

# ERF: PERSONAL, SOCIAL AND LEARNING TO LEARN COMPETENCE

## 3. Learning to Learn for a Meaningful Life

**MMC Management Centre**

***Duration: 8 hours***



**Co-funded by  
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# Project Consortium

## Coordinator:



## Partners:



Jordan Youth Innovation Forum  
الملتقى الأردني للإبداع الشبابي

# Project Details

**Title:** “Joint Development, Piloting, and Validation of Entrepreneurial Mindset and Key Skills Curricula and Training Materials for Third Countries”

**Acronym:** EMSA (Entrepreneurial Mindset and Skills for All)

**Agreement Number:** 101092477 – EMSA – ERASMUS-EDU-2022-CB-VET

**Programme:** Erasmus+ Capacity Building in the Field of Vocational Education and Training (VET)

**Call for Proposals:** ERASMUS-EDU-2022-CB-VET

**Start Date:** 01.01.2023

**End Date:** 31.12.2025

# PERSONAL, SOCIAL AND LEARNING TO LEARN COMPETENCE

## Training Aim

The aim of the workshop is to promote learning about one's self to make the best out of personal capabilities, learning about others to effectively collaborate in the work environment and within social contexts, and learning to learn to develop both personally and professionally. The trainees will learn to: a) reflect upon themselves to maintain physical and mental health, identify and set goals based on their capacities and potentials to stay motivated, and effectively manage their time and available information to remain resilient; b) work with others in a constructive and non-conflictual way by embracing cultural diversity and employing empathy that establish positive relationships; and c) manage their own learning and career through critical thinking, the application of prior learning, and the identification of opportunities to learn and develop, including with the use of resources and tools for career advice and entrepreneurship and by applying strategies for professional growth.



# Personal, Social and Learning to Learn Competence Learning Outcomes

## In terms of **knowledge**:

- ✓ *Explain what a positive self-image and a growth mindset are.*
- ✓ *Define cultural diversity and empathy.*
- ✓ *List resources and tools for career advice and development (professional growth) as well as for entrepreneurship.*

## In terms of **skills**:

- ✓ *Identify personal capacities and potentials to establish a positive self-image and develop a growth mindset.*
- ✓ *Employ collaborative work based on constructive communication and by using empathy techniques.*
- ✓ *Apply strategies for personal well-being and professional growth.*

## In terms of **competences**:

- ✓ *Address market needs and challenges, as well as social needs and challenges, by managing one's own learning pathway.*
- ✓ *Build and maintain positive relationships.*
- ✓ *Utilise metacognitive strategies for learning.*

