



IEEPI - Fiche formation

Negotiation, Communication and Business Intelligence

Objectifs :

- Negotiation and Communication
- Conduct successful TT negotiations
 - Communicate effectively in multicultural environments
 - Manage complex stakeholder relationships
 - Build confidence through practical negotiation exercises
- Business Intelligence and Strategic monitoring
- Implement business intelligence tools to inform TT strategy
 - Monitor technological, legal, and competitive environments
 - Use BI outputs to support decision-making, risk anticipation, and opportunity detection
 - Close the loop of the KTT journey by embedding foresight into professional practice

Public :

- TTO/KTO (technology transfer officers or knowledge transfer officers)
- TT managers
- Project managers
- Business managers
- IP experts or IP lawyers,
- Consultants involved in TT activities.

Caractéristiques :

Durée : 35h
Horaire : 5 days (9:00 - 17:30) in Strasbourg
Niveau : Perfectionnement
Référence : S21P005

Programme :

Negotiation and Communication

- Negotiation strategies and preparation techniques
- Managing negotiation teams and stakeholder relations
- Simulated negotiation cases and debriefs
- Conflict management and consensus-building approaches

Business Intelligence and Strategic monitoring

- Fundamentals of business intelligence (BI): concepts and tools
- Building a strategic monitoring system: watchtower model, technology radar
- Sources and databases for TT and innovation (patents, academic, competitive)
- Identifying weak signals and mapping emerging trends
- Use of data visualization tools (e.g. Gephi, mapping tools)
- Competitive intelligence applied to TT strategy
- Real-world simulation: strategic response to a competitive threat or opportunity

Détails:

Requirements





Having a first experience with Technology Transfer.

Assessment

- Quiz
- Examen de certification rncp ou rs

Statistics

Recommendation rate: 100% (years 2023-2025)

Instructors

Consultant / IP Director / Vice President Licensing.

