

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: 1.3 VISION - METHODOLOGICAL TOOLS

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

PARTNER RESPONSIBLE FOR THIS ACTIVITY: MMC MEDITERRANEAN MANAGEMENT CENTER

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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SUMMARY OF THE METHODOLOGICAL TOOLS

Competence Code and Title	1.3 Vision
EntreComp Area Code and Title	1 Ideas and Opportunities
Learning Outcomes for the Competence	<p>Define vision and list its elements that are relevant in the entrepreneurial sector.</p> <p>Build a vision statement for your team that guides internal decision-making throughout a compelling vision.</p> <p>Improve future scenarios to help guide effort and action based on changes in the external environment or emerging opportunities.</p>


Methodological tool Type	Number of Methodological tools
<input checked="" type="checkbox"/> Lecture (compulsory)	1
<input checked="" type="checkbox"/> Open-ended questions	1
<input checked="" type="checkbox"/> Closed questions	1
<input type="checkbox"/> Group discussion	
<input type="checkbox"/> Brainstorming	
<input checked="" type="checkbox"/> Individual exercise	1

<input type="checkbox"/> Group exercise	
<input type="checkbox"/> Experiential workshop	
<input type="checkbox"/> Role play	
<input checked="" type="checkbox"/> Video Projection and Analysis	1
<input type="checkbox"/> Other (Please indicate)	
Total Number of Methodological tools:	5



COMPULSORY METHODOLOGICAL TOOLS

1. POWERPOINT PRESENTATION

Methodological tool Code and Title	MT1.3 PowerPoint Presentation on Vision
Competence Code and Title	1.3 Vision
Learning Outcomes covered by the Methodological tool	<p>Define vision and list its elements that are relevant in the entrepreneurial sector.</p> <p>Build a vision statement for your team that guides internal decision-making throughout a compelling vision.</p> <p>Improve future scenarios to help guide effort and action based on changes in the external environment or emerging opportunities.</p>
Methodological tool Aim	To deliver a lecture on the topics and subtopics of the module.
Hints and tips for the trainer to use the Methodological tool	✓ Present to the participants the content of the PPT.
Attachment for the usage of the Methodological tool	 TrainMatEntre_1.3_Final.pptx

ADDITIONAL METHODOLOGICAL TOOLS

1. VIDEO PROJECTION AND ANALYSIS

Methodological tool Code and Title	MT1.3_1 Vision and Mission Statement Video
Competence Code and Title	1.3 Vision
Learning Outcomes covered by the Methodological tool	Define vision and list its elements that are relevant in the entrepreneurial sector.
Methodological tool Aim	Explain briefly to the participants the definition of vision and mission statement.
Hints and tips for the trainer to use the Methodological tool	✓ Explain the differences between a vision and a mission statement.
Attachment/s to use the Methodological tool	Provided in the activity template below (if applicable).

<i>Methodological Tool Title</i>
Vision and Mission Statement Video
<i>Video Title (if different from the MT Title)</i>
Vision and Mission Statement
<i>Video Source (e.g., URL)</i>
https://www.youtube.com/watch?v=idgDbiq9N0E&t=547s=547s
<i>Video Creator (Person/Organisation/Authority)</i>

<i>Learn With Shopify</i>
<i>Estimated Duration (of the Activity) (broken down into steps, if necessary)</i>
<i>15 minutes.</i>
<i>General Guidelines (for the trainer)</i>
<p>Mission Statements:</p> <p><i>What is your mission in the world?</i></p> <p><i>What contribution are you making?</i></p> <p><i>What differentiates you from your competition?</i></p>
<i>Instructions (for the participants)</i>
<p><i>In this video, you'll learn the basics of mission and vision statements, with real-world examples from top brands, and tips for writing your own, today.</i></p> <p><i>Mission and vision statements are signposts. Effective mission and vision statements will unify the focus of an organization – for the organization and their target audience. Okay, but what if you're only just starting a business? Well, whether you're a massive corporation or a solopreneur, you can use mission and vision statements to gain clarity and ensure that you consistently make decisions in line with your ultimate goals. These statements also help you develop a stronger brand that differentiates you from the competition.</i></p>
<i>Debriefing Questions</i>
<p>1. <i>Can you identify the mission statements?</i></p>
<i>Remarks by the Trainer</i>
<p>✓ <i>Vision and Mission differences</i></p>

<i>Adaptation of the Methodological Tool for <u>Asynchronous Learning</u> (what to change) (in case of Group Exercise only) (if applicable)</i>
<i>Projection of the video and provision of the answers on the e-learning platform.</i>
<i>Attachment/s (if applicable)</i>
N/A

2. CLOSE-ENDED QUESTIONS

Methodological tool Code and Title	MT1.3_2 True or False Questions on the Definition of the Vision Statement and Mission Statement - Quiz
Competence Code and Title	1.3 Vision
Learning Outcomes covered by the Methodological tool	Define vision and list its elements that are relevant in the entrepreneurial sector.
Methodological tool Aim	Test the trainees understanding of key concepts on vision statement and mission statement.
Hints and Tips for the trainer to use the Methodological tool	✓ True or False Questions to help trainees' comprehension of key concepts on vision statement and mission statement.
Number of Questions in the Methodological tool per Question Type (minimum 6)	6 Questions: True or False Questions
Attachment/s for the usage of the Methodological tool	Provided in the activity description below (if applicable).