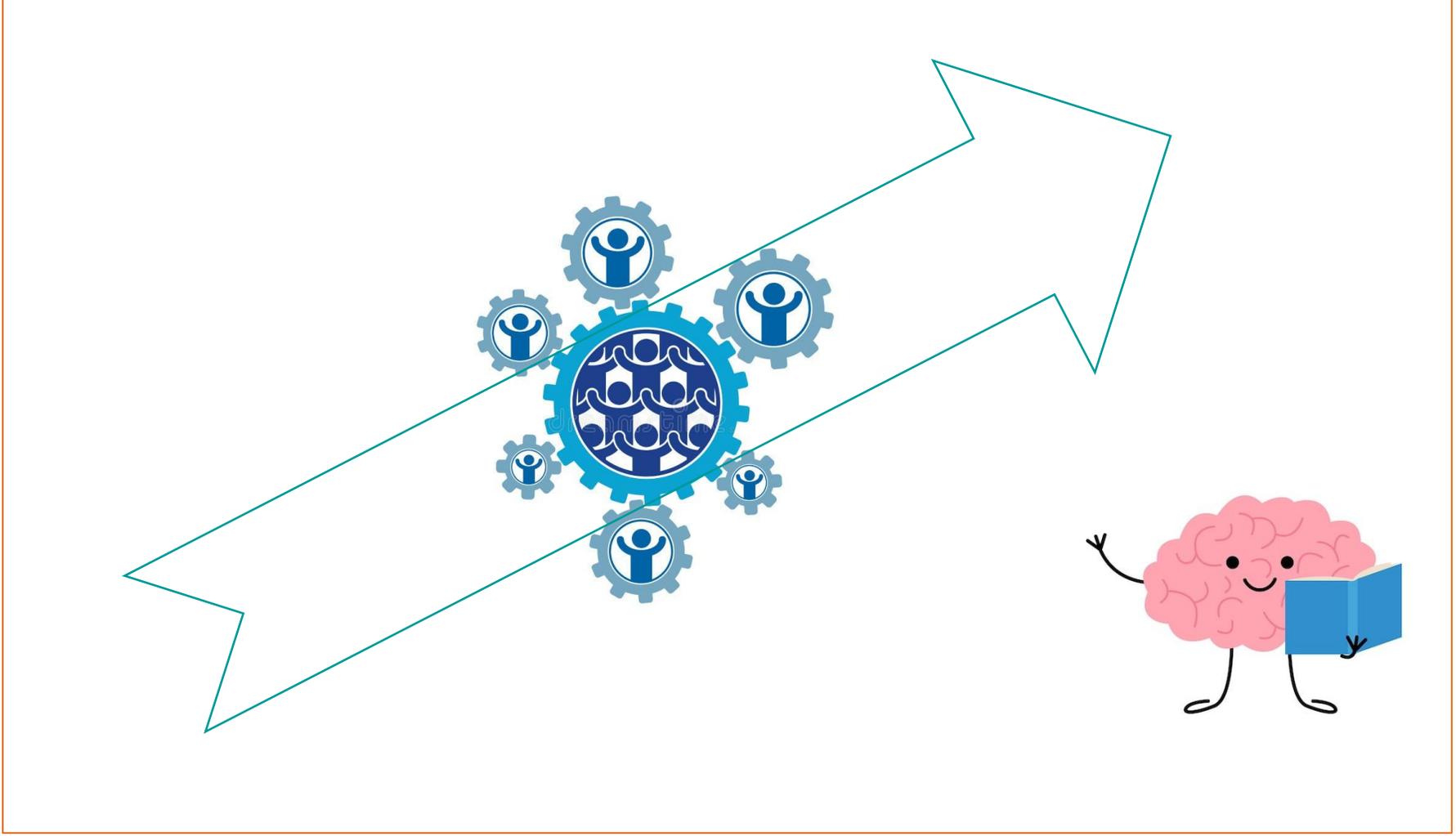
## ERF: The European Reference Framework (Key Competences for Lifelong Learning)



*The ability to reflect upon oneself, effectively manage time and information, work with others in a constructive way, remain resilient and manage one's own learning and career. It also includes the ability to cope with uncertainty and complexity, learn to learn, support one's physical and emotional well-being, to maintain physical and mental health, and to be able to lead a health-conscious, future-oriented life, empathise and manage conflict in an inclusive and supportive context'.*

What ERF  
competence  
is our training about?

