

Enter4All

2022



TRAINING ROADMAP

Enter4All 2022

Entrepreneurial Skills for Non – Native Entrepreneurs

The project Nr. 2021-1-EL01-KA210-VET-000030217 "Training and support for business development for non-native small business owners" implemented by Stratigon in collaboration with the Solidarity Counselling Network and the Portuguese APROXIMAR – COOPERATIVA DE SOLIDARIEDADE SOCIAL, aims to contribute to the goal of integration and inclusion in the provision of targeted assistance through training and counseling to non-native Small Business Owners, in order to overcome the various obstacles they face in consolidating and growing their business

Project implemented by:



Ανοιχτή Συνεργατική
Ακαδημία Μάθησης



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About This Training Path

Total Hours

48 Training hours

Upon successful completion of the training beneficiaries will be able to:

- Build self-awareness and self-belief, identify and exploit business ideas and opportunities.
- Be familiar with popular business and marketing tools such as The Business Model Canvas and the Value Proposition Canvas.
- Acquire intermediate financial literacy.
- Be familiar with up-to-date advice and knowledge in terms of business funding tools and insolvency law.
- Use e-mail, the internet, and social media to promote and market goods, brands and messages.
- Make use of digital citizen tools to perform “bureaucratic” tasks easily and efficiently.
- Understand common digital marketing tools that promote their activities, thus effectively cooperate with marketing and IT professionals.

Being entrepreneurial competent citizen

The Entrepreneurial Competence Framework (EntreComp) is a tool that can help competence across levels of proficiency.

EntreComp is a free, flexible reference framework that can be adapted to support the development and understanding of entrepreneurial competence in any setting. EntreComp has the potential to be used in a variety of ways, including supporting policy and practice to develop entrepreneurial skills.

“Digital technologies are transforming the way we interact with each other, learn, access services, work, exert our rights as citizens, travel and have fun. At the same time, phenomena

such as demographic change, migration, climate change and the threat of food scarcity are putting unprecedented pressure on the planet and humanity.

To face up to these challenges and keep pace with change, people need to strengthen their capacity to challenge mainstream thinking, develop relevant skills, and transform new ideas into sustainable solutions for the common good.

Being entrepreneurial enables people to act and transform ideas and opportunities into shared value. Fostering entrepreneurial learning informs citizens – as lifelong learners – how to keep up with changing environments, as they not only adapt to change, but hold their future in their hands”.

Being able to describe your entrepreneurial competence according to a recognised framework can help you to empower yourself, make your business more resilient, search and apply for jobs as well as to find further training opportunities.

The skills and knowledge you will acquire on this training path can be found on the EntreComp framework, described by area, competence and level of proficiency.

- Ideas and opportunities, Spotting opportunities, Level “Advanced”
- Ideas and opportunities, Creativity, Level “Intermediate”
- Ideas and opportunities, Vision, Level “Intermediate”
- Ideas and opportunities, Valuing ideas, Level “Foundation”
- Resources, Self-awareness and self-efficacy, Level “Intermediate”
- Resources, Motivation and perseverance, Level “Foundation”
- Resources, Mobilising resources, Level “Foundation”
- Resources, Financial and economic literacy, Level Intermediate”
- Into Action, Taking the initiative, Level “Foundation”
- Into Action, Planning and management, Level “Intermediate”
- Into Action, Working with others, Level “Intermediate”
- Into Action, Learning through experience, Level “Foundation”

Your Training Roadmap

UNIT 1

Soft Entrepreneurial Skills

Total Duration: 10 h

Learning Objectives

How to:

- Believe in yourself and keep improving
- Strengthen your self-esteem and self-confidence
- Identify and seize opportunities to create value
- Identify needs and challenges that need to be met
- Establish new connections and bring together scattered elements of the environment to create opportunities
- Develop several ideas and opportunities to create value
- Explore and experiment with innovative approaches
- Develop a vision to turn ideas into action.
- Identify and assess your individual and group strengths and weaknesses
- Believe in your ability to influence the course of events, despite uncertainty, setbacks and temporary failures
- Be determined to turn ideas into action, be prepared to be patient and keep trying to achieve your long-term goals, be resilient under pressure, adversity, and temporary failure.

