

PEoPLe@DEIB

Politecnico Experience on Passionate Learning

SOFT SKILLS

The PEoPLe@DEIB teaching proposal was born from a consolidated evidence: there are numerous "personal skills" (so-called soft skills) that can support and, if used to the best, even enhance the technical-scientific qualifications provided by university. The main goal of PEoPLe@DEIB is to increase students' academic and professional performance: from the acquisition of rapid and effective mnemonic techniques to goal mapping and time management; from body language to efficient communication based on time constraints and target. Moreover, a further attention will be dedicated to the acquisition of special techniques for creating, managing and disseminating an idea and to develop strategies for optimizing public presentation of research projects.

Calendar PEoPLe@DEIB

	Timetable	October	November	December	January	February	March	April	May	June	July
Goal Mapping	5 pm - 8pm		17				29		11		19
Creativity	5 pm - 8pm				8 and 9					4 and 5	
Brainstorming	5 pm - 8pm				15 and 16					11 and 12	
Presentation	5 pm - 8pm				22 and 23					18 and 19	
Pitch	5 pm - 8pm					6-13-20-27				5-12-19-26	

The didactic proposal is divided into six main courses:

1. MNEMONIC WORKSHOP - METACOGNITION AND LEARNING STRATEGIES

- A. INTRODUCTION TO MNEMONIC
- B. MNEMONIC WORKSHOP

2. GOAL MAPPING WORKSHOP – STRATEGIC PLANNING AND OBJECTIVES DEFINITION

3. BODY LANGUAGE AND EFFICIENT COMMUNICATION WORKSHOP

4. FROM BRAINSORMING TO PITCH

- A. CREATIVITY – UNDERSTANDING AND DEVELOPPING THE CREATIVE PROCESS
- B. BRAINSTORMING – STIMULATING THE BREAKDOWN OF NEW IDEAS IN A TEAM
- C. PRESENTATION – EXPOSE A PERSONAL PROJECT

5. PUBLIC SPEAKING

6. PITCH & TALK – DIFFERENTIATE CONTENT AND FORM ON THE BASE OF OBJECTIVES, TIME CONSTRAINTS AND TARGET

7. WORKSHOP START-UP 101

- A. BUSINESS MODEL CANVAS
- B. HOW TO TEST YOUR BUSINESS HYPOTHESIS
- C. MARKET AND COMPETITION ANALYSIS
- D. IRL (INVESTMENT READINESS LEVEL) AND VENTURE CAPITAL
- E. WHAT INVESTOR WANT: HOW TO MAKE A SUCCESSFUL INVESTOR PITCH
- F. ROAD TO SWITCH2PRODUCT

MNEMONIC WORKSHOP - METACOGNITION AND LEARNING STRATEGIES

OBJECTIVES

Part I

- Acquiring basic knowledge on metacognition:
 - understanding cognitive process operation;
 - developing strategies to foster the personal cognitive process.

Part II

- Acquiring main fast memorization techniques;
 - acquiring efficient learning strategies;
 - acquiring organizational and time management skills;
 - fostering study performance by increasing its quality and reducing time needed.
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ABSTRACT

The course is based on three macro areas, each of one is in the field of metacognition:

1. Memorization techniques;
2. techniques of efficient learning;
3. time management activities.

The course is divided into two parts:

Part I: Introduction to mnemonic

Duration: **3 hours**

Registration procedure:

20th of Octobre: <https://tinyurl.com/Mnemonic-20-Oct>

24th of November: <https://tinyurl.com/Mnemonic-24-Nov>

9th of March: <https://tinyurl.com/Mnemonic-9-Marz>

6th of April: <https://tinyurl.com/Mnemonic-6-Apr>

11th of May: <https://tinyurl.com/Mnemonic-11-Magg>

Max number of participants: **120**

Parte II: Full immersion course on memory techniques and efficient learning

Duration: **15 hours**

Registration procedure:

28th and 29th of October: <https://tinyurl.com/Workshop-Mnemonic-28-29-Ott>

2nd e 3rd of December: <https://tinyurl.com/Workshop-Mnemonic-2-3-Dic>

17th and 18th of March: <https://tinyurl.com/Workshop-Mnemonic-17-18-Marz>

14th and 15th of April: <https://tinyurl.com/Workshop-Mnemonic-14-15-Apr>

19th and 20th of May: <https://tinyurl.com/Workshop-19-20-Magg>

Max participants: **80**

Language: Italian

Equipment: Video projector – sound system – Clamp blackboard

FREQUENCY

The course is divided in two different parts in order to give students the chance of getting a general idea of the themes during the introduction seminar before deciding whether to join the more advanced workshop.

Up to 80 participants can be handled during the workshop.

ATTENDANCE OF DISBURSEMENT: September - July

FREQUENCY: 1 complete course (part 1 + part 2) every month (10 course per year)

REPEAT MODE: In series

GOAL MAPPING COURSE – STRATEGIC PLANNING AND GOAL DEFINITION

OBJECTIVE

- Acquiring personal and context analysis strategies (S.W.O.T. analysis, powerful beliefs, values, rules ...);
- vision-based objective definition (medium and long-term) of personal and professional growth;
- dynamic action plan development to pursue a personal vision.

ABSTRACT

The course is an interesting one day personal journey within our minds and it is divided into three parts:

1. Understanding where we are;
2. understanding where you want to get;
3. understanding how to get there.

The peculiarity of the experience is given by the cohesion between:

- Strategic Planning and Project Management Techniques and Methods - Developed for Corporations and Multinationals;
- personal analysis and development strategies – belonging to the field of "personal coaching" and P.N.L. (Neuro-linguistic programming).

The former concerns the logical-rational part of our mind, the one used for calculation, language, linear processing; personal development strategies instead activate the irrational part of our minds, the one linked to creativity, dreams and imagination.

The union between these two elements allows the definition of ambitious and motivating goals.

Duration: **8 hours**

Max participants: **40**

LANGUAGE: Italian

Equipment: Video projector – sound system – Clamp blackboard

Registration Procedure:

17th of Novembre: <https://tinyurl.com/GoalMapping-17Nov>

29th of March: <https://tinyurl.com/PeoPLe-DEIB-GoalMapp29Marz>

18th of May: <https://tinyurl.com/PeoPLe-DEIB-GoalMapp-11thMay>

19th of July: <https://tinyurl.com/PeoPLe-DEIB-GoalMapp19Luglio>

FREQUENCY

The nature of the Goal Mapping workshop is twofold.

- Given the acquired knowledge on the cognitive process, the goal mapping workshop can be interpreted as the natural continuation of the mnemonic workshop involving the definition of the goals to be achieved;
- Attendants are not asked to having attended the mnemonic workshops.

PERIOD OF DISBURSEMENT: October – July

FREQUENCY: 1 course per month and $\frac{1}{2}$ (6 courses per year)

REPEAT MODE: In series

BODY LANGUAGE AND EFFICIENT COMMUNICATION

OBJECTIVE

- Understanding how to read the main non-verbal signals sent by an interlocutor during a conversation and how to recognize and manage the messages involuntarily sent by our body;
- Fostering communication skills: increase interest, involvement and motivation of interlocutors.

All this entails a natural increase in the personal empathy level and in the overall efficiency of personal communication.

ABSTRACT

Technological progress has brought enormous social and personal benefits to everyday life: reduced physical distances, reduced transmission time, ability to spread our voice and our ideas potentially everywhere.

Likewise, physical distance between people has reduced relational abilities and interpersonal communication.

The workshop focuses on teaching the basic knowledge necessary for the development of assertive communication and the improvement of non-verbal interpretation skills. The workshop is articulated in as follows:

1. Non-verbal communication (body language):
 - postmaster of the Mental Research Institute;
 - proximity – distance study;
 - kinesthetic - Gesture study;
 - facial mimic
2. Efficient Communication:
 - Mistakes to avoid while communicating;
 - communication structures (visual, auditory, kinesthetic);
 - Milton model and efficient communication techniques;
 - persuasive communication.