*Could you describe the picture?*



# Training Route Map (*Competence Level*)

**Learning about One's Self  
to Reach Full Potential**

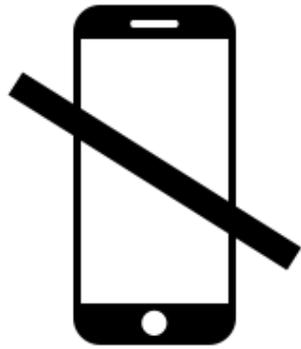


**Learning about Others  
for Social and  
Professional Growth**

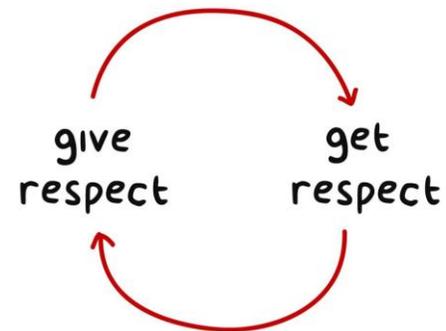


**Learning to Learn for a  
Meaningful Life**

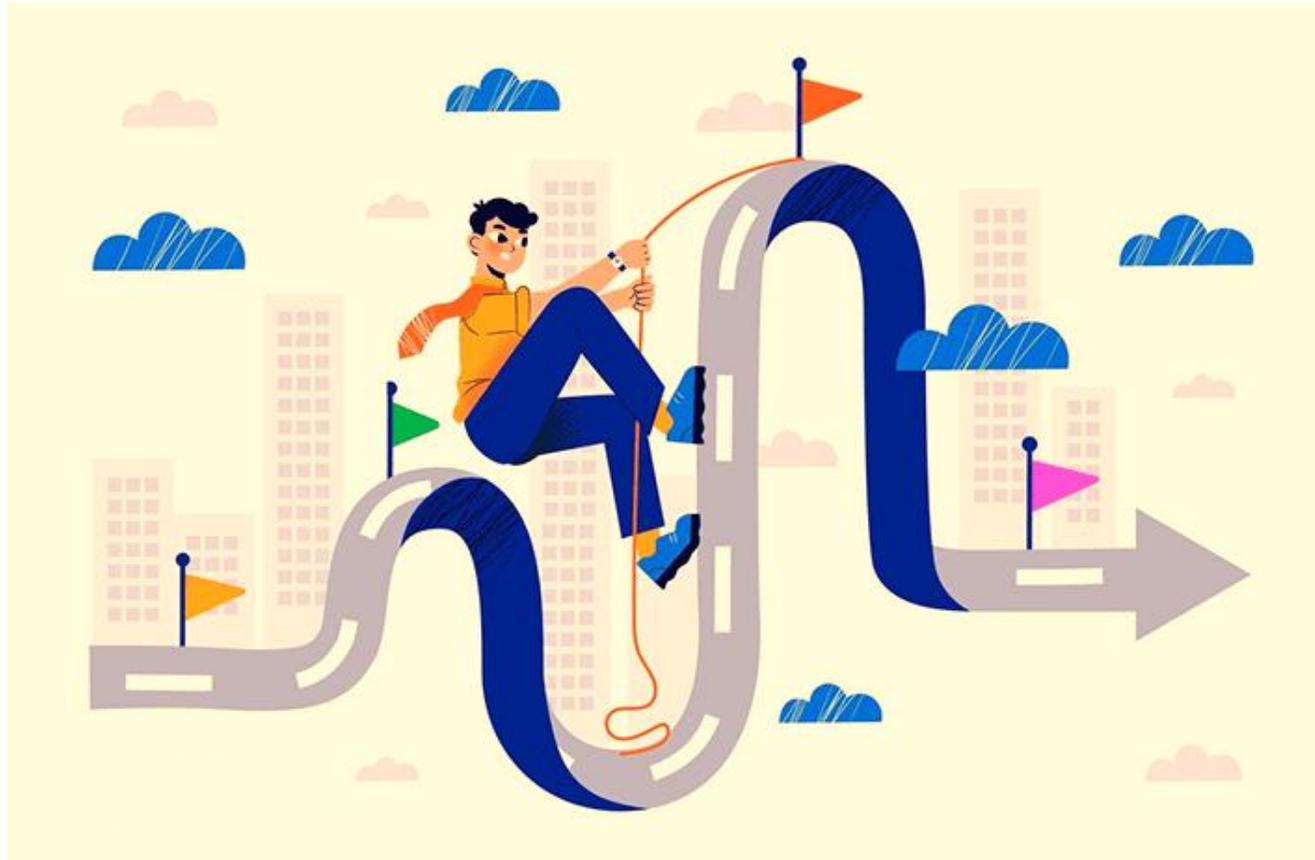
