



Networking in Knowledge Entrepreneurship

1. What is Networking?

- Building relationships before you need them.
- Providing quick access to support, ideas, and resources.
- In knowledge entrepreneurship: essential for career development, innovation, and societal impact.

2. Why is Networking Important?

Knowledge entrepreneurs use networks to ...

- Develop ideas for digital, social, and ecological transformations.
- Unlock career potential and address societal challenges.
- Design and implement innovative solutions.
- Gain support from other entrepreneurs.
- Foster cross-departmental collaboration and trust with administrative units.
- Engage external stakeholders (e.g., universities, communities, NGOs).
- Improve institutional processes and services.

3. Who Belongs to the Network?

- Colleagues and managers within one's own department.
- Contacts in other departments or administrative units.
- External partners (e.g., companies, NGOs, universities, communities).
- Professional associations and communities of practice.
- Contacts via social media (LinkedIn, Facebook).
- Random acquaintances in professional life.
- "Strangers" – potential new connections.

4. Steps to Building a Network

- Identify the goal: clarify why the contact should be established.
- Get to know the other person: ask questions, introduce yourself.
- Build a relationship: look for common interests.
- Invest time: trust doesn't develop instantly.
- Offer added value: contribute something helpful or useful.
- Communicate authentically: be open about your concerns.
- Maintain contact: keep in touch, schedule follow-ups.