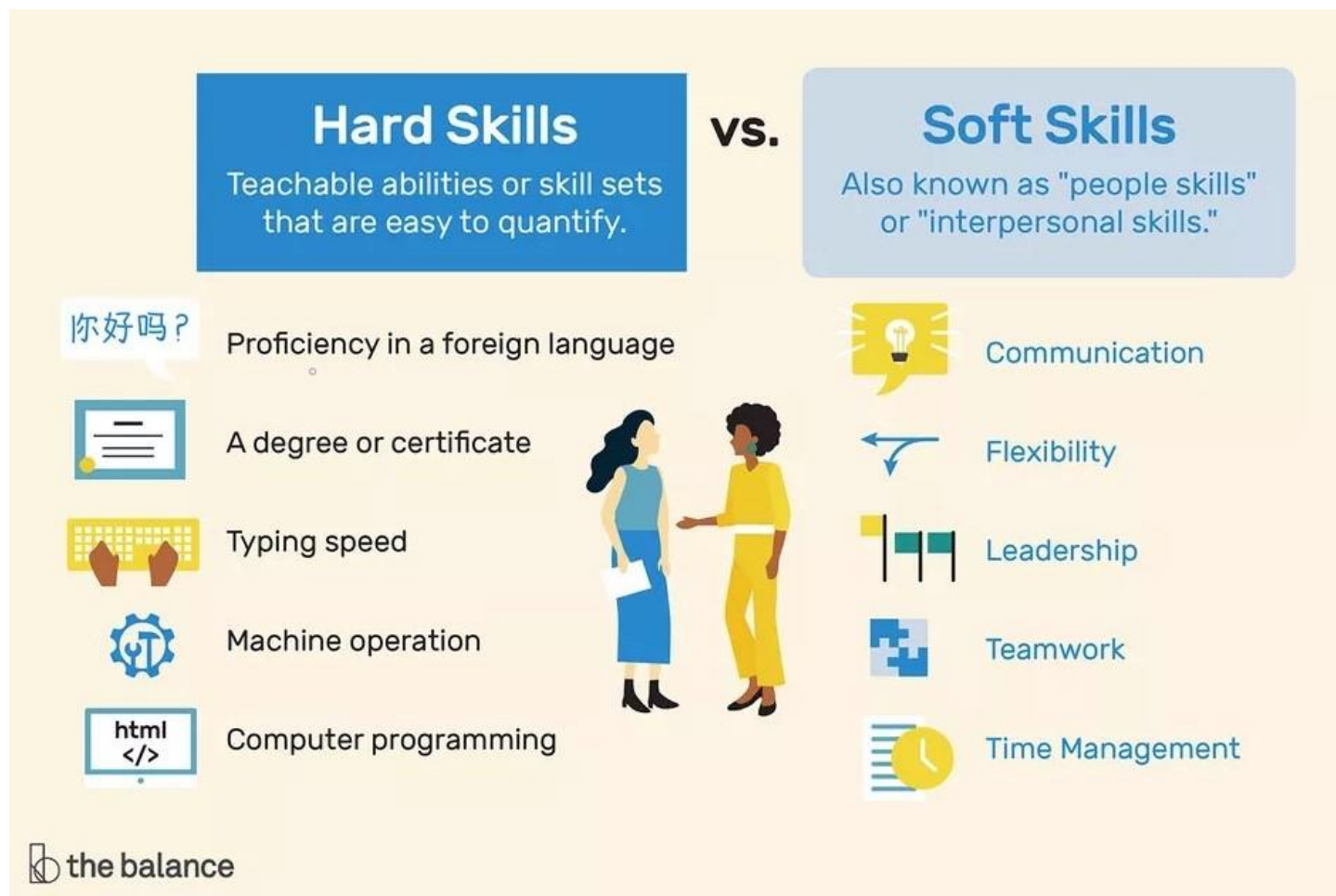
- The elevator pitch
- Visioning our success
- Your own elevator pitch
- Student Reflection