# Training Rules



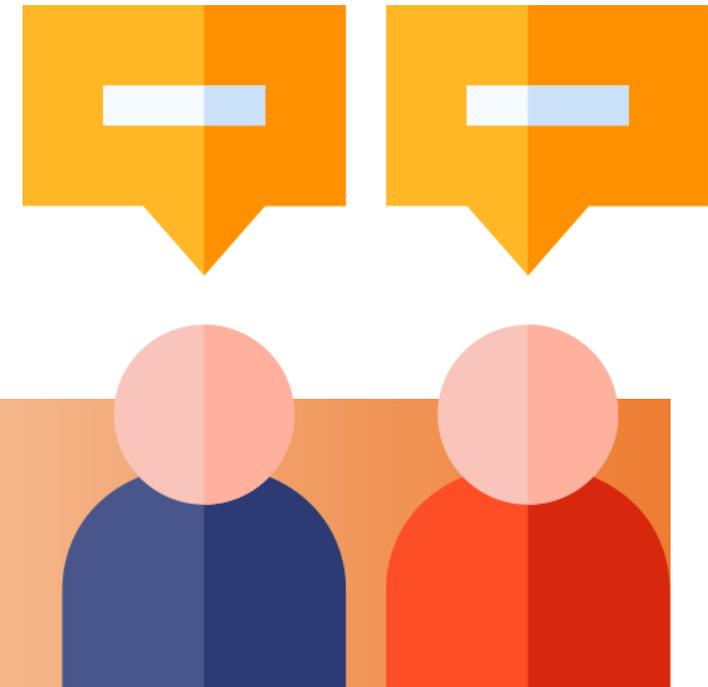
**Participation**



**YOUR  
OPINION  
MATTERS**

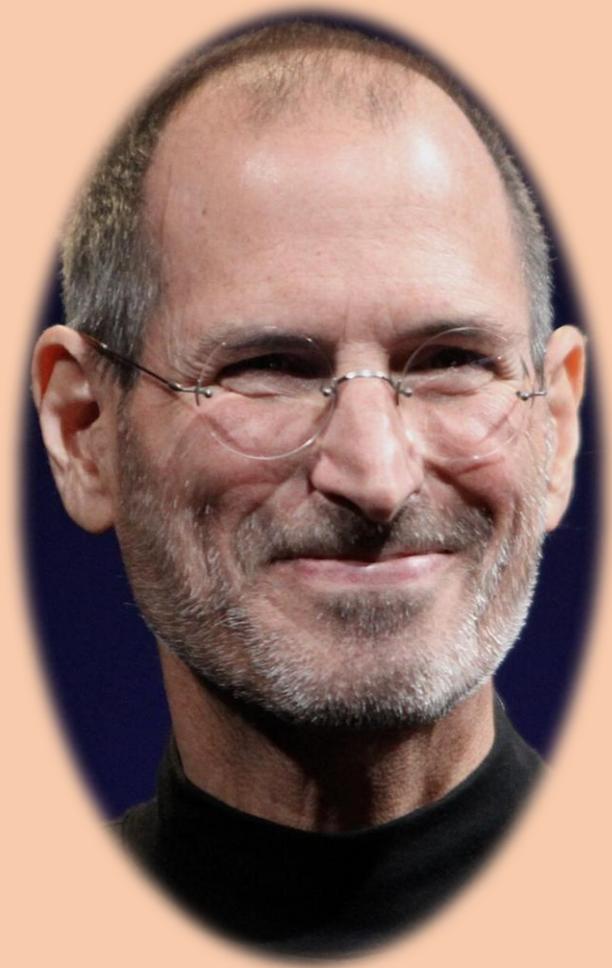


*The Road to Success*



# Introductions

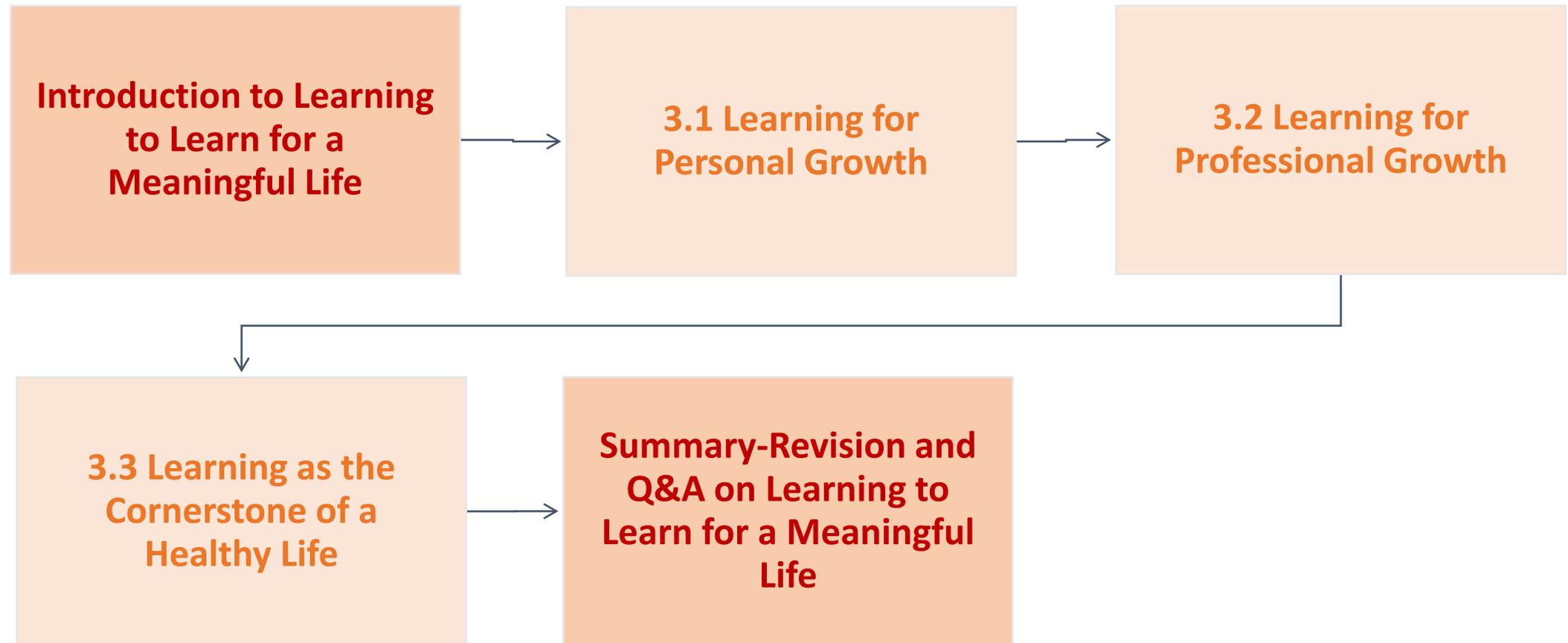
*Let's get to know each other!*



*Learn continually – there's always 'one more thing' to learn.*

Steve Jobs