TRUE/FALSE QUESTIONS

Methodological Tool Title	
Please indicate whether the statement(s) below is/are true <u>or</u> false.	
Statement: <i>Vision refers to an individual's ability to conceptualize and articulate a compelling future state or goal.</i>	
True	
False	
Correct Answer	True
Level of Difficulty	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High

Statement: <i>In the broader context of life, vision refers to a sense of purpose and direction that guides individuals in pursuing their aspirations and fulfilling their potential.</i>	
True	
False	
Correct Answer	True
Level of Difficulty	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High

Statement: <i>Clarity is an essential element of a strong entrepreneurial vision, leaving room for ambiguity to foster creativity.</i>	
True	
False	
Correct Answer	False
Level of Difficulty	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High

Statement: <i>The purpose of an entrepreneurial vision is to convey a sense of meaning and motivation, explaining why the venture exists and its impact on the world.</i>	
True	
False	



Correct Answer	True
Level of Difficulty	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High


Statement: <i>Long-term perspective is not a crucial aspect of an entrepreneurial vision, as short-term goals are sufficient for guiding the venture.</i>	
True	
False	
Correct Answer	False
Level of Difficulty	<input type="checkbox"/> Low <input type="checkbox"/> Medium <input checked="" type="checkbox"/> High

Statement: <i>A well-defined entrepreneurial vision should align with the values and beliefs of the entrepreneur and the venture, reflecting what they stand for and guiding decision-making processes.</i>	
True	
False	
Correct Answer	True
Level of Difficulty	<input type="checkbox"/> Low <input type="checkbox"/> Medium <input checked="" type="checkbox"/> High

3. INDIVIDUAL EXERCISE

Methodological tool Code and Title	MT1.3_3 Implementation of Methodologies for Vision Statement Development
Competence Code and Title	1.3 Vision
Learning Outcomes covered by the Methodological tool	Build a vision statement for your team that guides internal decision-making throughout a compelling vision.
Methodological tool Aim	Knowing how to build a vision statement involves the ability to articulate a clear and compelling picture of the future

	direction and purpose of an organization or endeavor. A vision statement should encapsulate the aspirations, values, and goals that guide the organization's actions and decisions.
Hints and tips for the trainer to use the Methodological tool	✓ Give a brief explanation of what a vision statement can be.
Attachment/s to use the Methodological tool	Provided in the activity description below (if applicable).

<i>Methodological Tool Title</i>
Implementation of Methodologies for Vision Statement Development
<i>Individual Exercise Title (if different from the MT title)</i>
Vision Statement
<i>Individual Exercise Source (if adapted from existing exercise)</i>
 <p>Mission_Vision_Canvas_Final.pdf</p>
<i>Description of the Individual Exercise</i>
<i>This a template for creating a Mission & Vision Statement canvas. It is designed to help businesses articulate their core values, unique selling proposition (USP), buyer persona, challenges addressed by their product or service, and the overall mission and vision of the company.</i>

<i>Estimated Duration (broken down into steps, if necessary)</i>
25 minutes.
<i>General Guidelines (for the trainer)</i>
<p><i>Trainers should have a solid understanding of mission and vision statements and their significance in business strategy. They should be able to explain the difference between the two and how they guide an organization's purpose and direction.</i></p> <p><i>Familiarity with the Canvas Structure: Trainers should be familiar with the structure and components of the Mission & Vision Statement canvas provided in the document. They should understand the purpose of each section and how they contribute to crafting a comprehensive mission and vision statement.</i></p> <p><i>Knowledge of the Less is More Methodology: Trainers should understand the "less is more" methodology referenced in the document and its relevance to crafting concise and impactful mission and vision statements. They should be able to explain the importance of simplicity and clarity in communication.</i></p>
<i>Instructions (for the participants)</i>
<p><i>The provided document appears to be a template for creating a Mission & Vision Statement canvas. It is designed to help businesses articulate their core values, unique selling proposition (USP), buyer persona, challenges addressed by their product or service, and the overall mission and vision of the company.</i></p> <p><i>The document is divided into sections for the present and future states of the business, with prompts and placeholders for filling in information such as core values, activities, USP, buyer persona details, challenges addressed, emotions evoked by the business, desired improvements for clients, and long-term aspirations.</i></p> <p><i>Additionally, the document includes references to the "less is more methodology" and provides a link to a blog post explaining the canvas and its usage within the context of digital marketing.</i></p>