Unit Content

Topic	Duration
▪ Self-awareness and self-efficacy	
▪ Creating and supporting a vision	
▪ Developing creative and purposeful ideas.	
▪ Spotting Opportunities & creating value	
▪ Motivation and perseverance	
▪ Taking on responsibilities and showing initiative	

Methodology

- Online learning with tutor support



- Interactive workshop



- Team based assignment



UNIT 2

Planning and Management

Total Duration : 10 h

Learning Objectives

- Be able to set long-, medium- and short-term goals
- Be able to define priorities and action plans
- Adapt to unforeseen changes
- Be able to define a marketable value proposition
- Turn a business idea into a business model

Unit Content

Topic	Duration
<ul style="list-style-type: none"> ▪ How to plan and run a viable business <ul style="list-style-type: none"> ▫ Resilient Organisation ▫ SWOT Analysis ▫ The Business Model Canvas & the Lean Business Model Canvas 	
<ul style="list-style-type: none"> ▪ Market Forces, the Key Trends, the Industry Forces, and the Macroeconomic Forces 	
<ul style="list-style-type: none"> ▪ Value proposition, Customer understanding and Customer segments 	

Methodology

- Online learning with tutor support



- Interactive workshop



- Team based assignment



- Practice assignment

UNIT 3

Financial and economic literacy

Total Duration: 10 h

Learning Objectives

- Estimate the cost of turning an idea into a value-creating activity
- Plan, put in place and evaluate financial decisions over time
- Manage financing to make sure your value-creating activity can last over the long term

Unit Content

Topic	Duration
▪ Basic financial management and accounting concepts	
▪ Introduction to Types of Greek legal entities , their demands, costs and taxation implications	

<ul style="list-style-type: none"> ▪ Looking for funding opportunities (the Greek reality) 	
<ul style="list-style-type: none"> ▪ Dealing with debt: <ul style="list-style-type: none"> ▫ The new mechanism of out of court settlement of debt ▫ Negotiating with banks and other creditors 	

Methodology

- Online learning with tutor support



- Interactive workshop



- Team based assignment



UNIT 4

Digital Marketing Basics

Total Duration: 10 h

Learning Objectives

- Overview of basic and low cost marketing tools and techniques.
- Have a basic understanding of how to use digital marketing to grow and engage a community around your offering.

- Use social media channels to promote and market goods, brands and messages according to copyrights regulations and privacy and data protection policies.

Unit Content

Topic	Duration
<ul style="list-style-type: none"> ▪ Social Media platforms overview: Setting up a social media account for a business: Facebook, Instagram, LinkedIn, Twitter. 	
<ul style="list-style-type: none"> ▪ Email marketing fundamentals. 	
<ul style="list-style-type: none"> ▪ Pay-per-click advertising and paid social media advertising. 	
<ul style="list-style-type: none"> ▪ Basic principles for effective social media content and campaigns. 	
<ul style="list-style-type: none"> ▪ Copyright regulations and privacy policies. 	

Methodology

- Online learning with tutor support



- Interactive workshop



UNIT 5

Practical IT Skills

Total Duration: 10 h

Learning Objectives

- Make the most of digital tools to navigate the infamous Greek bureaucracy
- Explore digital solutions for business resilience, continuity, financial and operational efficiency
- Draft professional looking emails and documents
- Have the basic knowledge to communicate effectively and safely with IT professionals and be able to select the appropriate tools for their needs

Unit Content

Topic	Duration
<ul style="list-style-type: none"> ▣ Make your life easier with gov.gr 	
<ul style="list-style-type: none"> ▣ Overview of other governmental online platforms (Companies Register, Chambers of Commerce, aade, efka e.t.c.) 	
<ul style="list-style-type: none"> ▣ The value of corporate email address and website. ▣ Basic concepts about websites an entrepreneur needs to 	

understand (what is a domain? What is hosting? Cookies?)	
<ul style="list-style-type: none"> Basic steps towards operational efficiency and resilience using technology (clouds, servers, backups, remote working) 	
<ul style="list-style-type: none"> Drafting professional documents (Ms Office), emphasis on word & e-mails 	

UNIT 6

Look, walk and talk the part of a successful businessperson

Total Duration: 4 h

Learning Objectives

- To know the rules of the game in terms of how to dress, behave, make small talk, network effectively with Greek partners, associates and contacts.
- To understand the core values, interests and concerns of the Greek people as way to integrate to the Greek society as entrepreneurs and the “know your customer” process.
- How to use body language as a tool to success.

Unit Content

Topic	Duration
<ul style="list-style-type: none"> Body language for entrepreneurs 	

<ul style="list-style-type: none"> ▣ Business attire and etiquette in Greece ▣ Cultural guidelines – what matters to Greek partners, colleagues and consumers/clients 	
<ul style="list-style-type: none"> ▣ What are networking events and how to make the most of them (<i>Networking and Connecting with the Right People</i>) 	