# Training Route Map (*Topic Level*)

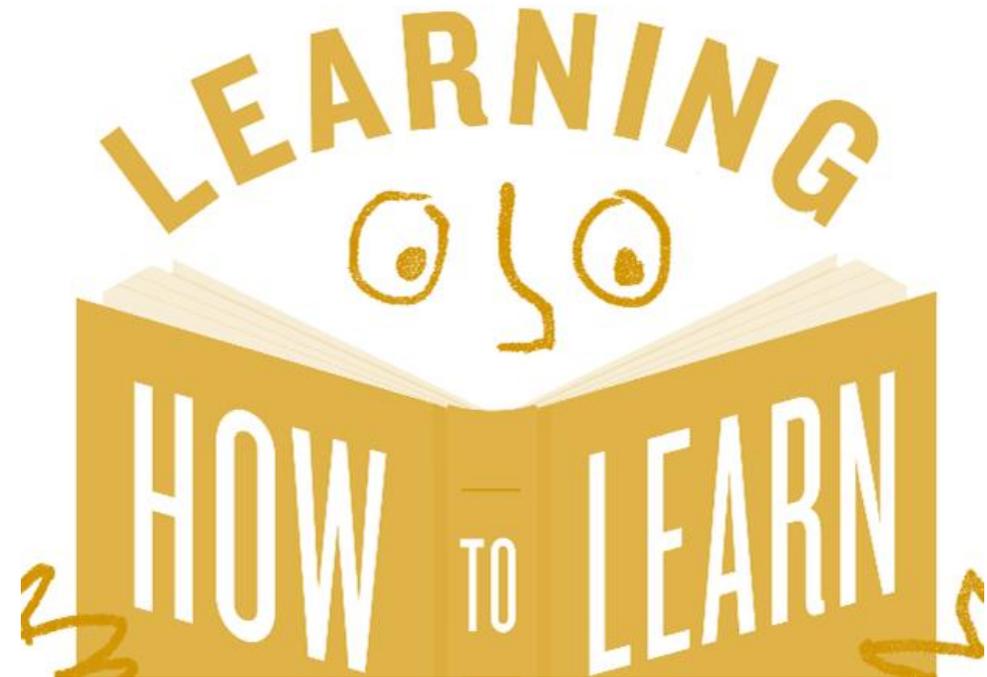


# Introduction to Learning to Learn for a Meaningful Life

During my lifetime...



Any thoughts?





**Learning to Learn** engages learners to build on *prior learning and life experiences* in order to use and apply knowledge and skills in a variety of contexts.

*Motivation and confidence* are crucial for this competence.