<p><i>Overall, this template serves as a structured guide for businesses to articulate their mission and vision statements in a concise and impactful manner, aligning their goals with their values and aspirations for the future.</i></p> <p><i>Please complete the specific template accordingly.</i></p>	
<p>Allocation of tasks (if applicable)</p>	
<p>N/A</p>	
<p>Necessary Equipment and Materials (if applicable)</p>	
<ul style="list-style-type: none"> • Laptop • Internet 	
<p>Online Classroom Setting (if applicable)</p>	
<p>N/A</p>	
<p>Expected Results</p>	
<p>1. Understanding the vision statement</p>	
<p>Remarks by the Trainer</p>	
<p>✓ Give a short analysis on vision statement.</p>	
<p>Adaptation of the Methodological Tool for <u>Asynchronous Learning</u> (what to change) (in case of Group Exercise only) (if applicable)</p>	
<p>The template will be uploaded on the e-learning platform for the learners to download, complete (and reupload it).</p>	
<p>Attachment/s (if applicable)</p>	

 Mission_Vision_Canvas_Final.docx	
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4. OPEN-ENDED QUESTIONS

Methodological tool Code and Title	MT1.3_4 Implementation of Methodologies for Vision Statement Development
Competence Code and Title	1.3 Vision
Learning Outcomes covered by the Methodological tool	Improve future scenarios to help guide effort and action based on changes in the external environment or emerging opportunities.
Methodological tool Aim	To assess the trainees' ability to elaborate on concepts on action based on changes in the external environment or emerging opportunities.
Hints and Tips for the trainer to use the Methodological tool	<ul style="list-style-type: none"> ✓ Emphasize the importance of considering multiple factors and implications when responding to open-ended questions. ✓ Encourage active participation and facilitate discussions that allow for the exchange of viewpoints and experiences among participants.
Number of Questions in the Methodological tool (minimum 6)	6
Attachment/s for the usage of the Methodological tool	Provided in the activity description below (if applicable).

<p>Methodological Tool Title Implementation of Methodologies for Vision Statement Development Please answer <u>all</u> the questions below.</p>
<p>Question 1: How do technological advancements impact the entrepreneurial landscape, and how can entrepreneurs leverage these advancements to their advantage?</p>
<ul style="list-style-type: none"> • <i>Technological advancements play a crucial role in shaping the entrepreneurial landscape by introducing new tools, platforms, and opportunities for innovation. Entrepreneurs can leverage technologies such as artificial intelligence, blockchain, and the Internet of Things to streamline operations, enhance product offerings, and reach new markets.</i>
<p>Question 2: What economic trends should entrepreneurs be mindful of when planning and executing their business strategies, and how can they adapt to these trends effectively?</p>
<ul style="list-style-type: none"> • <i>Entrepreneurs should closely monitor economic trends such as inflation rates, interest rates, consumer spending patterns, and global market fluctuations. These trends can impact factors such as consumer purchasing power, market demand, and access to financing.</i>
<p>Question 3: How do regulatory frameworks influence entrepreneurial ventures, and what strategies can entrepreneurs employ to navigate regulatory challenges?</p>
<ul style="list-style-type: none"> • <i>Regulatory frameworks encompass laws, regulations, and policies that govern various aspects of business operations, including taxation, licensing, employment, and industry-specific regulations.</i>
<p>Question 4: In what ways do market dynamics shape entrepreneurial opportunities, and how can entrepreneurs identify and capitalize on emerging market trends?</p>
<ul style="list-style-type: none"> • <i>Market dynamics encompass factors such as supply and demand, competitive landscape, consumer preferences, and industry trends. Entrepreneurs can identify entrepreneurial opportunities by conducting market research, analyzing consumer needs and pain points, and monitoring competitor activities.</i>
<p>Question 5: How do socio-cultural shifts influence consumer behavior and market demand, and what strategies can entrepreneurs employ to align their ventures with evolving societal values?</p>
<ul style="list-style-type: none"> • <i>Socio-cultural shifts, such as changes in demographics, lifestyle preferences, and cultural norms, can have a profound impact on consumer behavior and market demand.</i>
<p>Question 6: Why is effective decision-making crucial for entrepreneurial success, and what approaches can entrepreneurs take to enhance their decision-making processes?</p>



- *Effective decision-making is vital for entrepreneurial success as it influences strategic direction, resource allocation, risk management, and overall business performance. Entrepreneurs can enhance their decision-making processes by adopting a systematic approach that incorporates analysis, creativity, and intuition.*