Student Reflection Document 2011 Skills Workshop 20 January 2021

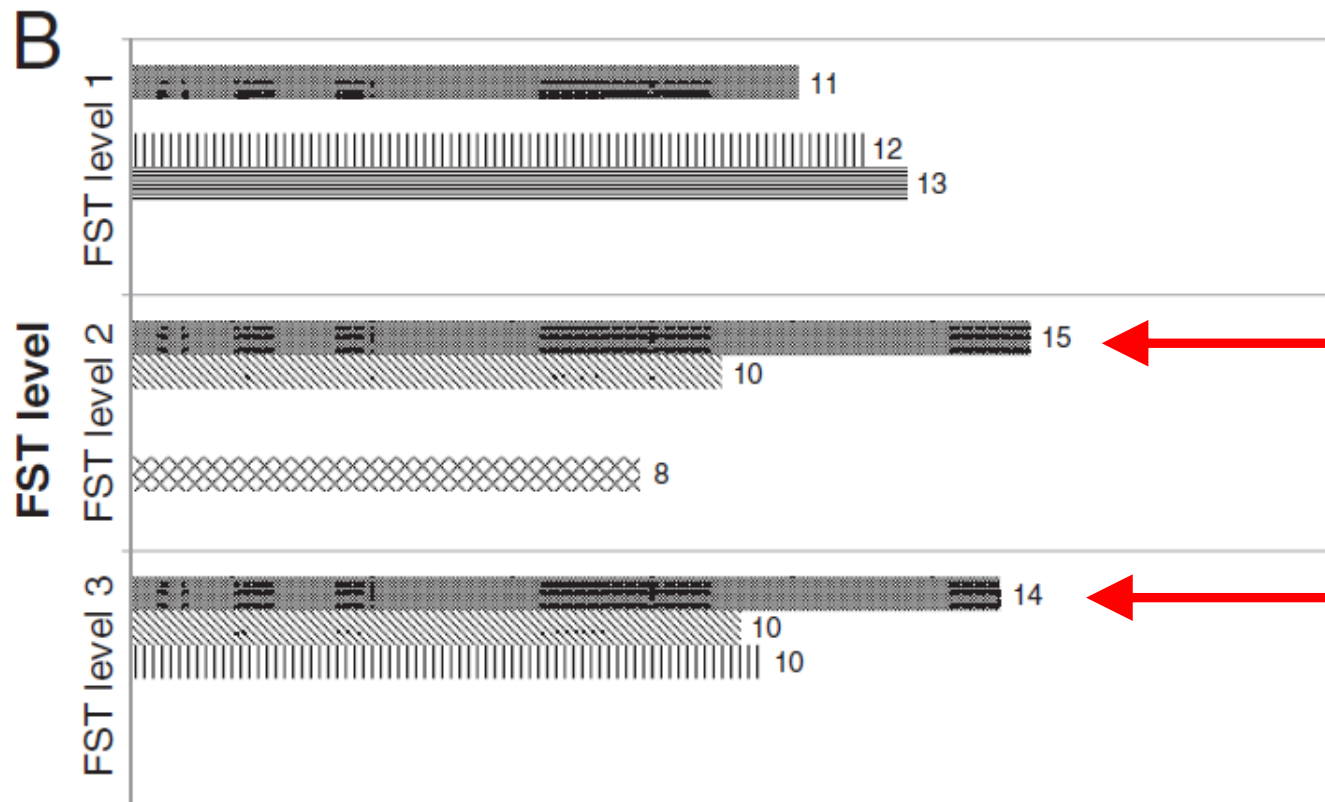
Name:	
Team:	

- 1) What, exactly, did I see and hear? What exactly did happen? What did I experience (content and process)?
- 2) What did I feel/think about this?
- 3) What did I learn from this?
- 4) What are the questions I am asking myself?
- 5) What will I do to find the answers?
- 6) What are the implications for my own development?



www.thebalancecareers.com

Communication is the number 1 skill



(Flynn et al., 2013)

At higher levels
of job responsibility,
Employers want people with
good communication skills

The Elevator Pitch

- A quick persuasive speech to create interest.
 - distills ideas into the simplest, clearest points
 - instills enough curiosity to make people want to hear more.
- Should be no longer than the time it takes to ride an elevator (in New York City) to the top floor in a building. (e.g. 30 seconds to 1 ½ minutes)





Guided Visioning Exercise



April 2022

	Tuesday	Wednesday	Thursday	Friday	Saturday	
				1	2	3
	5	6	7	8	9	10
11	12	13	14	15	16	17
	19	20	21	22	23	24
26		27	28	29	30	

Visualize your winning project

What is the important problem in Valorizing Food Biodiversity that your project addresses?

- Why is this problem important?

What does your project offer to solve this problem?

- Why is your project innovative?
- Why is your project realistic for industry?
- What social/economic/environmental impact will your project have?

3 MINUTES IN SILENCE TO THINK AND WRITE SOME NOTES

Break-out groups: Prepare your project's elevator pitch

16 minutes group work, divided approximately as follows:

- **1 minute to assign roles:** 1 facilitator, 1 presenter, 1 timekeeper, remaining are participants
 - **10 minutes in groups:** Share your idea of the problem and the solution of your team project (discussion led by facilitator).
 - **5 more minutes in the group:** Facilitator leads discussion about: *What are the key points about our project?* **AND presenter writes the text for your project's elevator pitch** (to be shared by the presenter in plenary in 90 seconds).
- Listen completely, without thinking of a response
 - Ask yourself: Am I willing to be influenced?
 - Overall, be curious and learn from others' experiences

In no more than 90 seconds,
tell us the problem your project addresses and
how your team will face this problem



Listeners, give
1 positive and 1 constructive feedback
on padlet, link [here](#)

Student Reflection Document

- Reflection is a process of exploring and examining ourselves, our perspectives, attributes, experiences and actions and interactions.
- It increases our ability to link our own experiences to theory and to personal development

Please return the Student Reflection Document by tonight to line@iseki-food.net

Student Reflection Document Soft Skills Webinar 26 January 2021

Name: _____
Team: _____

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- Thanks for your active engagement!
- 31 January 2021 submission of project report + presentation by email to ssc@iseki-food.net
 - You can find the project report template + instructions for giving your presentation on [FoodFactory-4-Us: Valorizing Biodiversity - Important Dates | European FooD-STA \(food-sta.eu\)](#)
- 18 FEBRUARY at 1 PM CET Final Virtual Conference - Programme is online at [FoodFactory-4-Us: Valorizing Biodiversity | European FooD-STA \(food-sta.eu\)](#)