European Parliament, 2006

# Learning to Learn is...

✓ **a meta-competence:**

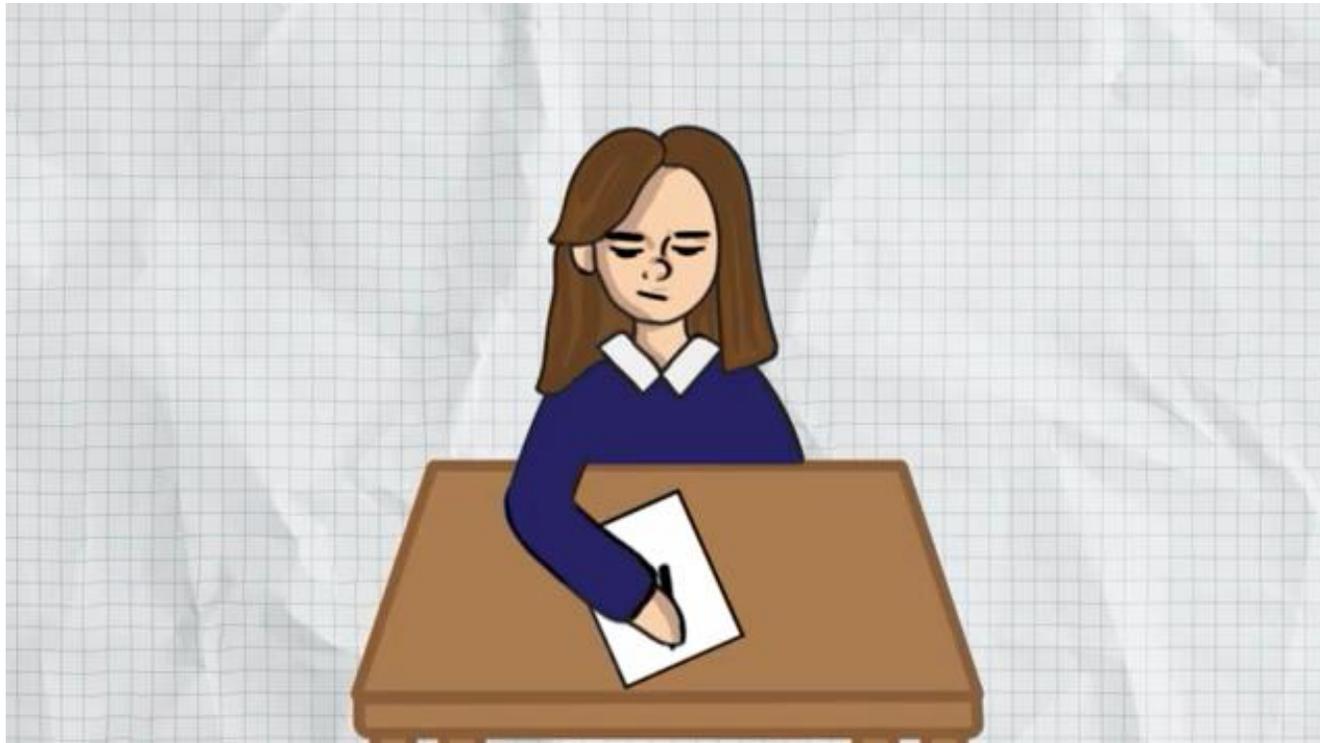


it has an impact on the selection, implication, and acquisition of **other competences.**



1. Knowing and understanding one's preferred learning strategies and one's strengths and weaknesses.
2. Searching for training guidance and/or support and opportunities.

