

The Networking Necktie

A playful method to find the people, who share common interests, from a group

Prepare!

1. Print this document to heavy paper
2. Cut off the tie
3. Staple on a rubber band or tie strings
4. Find a roomy space suitable for the group
5. Have enough ties and markers/theme papers ready
6. Give written instructions that can be seen the whole time

Play!

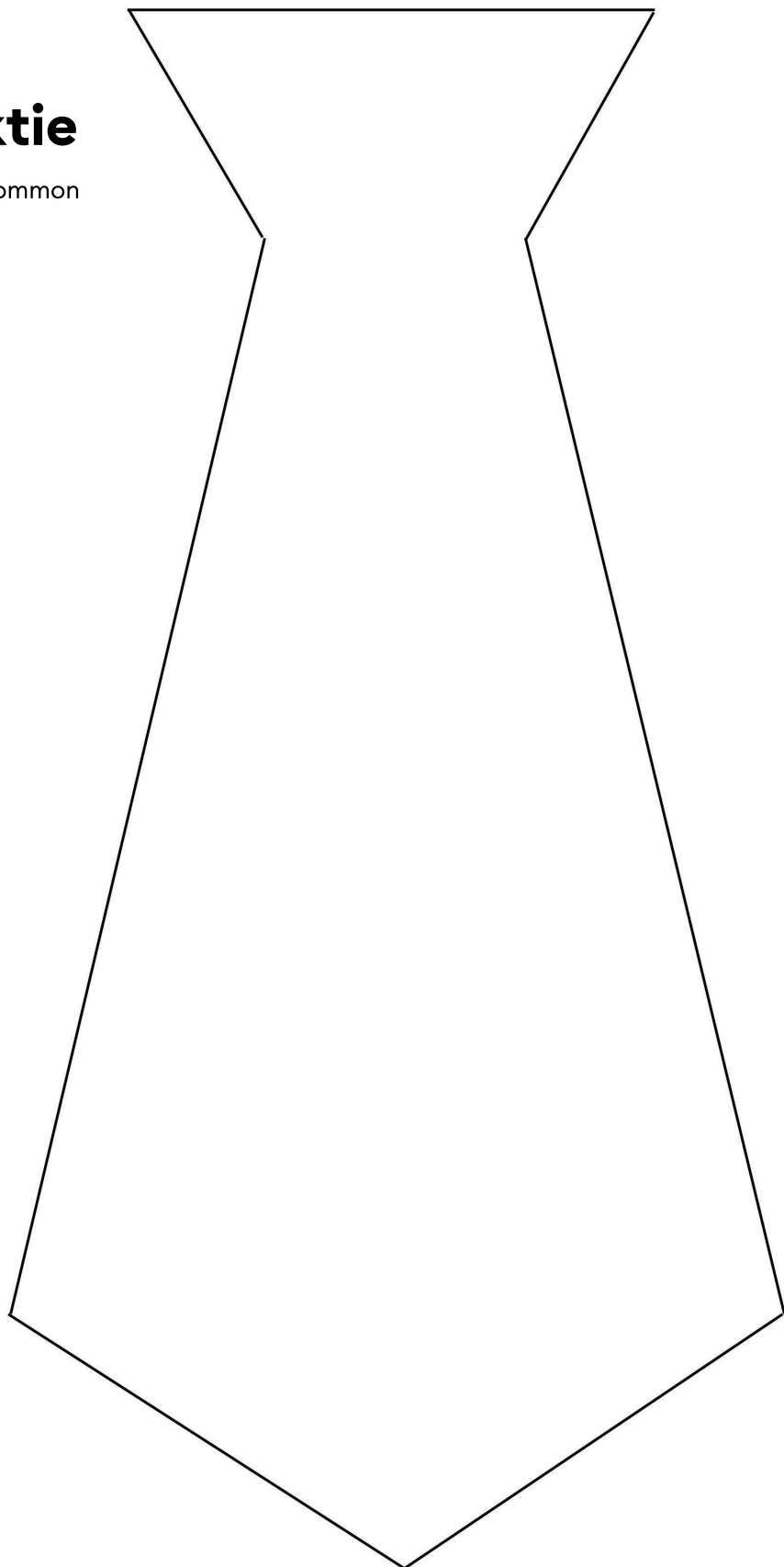
1. Give out neckties
2. Let people mark their interests:
 - Write the interest on the tie with marker OR
 - Prepare separate color-marked theme paper strings (big enough to see them well) to attach with a blue tag
 - The interest may be marked in order of importance of freely
3. Ask to hang the ties from the neck
4. Instruct the group to
 - Stand up
 - Walk freely in the space
 - Reach each other's necktie
 - Discuss the interesting themes
 - Exchange contacts/messages for further co-working
5. Take photo of the group with the ties on

After:

1. You may speak with the group about the found matches
2. You may ask feedback from the method and develop it further
3. If necessary, take photos of the ties

Method's origin

This method of finding common interest was invented by Terhi Välisalo/Rural Women Advisory Centre of South Ostrobothnia, Finland, in 2024 in Cities2030 project that developed City Region Food Systems 2020-2024 in many EU countries. The first use was to find common food project themes to continue co-working after the project.



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Horizon 2020
European Union Funding
for Research & Innovation