

Joint development, piloting and validation of entrepreneurial mindset and key skills curricula and training materials for third countries



Entrepreneurial Mindset and Key Skills for All

ENTRECOMP CURRICULUM 2.5 MOBILISING OTHERS

TASK ID AND TITLE 2.2: JOINT DEVELOPMENT OF THE CURRICULA AND TRAINING MATERIALS FOR ENTRECOMP

PARTNER RESPONSIBLE FOR THIS ACTIVITY: HAVE A DREAM



PROJECT MAIN DETAILS

Programme:Erasmus+

Key Action: Lump Sum Grants

Project title:Joint development, piloting and validation of entrepreneurial mindset and key skills curricula and training materials for third countries

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COORDINATED BY



PROJECT PARTNERS



Jordan Youth Innovation Forum
الملتقى الأردني للإبداع الشبابي



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TRAINING CURRICULUM FOR COMPETENCE: 2.5

MOBILISING OTHERS

Aim of the workshop

In this interactive workshop, participants will embark on a journey to understand and apply the concept of Mobilizing across various contexts. Beginning with an exploration of Emotional Intelligence and transformational leadership, they will learn how to effectively communicate their viewpoints and negotiate with stakeholders to achieve desired results.

Throughout the workshop, participants will gain a comprehensive understanding of the business ecosystem and learn strategies for navigating it to identify potential benefits. By the end, they will develop the skills to craft an effective communication plan, ensuring alignment with goals and effectively reaching their target audience.

Learning outcomes

- ***In terms of knowledge:***

Explain the business eco-system and what engaging with stakeholders is.

Grasp what emotional intelligence and transformational leadership principles are, to communicate effectively.

- ***In terms of skills:***

Identify the type of support needed inside the business ecosystem while maintaining positive relationships.

Develop a persuasive communication plan to articulate work and goals to the team or to the stakeholders.

- ***In terms of competences:***

Leverage negotiation and pitching skills in order to persuade the stakeholders and influence decisions towards the common goal.

Training methodology

- Synchronous Online Learning
- Self-Directed Learning

Prerequisites

- Beginner level
- Specific skills required
- Previous workshops required

SYNCHRONOUS ONLINE LEARNING

Workshop duration

5 hours.

Training techniques

- Lecture (compulsory)
- Individual Exercise
- Group Exercise
- Role play
- Experiential workshop
- Group discussion
- Brainstorming
- Case Study
- Questions and Answers (multiple choice and open questions)



Other (Please indicate) _____

Equipment and materials necessary

Equipment:

- ✓ Computer

Material:

- ✓ Pens
- ✓ Paper

Workshop programme breakdown

No.	Theme/Content	Workload in minutes	
1	Introduction to Mobilising Others	25 minutes	
	Structure		Technique/Title of methodological tool
	<ul style="list-style-type: none"> ● What is mobilisation? Definition of “mobilising”. ● Why is mobilisation important? ● 7 components of a mobilised community 		Lecture/PPT2.5_1 Individual exercise: Google Jamboard/MT2.5_1
2	Emotional Intelligence and Leadership	90 minutes	
	Structure		Technique/Title of methodological tool



	<ul style="list-style-type: none"> ● Emotional Intelligence: <ul style="list-style-type: none"> - What is emotional intelligence? - 4 attributes of E.I. - Why is emotional intelligence important? ● Leadership: <ul style="list-style-type: none"> - Definition - Types of leadership - 4 components of transformational leadership - The benefits of transformational leadership ● Revision of the exercise 	<p>Lecture/PPT2.5_1</p> <p>Individual exercise: Who is a Good Leader? (Google Jamboard: Leadership)/ MT2.5_2</p> <p>Role play (and Discussion)/MT2.5_3</p>	
3	Navigating the Business Ecosystem Effectively		30 minutes
	Structure	Technique/Title of methodological tool	
	<ul style="list-style-type: none"> ● Definition of business ecosystem ● Why is it helpful to navigate it? ● Elements and tips 	<p>Lecture PPT2.5_1</p> <p>Group discussion: The Business Ecosystem and How to Navigate it (Open-ended questions)/MT2.5_4</p>	
4	How to Navigate and Convince		80 minutes
	Structure	Technique/Title of methodological tool	



	<ul style="list-style-type: none"> ● Negotiation <ul style="list-style-type: none"> - Definition - Main elements - BATNA - Final list of negotiation skills ● Pitching <ul style="list-style-type: none"> - Introduction to pitching - Why is it useful - Do and don'ts 	<p>Lecture/PPT2.5_1</p> <p>Brainstorming: Google Jamboard - "Necessary Skill for Negotiation" (followed by Discussion)/MT2.5_5</p> <p>Group exercise: Peer Pitching (Simulation exercises: "Peer" pitching (online/live), The 3-Act-Pitch (offline))/ MT2.5_6</p>	
5	Communication Plan		60 minutes
	Structure	Technique/Title of methodological tool	
	<ul style="list-style-type: none"> ● What is a communication plan? ● Main aspects ● Why is it useful? 	<p>Lecture: Communication Plan/PPT2.5_1</p> <p>Individual exercise: Writing a Communication Plan (Focusing on Identifying the Support Needed for You)/MT2.5_7</p>	
6	Revision		10 minutes
	Structure	Technique/Title of methodological tool	
	Revision Questions	Lecture/PPT2.5_1	