# Video: 'Meta' Skills



**Meta** = referring to itself  
or to something  
of its own type

**Meta Skills (or  
Competences)** = an  
overarching range of  
skills that enables to  
better learn other skills  
and improve existing ones

# Learning to Learn is also...

This **ability** to:

3. **gain, process, and assimilate** new knowledge and skills as well as **seek and make use** of guidance.

4. **pursue and persist** in learning, and to **organise** one's own learning, including through effective management of time and information, both individually and in groups.



# Benefits of Learning to Learn

- Clearer view of learning goals and how to achieve them.
- Better connection to potentials.
- Capability of learning from challenges and situations of crises.
- Capacity of active citizenship and participation.
- More effectiveness and flexibility.



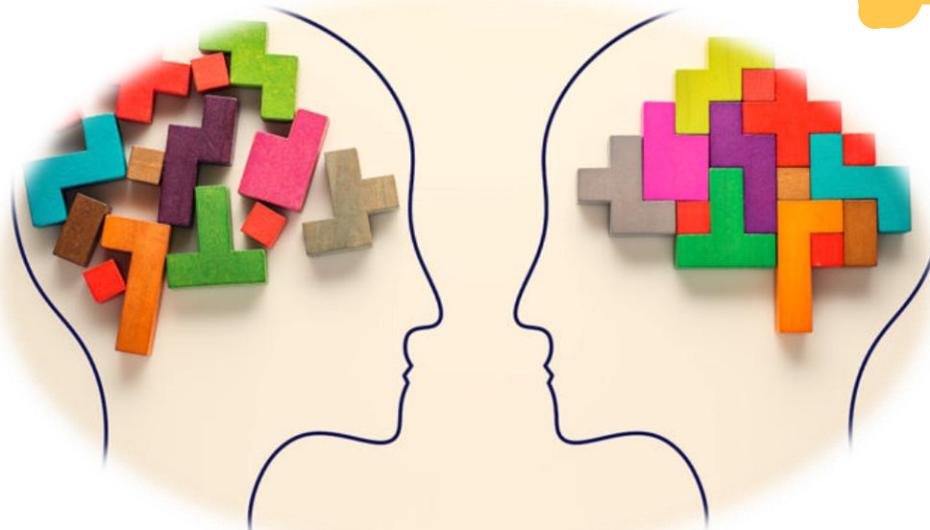
# Dimensions of Learning to Learn

1	Stick & Static	➤➤➤	Changing & Learning
2	Data Accumulating	➤➤➤	Meaning Making
3	Passive	➤➤➤	Critically Curious
4	Rule-Bound	➤➤➤	Creative
5	Isolated & Dependent	➤➤➤	Creating Learning Relationships
6	Robotic	➤➤➤	Strategically Aware
7	Fragile & Dependent	➤➤➤	Resilient



# How do we LEARN to LEARN?

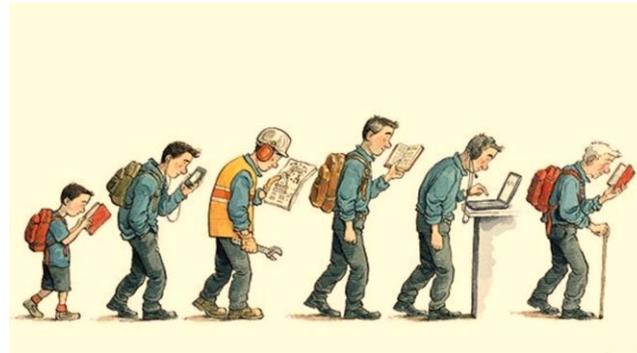
*An interactive procedure  
with multiple different  
components: memory,  
attention, language,  
organisation, processing,  
writing, and thinking at a  
higher order.*



# Forms of Learning



# What about these pictures?



# Group Exercise: Quescussion

## *What...?*

- ✓ Respond or add to the discussion **only** by posing new questions.
- ✓ Each new question is written down on the board.
- ✓ If someone makes a statement, everyone yells “statement!”.
- ✓ Two other people must speak before a participant can participate again in the discussion.



