GUIDELINES

Start-up Your Idea.

Nurturing Entrepreneurship in Poland,
Slovakia and the Czech Republic.

INTRODUCTION

These guidelines were created as part of the "Start up your idea! Nurturing Entrepreneurship in Poland, Slovakia and the Czech Republic" Erasmus+ project. The guidelines summarize the experience of trainers from four implemented camps, including training aimed at business support. The training sessions provided participants with a comprehensive set of information and exercises to gain knowledge and acquire the necessary skills to start and develop their own business.

The guidelines are intended for future trainers of similar training programs and will thus make use of the existing experience and know-how of trainers involved in the project. The experience of the project trainers with the delivery of the training is summarized in the following recommendations.

The recommendations are based on the results of focus groups with trainers after each program and are thus based on the questionnaires sent to them after the program's completion.

Tips relate both to the actual content of the training program for the promotion of entrepreneurship with its specifics, and to the methods and principles used to work with a group of trainees including the multicultural aspects of the training. The training took place in a multicultural environment due to the fact that the project was attended by participants from three countries:Poland, Slovakia, the Czech Republic. At the same time, participants were non-native to the countries in which they were questioned.

The trainers thus had the opportunity to gain extraordinary experience in teaching within a multicultural environment.

Teaching in a multicultural environment places new demands on lecturers in terms of respecting cultural differences when conducting training. It requires a high sensitivity to different cultures as well as the acquisition of intercultural skills. Therefore, a separate section of these guidelines is devoted to intercultural issues.

These guidelines summarize best practices from the implemented project in the field of training for business support and make these best practices available to future trainers.

GUIDELINES WILL COVER

- the methodology of conducting training on entrepreneurship as such and
- the issues of working with participants with various backgrounds and in diverse and multicultural teams

Funded by
the European Union

Tips/recommendations

Designing a training program

- Link the training to the expectations and ideas that the participants come up with, customize the training to the individual needs of the participants

- Combine learning with play, use the potential of games for learning, and support enjoyable forms of learning.

- You may also implement flipped learning. It is effective, especially with more difficult and demanding learning material (e.g. financing, legal issues).

- Include video spots in the training sessions. Take advantage of the availability of youtube and other online tools (canvas model, elevator pitch and others).

- Set aside enough time for individual consultations within the training.

Conducting an effective training session

- Use short team exercises and tasks to foster a spirit of collaboration and creativity.

- Refresh the theoretical sections of the program with short practical examples, ask questions and ask participants to share their own experiences to maintain and heighten their attention.

- Include homework as part of each session to motivate participants to really think about the lessons learned. It will allow participants to think more deeply about the topic and better understand it. In any case, homework should be defined precisely, with a clear task to do (e.g. answering some questions, preparing a 5-7 slides-long presentation or a 2min. video etc.)

- At the beginning of each session, set aside time for a short homework check.
  Note: Reviewing homework should (ideally) be a group activity. The number of participants and the complexity of the homework must be taken into account when assigning the homework (a smaller number of participants can provide an opportunity for more topic deep-dives and brainstorming, while bigger groups will be more time restrictive)

- Use group learning processes and experience sharing. Familiarize participants with the benefits of sharing experiences and group brainstorming, and encourage them to utilize it.

- Emphasize more general principles on how to grasp a problem and approach a solution, and encourage participants with practical examples.

- Familiarize participants with the differences between knowledge and skills (soft and hard). Illustrate these differences, and demonstrate (with real examples) how much difference the development of skills can make in life and in business.

CASE   INBÁZE   MAREENA

Promoting entrepreneurship

- Support participants with their start-up idea as well as its development. Provide them with information regarding business realities and help them to overcome the "leap from a dream to a real business". Accompany them on this journey "from idea to business".

- Give them an overview of the information needed to launch their start-up, but don't overload them with information. Continuously verify what information they need.

- Gently support participants in the process of making decisions about starting a business, give them a broader view of their decision-making process. Give them the opportunity to realize what they will need for their business (knowledge, skills).

- Provide the participants with the good examples and best practices of successful entrepreneurs, but do not forget about delivering examples of failure as well. Someone's success may be motivating to one and intimidating to another. Pay attention to presenting the most realistic picture possible – gains and losses and ups and downs are an integral part of doing business.

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Sometimes you win, sometimes you learn

– John C. Maxwell

- Offer participants the possibility to consult trainers even after the training has finished. This will give them a sense that starting a successful business is a process. Available trainers will make them feel supported and motivated to move forward with developing and implementing their ideas even after the training ends.

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