List of methodological tools



No.	Training Technique	Title of Methodological tool
1	Lecture	PPT2.5_1
2	Individual exercise	MT2.5_1
3	Group exercise	MT2.5_2
4	Role play	MT2.5_3
5	Group discussion	MT2.5_4
6	Brainstorming	MT2.5_5
7	Group exercise	MT2.5_6
8	Individual exercise	MT2.5_7

SELF-DIRECTED LEARNING

Resources



No.	Title and Reference	Attachment (if applicable)
1	PPT “EntreComp Certificate, Resource: Mobilising others”	
2	Online article, Wikipedia Community mobilization	https://en.wikipedia.org/wiki/Community_mobilization
3	Online article, Game changer Mobilizing others	https://gamechanger-project.eu/en/resources/mobilizing-others/
4	Online article, Helpguide.org Improving Emotional Intelligence	https://www.helpguide.org/articles/mental-health/emotional-intelligence-eq.htm
5	Online article, Mental Health America What is emotional intelligence and how does it apply to the workplace?	https://mhanational.org/what-emotional-intelligence-and-how-does-it-apply-workplace
6	Online article, Helpguide.org Improving Emotional Intelligence	https://www.helpguide.org/articles/mental-health/emotional-intelligence-eq.htm
7	Online article, Harvard Business School Why is emotional intelligence important in leadership?	https://online.hbs.edu/blog/post/emotional-



		intelligence-in-leadership
8	Online article, ENTRECOMP IMPLEMENTATION - The Entrepreneurship Competence Framework Implementation	https://entre-comp.eu/contents_pdf.php?id_prod=8
9	Online article, ResearchGate Business ecosystem as the new approach to complex adaptive business environments Mirva Peltoniemi; Elisa Vuori	https://wordpress-futures-prod.s3.amazonaws.com/wp-content/uploads/sites/10/2018/01/09023251/Business-Ecosystem.pdf
10	Online article, CellPress "7 topics that business ecosystems navigate: Assessment of scientific activity and future research agenda Lorena C. Espina-Romero a,*, Jesús M. Guerrero-Alcedo b , Carlos Ossio"	https://www.cell.com/heliyon/pdf/S2405-8440(23)03874-4.pdf
11	Online article, Wikipedia Business ecosystem definition	https://en.wikipedia.org/wiki/Business_ecosystem
12	Online article On business ecosystem	https://web-archive.oecd.org/2013-12-11/260138-INTERNATIONAL%20ECOSYSTEM%20WORKSHOP_SU

		MMARY%20REPO RT.pdf
13	Online article, on leadership empowerment	https://bestdiplomats.org/leadership-empowerment/
14	Online article, Indeed "6 Business Skills You Need (And How To Improve Them)" by Jamie Birt	https://www.indeed.com/career-advice/career-development/business-skills
15	Online article, Indeed "12 Important Negotiation Skills (With Definition and Tips)" by Jennifer Herrity	https://www.indeed.com/career-advice/career-development/negotiation-skills
16	Harvard article, "What is BATNA? How to Find Your Best Alternative to a Negotiated Agreement Always know your BATNA when entering into a negotiation" by G. Subramanian	https://www.pon.harvard.edu/daily/batna/translate-your-batna-to-the-current-deal/
17	Harvard online BATNA	https://www.pon.harvard.edu/tag/batna/
18	Online article, UMBC "10 Tips for Effective Networking"	https://careers.umbc.edu/students/network/networking101/tips/
19	Online article, LinkedIn "Effective Networking Techniques for Business Development Professionals" by Ahmad Nabeel	https://www.linkedin.com/pulse/effective-networking-



		techniques-business-development-ahmad-nabeel/
20	Online article, BusinessBalls Business networking tips and techniques for networking events and networking websites	https://www.businessballs.com/conflict-negotiation-and-influencing/networking/
21	Online article, Indeed "Guide to business pitching"	https://www.indeed.com/career-advice/career-development/business-pitching
22	Online article, Trinity "Pitching is an essential skill for business and life" by Darren Woolley	https://www.trinitytyp3.com/pitching-support/essential-skill-business-and-life/
23	Online article, LinkedIn "5 Exercises You Can Do Every Day to Prep for Pitch Meetings" by John Meyer	https://www.linkedin.com/pulse/5-exercises-you-can-do-every-day-prep-pitch-meetings-john-meyer/
24	Online article, Risk and resilience HUB "Plans & Exercises to build a timely communication response" by Regina Phelps	https://www.riskandresiliencehub.com/plans-exercises-to-build-a-timely-



		<u>communication-response/</u>
25	Online article, MailChimp " How to write a communication plan in 10 steps"	<u>https://mailchimp.com/resources/writing-a-communication-plan/</u>
26	Online article, Wallace fundation Work book: Creating a communication plan	<u>https://wallacefoundation.org/sites/default/files/2023-09/Workbook-A-Communication.pdf</u>