Duration: **4 hours**

Max number of participants: **100**

Time schedule: 2 afternoon seminars of 2 hours

Language: Italian

Equipment: Video projector – sound system – Clamp blackboard

Registration procedure:

15th of December: <https://tinyurl.com/PeoPLe-DEIB-ComunEfficace15Dic>

9th of February: <https://tinyurl.com/PeoPLe-DEIB-ComunEfficace-9feb>

20th of April: <https://tinyurl.com/PeoPLe-DEIB-ComunEfficace-20Ap>

25th of May: <https://tinyurl.com/peoPLe-DEIB-ComunEfficace-25Ma>

8th of June: <https://tinyurl.com/PeoPLe-DEIB-ComunEfficace-8Giu>

FREQUENCY

PERIOD OF DISBURSEMENT: October – July

FREQUENCY: 1 course per month and ½ (6 courses per year)

NUMBER OF EDITION: 3(+1)

REPEAT MODE: In series with the Goal Mapping workshop

FROM BRAINSTORMING TO PITCH

OBJECTIVES

- Acquiring creative and psychological tools for creating, managing, and disseminating an idea;
- understanding and experimenting the different steps of creativity (theoretical contributions and practical exercises);
- structuring an idea in a form suitable for dissemination;
- creating materials and tools to support presentations in public.

ABSTRACT

The course is divided into **3 modules of 2 weekly lessons**, which reconstruct the creative process in all its main phases:

1. Initial creation of an idea;
2. brainstorming activities in groups;
3. final presentation.

Each lesson includes:

- a theoretical introductory section (also supported by video contributions);
- a more pragmatic section with exercises and active participation of students.

Duration: **18 hours** (6 hours per module)

Language: Italian for Italian students, English for foreigner's students

Equipment: Video projector – sound system – Clamp blackboard

FREQUENCY

PERIOD OF DISBURSEMENT: November – June

FREQUENCY: 1 course every 2 months

NUMBER OF EDITION: 6

REPEAT MODE: the three modules are repeated in series on the base of the following timeline:

1. Creativity
2. Brainstorming
3. Presentation

MODULE 1

CREATIVITY – UNDERSTANDING AND DEVELOPING THE CREATION PROCESS

OBJECTIVES

- Understanding the main mechanisms that stimulate and nurture the creative process;
 - increasing their ability to participate in the creative process.
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ABSTRACT

Starting from the assumption that creativity is not a mere innate dowry, but that can be trained and improved through the study and understanding of the phases of the creative process, the course aims to help participants learning how to handle the creative process effectively.

Based on the most famous definition of the creative process proposed by English psychologist and educator Graham Wallas with Richard Smith, authors of the text "The art of thinking" published in 1926, the module gives an overview of the four phases identified:

- **Preparation:** the moment of data collection and free thinking;
- **incubation:** the moment of processing all data and ideas collected in an unconscious manner;
- **inspiration:** the moment in which ideas flows clearly through an intuition, a clear vision or a simple impression;
- **verification:** the moment of critical evaluation.

Once understood all the mechanisms of the creative process, the course aims to provide the participant with techniques and methods to better manage their creative instinct and increase their productivity of ideas.

Registration procedure:

4th and 5th of December: <https://tinyurl.com/PeoPLe-DEIB-creativit-Dic>

15th and 16th of January: <https://tinyurl.com/PeoPLe-DEIB-creativit-Gen>

5th and 6th of March: <https://tinyurl.com/PeoPLe-DEIB-creativit-Marz>

9th and 10th of April: <https://tinyurl.com/PeoPLe-DEIB-creativit-Apr>

7th and 8th of May: <https://tinyurl.com/PeoPLe-DEIB-creativit-Maqq>

4th and 5th of June: <https://tinyurl.com/PeoPLe-DEIB-Creativit-Giu>

MODULE 2

BRAINSTORMING – STIMULATE THE BREAKDOWN OF NEW IDEAS

OBJECTIVES:

- Understanding the main mechanisms that stimulate and feed the creative process;
 - fostering the student's ability to participate in the creative process.
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ABSTRACT

Using theatrical techniques and narrative games, it takes the student to unlock his creativity and collaborate with others in search of new ideas.

