

THE ENTREPRENEURSHIP WORKSHOP FOR YOUNG PEOPLE ENTERING THE PATH OF THE SELF-RELIANCE AND THINKING ABOUT RUNNING THEIR OWN BUSINESS

The 48 hour training program is directed to young people in order to inspire them for building and developing ideas for their own business. The form and the scope of education used in the training is focused on gaining competences and skills by students

The purpose of the workshops is:

- + Forming and developing key entrepreneurial skills.
- + Deepening students' knowledge of economics and market rules and joining it with everyday decisions and actions.
- + Providing students with a package of effective tools for building a practical business model of the enterprise.

Workshop goals:

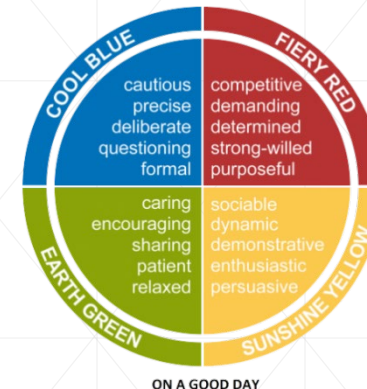
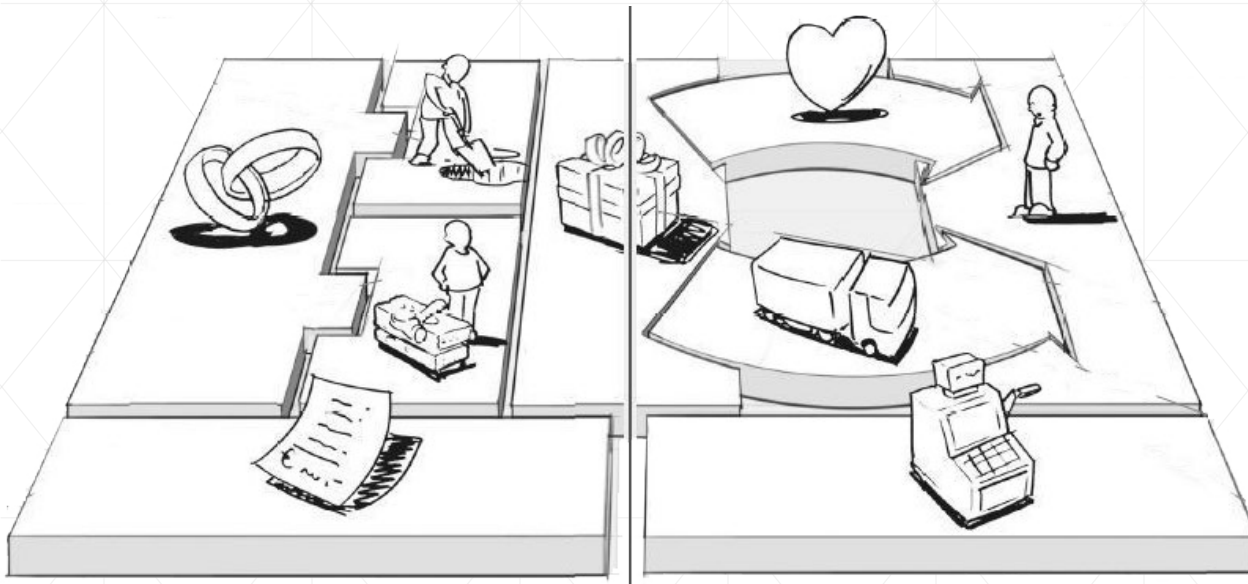
- + Market, enterprise and economy
- + Self-awareness of your personality in building business relationships
- + Business model and Business plan
- + Creativity and innovation in business
- + Negotiations and effective communication in business
- + Starting and running a small business

Workshops are conducted in an interactive and practical way.

