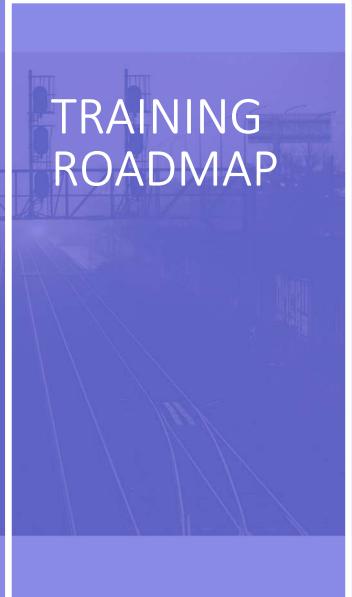
# Enter4All 2022











# 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:













# **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, bye prepared to be patient and keep trying to achieve your long-term goals, be resilient under pressure, adversity, and temporary failure.





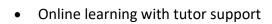




### **Unit Content**

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





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

Topic	Duration
How to plan and run a vial	le
business	
<ul><li>Resilient Organisation</li></ul>	
SWOT Analysis	
The Business Model Cany	as
& the Lean Business Mod	lel
Canvas	
<ul> <li>Market Forces, the Key Trends, t</li> </ul>	пе
Industry Forces, and t	he
Macroeconomic Forces	
<ul> <li>Value proposition, Custom</li> </ul>	er
understanding and Custom	er
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

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









Looking for funding opportunities (the Greek reality)	
Dealing with debt:	
The new mechanism of out of court	
settlement of debt	
<ul> <li>Negotiating with banks and other</li> </ul>	
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.







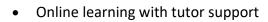


Use social media channels to promote and market goods, brands and messages according to copyrights regulations and privacy and data protection policies.

#### **Unit Content**

Topic		Duration
	Social Media platforms overview: Setting up a social media account for a business: Facebook, Instagram, Linkedin, Twitter.	
-	Email marketing fundamentals.	
	Pay-per-click advertising and paid social media advertising.	
	Basic principles for effective social media content and campaigns.	
	Copyright regulations and privacy policies.	

# Methodology





• 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

Topic		Duration
	Make your life easier with gov.gr	
	Overview of other governmental online platforms (Companies Register, Chambers of Commerce, aade, efka e.t.c.)	
	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?)
Basic steps towards operational
efficiency and resilience using
technology (clouds, servers,
backups, remote working
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.

Topic		Duration
	Body language for entrepreneurs	









Business attire and etiquette in	
Greece	
Cultural guidelines – what matters to	
Greek partners, colleagues and	
consumers/clients	
What are networking events and how	
to make the most of them	
(Networking and Connecting with the	
Right People)	