An important element of this phase is the group relationship, the sharing of ideas, and the avoidance of self-censorship that often blocks the creative processes of both the individual and the group.

Registration procedure:

11th and 12 of December: <https://tinyurl.com/PeoPLe-DEIB-brainstormingDic>

22nd and 23rd of January: <https://tinyurl.com/PeoPLe-DEIB-brainstormingGen>

12 and 13th of March: <https://tinyurl.com/PeoPLe-DEIB-brainstormingMarzo>

16th and 17th of April: <https://tinyurl.com/PeoPLe-DEIB-brainstormingApr>

14th and 15th of May: <https://tinyurl.com/PeoPLe-DEIB-brainstormingMagg>

11th and 12 of June: <https://tinyurl.com/PeoPLe-DEIB-brainstormingGiu>

MODULE 3

PRESENTATION – EXPOSING A PERSONAL PROJECT

OBJECTIVES

- Exposing the main mechanisms and techniques to interact with the public effectively;
 - explaining how to present and communicate a personal project effectively.
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ABSTRACT

Starting from the dramatic principle of the Status, according to which each interaction is based on a power relationship, the main goal of the module is to explore and understand how we relate to each other. Students will experience exercises and techniques for achieving greater attention and public involvement.

During the module students, will work on a personal project or on their thesis expositions to make them more effective in both pitch (3 minutes) and talk (20 minutes) versions.

Registration procedure:

18th and 19th of December: <https://tinyurl.com/PEoPLe-DEIB-presentazioneDic>

29nd and 30th of January: <https://tinyurl.com/PEoPLe-DEIB-presentazioneGenn>

19th and 20th of March: <https://tinyurl.com/PEoPLe-DEIB-presentazioneMarz>

23rd and 24th of April: <https://tinyurl.com/PEoPLe-DEIB-presentazioneApr>

21st and 22nd of May: <https://tinyurl.com/PEoPLe-DEIB-presentazioneMagg>

18th and 19th of June: <https://tinyurl.com/PEoPLe-DEIB-presentazioneGiu>

PUBLIC SPEAKING

OBJECTIVES

The **Public Speaking** course aims to:

- Get the skills you need to present yourself and your ideas in an appropriate way per the different contexts;
- Get participants to speak in public in an authentic and effective way.

ABSTRACT

The ability to interact effectively, communicate transparently and coherently to your ideas, speak in public safely, are very important skills for professionals.

The course is divided into six lectures as follows:

1. Present in front of a charismatic audience;
2. Pragmatic strategies and tools to improve your audience performance;
3. Data presentation: present data, graphs and numbers effectively
4. Business Presentation: presenting research, concepts and strategies
5. Individual final presentation

Registration procedure:

<https://tinyurl.com/PeoPLe-DEIB-Public-Speaking>

Duration: **10 hours (5 classes, 2 hours each)**

Time schedule: **6 pm – 8 pm**

Max number of participants: **40**

Equipment: Video projector

Language: **Italian**

FREQUENZA E PERIODICITA'

PERIOD OF DISBURSEMENT: **March-April**

NUMBER OF EDITIONS: **1**

RESPONSIBLE PROFESSOR: **Prof. Luca Di Rienzo**

PROFESSOR: **external lecturer Fondazione RUI**

REPEAT MODE: **once per year (II semester)**

PITCH & TALK – DIFFERENTIATE CONTENT AND FORM ON THE BASE OF OBJECTIVES, TIME CONSTRAINTS AND TARGET

OBJECTIVES

- learning the main elements that differentiate a technical talk from a non-technical one as well as those that differentiate a non-technical talk from investor pitch;
 - learning to differentiate content creation based on target and goals.
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ABSTRACT

Presenting the same project in different contexts requires a **careful definition of the underlying goals** of each presentation. This definition is essential to differentiate contents efficiently, maximizing the ability to achieve the objectives set.