The following forms of education are being used:

- + Mini lectures
- + Presentations for the group
- + Targeted discussions
- + Questionnaires measuring personality profiles and negotiation styles
- + Subgroups work with given subject, conclusions and findings presentation
- + Individual work with given subject, subgroup or group presentation
- + Exercises in subgroups/roles
- + Group exercises
- + Case study – detailed description of an actual case, which allows to identify its causes and effects, as well as discuss the business model and market characteristics in a broader context
- + Board games
- + Script, roles and prop games
- + Group work in the Action Learning model
- + Group work with brief films – analysis and conclusion discussion
- + Group brainstorming
- + Homework tasks between classes (gathering and collecting information, making use of abilities developed during the workshop)

Students taking the workshop are developing their own future business model at the same time.



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THE TRAINING CONSISTS OF SIX ONE-DAY MODULES:



1. Economy and entrepreneurship:

1.1 Knowledge and abilities developed

- + Essential rules of the market (demand, supply)
- + Basic economic terms (income, costs, investments, credit etc.)
- + Operating in the economic environment in order to make profit
- + Basic economic rules
- + Building and managing personal and small business budget
- + Key entrepreneurial competencies
- + Inspiring for further entrepreneurial competence development

1.2 Education forms

Mini lectures, Group exercises, Script, roles and prop games, Individual work, Group work with brief films, Subgroups work with given subject, conclusions and findings presentation, Case study, Individual work with given subject, subgroup or group presentation, Homework tasks between classes



2. Entrepreneur's personality and pillars of authority:

2.1 Knowledge and abilities developed

- + Behavioral styles describing personality types in terms of Carl Jung's preference pairs
- + Self-awareness of own behavior style, communication, decision-making and leadership style
- + Awareness of other people's personality differences
- + Ability to adjust communication and argumentation style to your respondent for better relationship efficiency and effectiveness
- + Factors influencing building your business authority in relationships with investors and business partners
- + Presenting yourself and your business

2.2 Education forms

Mini lectures, Questionnaires measuring personality profiles, Targeted discussions, Group exercises, Presentations for the group, Homework tasks between classes

3. Business Model and Business Plan:

3.1 Knowledge and abilities developed

- + Business Model Canvas – for describing your current/future business
- + Ability to describe your planned business in the Business Model Canvas framework
- + Key elements of a Business Plan
- + Creating a Business Plan including market analysis, marketing and profit and loss account

3.2 Education forms

Presentations for the group, Targeted discussions, Presentations for the group, Group brainstorming, Mini lectures, Group exercises, Homework tasks between classes



4. Business creativity and innovation:

4.1 Knowledge and abilities developed

- + Creative thinking and action in three creative processes: exploratory, combinative, transformative
- + Creative thinking skills development in three creative processes
- + Creative thinking in use - implementing innovation in your actions and planning your business
- + Tools and techniques of creative thinking
- + Using creative thinking tools and techniques (including Action Learning) in teamwork

4.2 Education forms

Mini lectures, Targeted discussions, Presentations for the group, Group brainstorming, Group exercises, Exercises in subgroups/roles, Group work in the Action Learning model, Homework tasks between classes



5. Business negotiations:

5.1 Knowledge and abilities developed

- + Effective communication, active listening, fact-based and emotion-based argumentation, body language, discovering and naming interests and intentions of negotiation participants
- + Active listening, argumentation, understanding body language, discovering and understanding interests and intentions of negotiation participants
- + Key aspects of a negotiation process (opening position, BATNA, compromises etc.)
- + Leading effective negotiations
- + Identifying personal negotiation style
- + Developing other negotiation styles in order to gain flexibility and effectiveness in negotiation
- + Types of manipulation
- + Recognizing and dealing with manipulation in a negotiation process
- + Negotiation techniques
- + Using negotiation techniques in a negotiation process

5.2 Education forms

Mini lectures, Targeted discussions, Case study, Script, roles and prop games, Group work with brief films, Group exercises, Questionnaires measuring personality negotiation styles, Presentations for the group, Group brainstorming, Homework tasks between classes



6. Starting and managing an own company:

6.1 Knowledge and abilities developed

- + Business registration, obtaining necessary permits
- + Managing financial liquidity
- + Determining business' financial needs
- + Analyzing the market and competition for your business and creating a profit and loss account
- + Presenting your business in a comprehensive way using your Business Plan and Business Model Canvas framework

6.2 Education forms

Mini lectures, Group work with brief films, Case study, Board games, Presentations for the group