The course covers three macro areas:

- **non-technical presentation;**
- **technical presentation;**
- **presentation to investors.**

The course is divided into 4 lessons of two hours each, the last one is dedicated to students' pitch / talk.

Language: Italian

Equipment: Video projector – sound system – Clamp blackboard

Registration procedure:

February: <https://tinyurl.com/PEoPLe-DEIB-Pitch-Talk-Feb>

June: <https://tinyurl.com/PeoPLe-DEIB-Pitch-Talk-Giu>

FREQUENCY

PERIOD OF DISBURSEMENT: February and June

NUMBER OF EDITION: 2

REPEAT MODE: the 4 modules are all developed over one month

WORKSHOP START-UP 101

OBJECTIVES

- making students understand how their technical know-how can interact with the academic and industrial world to create value for society;
 - teaching students how to think innovatively, in context out of their usual comfort zone;
 - acquiring business skills and entrepreneurial mindset;
 - learning to test and validate hypotheses at the base of a business model;
 - experimenting with the development of a project in a concrete way from the idea, to the definition of a reference market and a scalable business model, to the presentation to an investor.
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ABSTRACT

The Startup 101 workshop was born aiming to expose students to the key themes they will face after graduation whatever the career path they will decide to undertake: whether they decide to launch their own business, work in a large corporation or start a career in the academic world. They will be asked to think in an innovative way, in a different context than their usual comfort zone.

The course is divided into **6 main modules**

Each module consists of **2 hours theoretical lesson** and a **practical lesson** with the support of a dedicated mentor. The modules are divided as follows:

A. BUSINESS MODEL CANVAS

During the last decades, Business Schools have been teaching taught students how to write a business plan, assuming that startups were merely a miniature version of a larger and more affirmative company. The problem with this process is that it tends to create a false sense of certainty in an environment that is uncertain by definition.

This limit often escapes to those who do not deal with business models every day. For this reason during the workshop students will be introduced to Business Model Canvas: a strategic business design tool consisting of 9 blocks to **visualize the way in which a the company creates, distributes and captures value for its customers.**

B. HOW TO TEST A BUSINESS HYPOTHESIS

Once presented the 9 blocks of the business model canvas, students will be asked to learn how to formulate their business hypothesis: what is my product? Who is my client? What are my sales channels?

Once formulated, students will be accompanied during the **verification and formulation of new hypotheses** based on the results obtained following an iterative process.

C. MARKET AND COMPETITION ANALYSIS

During this module, students will learn to understand the **technology market** in more detail, define alternative application areas, and conduct a detailed market analysis. Competition analysis will be carried out with the help of tools such as positioning matrix and SWOT analysis. A particular attention will be dedicated at the analysis of features, benefits and

proposed value of their projects in order to identify the economic benefits for the customer in terms of greater profit or lower cost.

D. IRL (INVESTMENT READINESS LEVEL) AND VENTURE CAPITAL

During this module students, will be introduced to the main funding methods for early stage startups. Attention will be devoted to the venture capital sector and to the main parameters considered by venture capital when assessing a potential investment. We will introduce the concept of Investment Readiness Level (IRL) and the technology development phases involving each level of the same.

E. WHAT INVESTOR WANT: HOW TO MAKE A SUCCESSFUL INVESTOR PITCH

During this module we will present the key elements to be included in a successful investor pitch.

E. ROAD TO SWITCH2PRODUCT

The last module will be focused on preparing all the materials needed to apply for Switch2product competition.

Language: Italian

Equipment: Video projector – sound system – Clamp blackboard

FREQUENCY

ATTENDENCE OF DISBURSEMENT: March - June

NUMBER OF EDITIONS: 1