# 1. Learning for Personal Growth

*1.1 Learning Styles/Types of Learners*

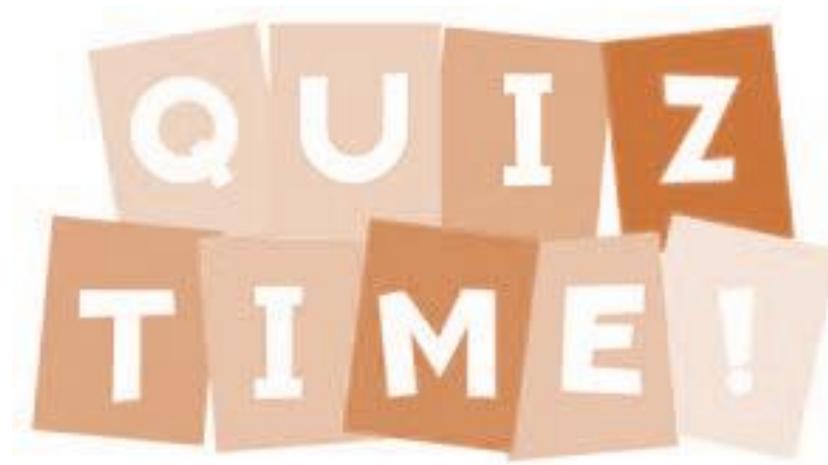
*1.2 Managing One's Own Learning: Prior Learning Experiences, Learning Methods & Techniques, and Learning Evaluation*

# Learning Styles



Have you ever wondered why some people learn best **by seeing**, while others learn **by listening** or **by doing**? The concept of **learning styles** looks at these individual differences in how we take in and remember information.

# Individual Exercise: What Type of Learner are You?



## Individual Exercise: What Type of Learner are You?

*What type of learner are you?*

*Did you know that?*

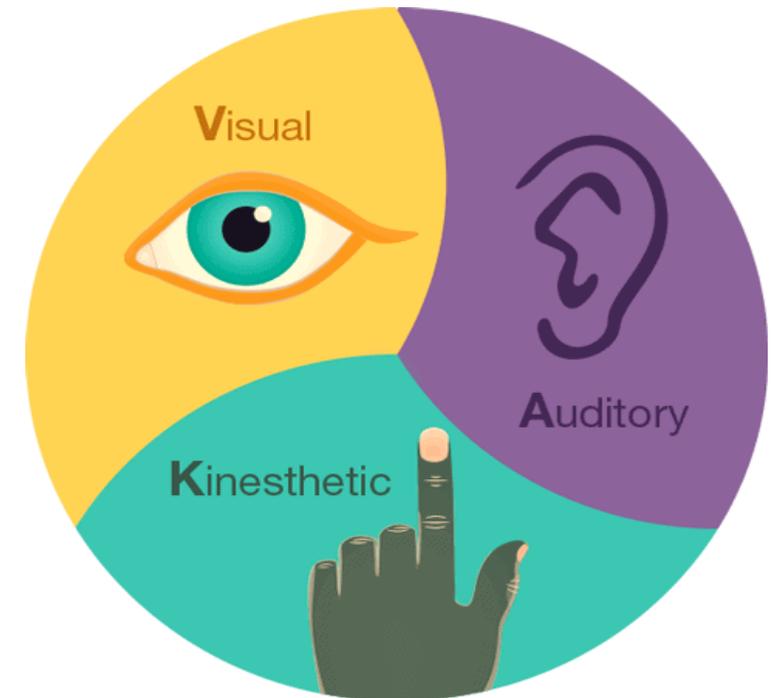
*Is your learning behaviour and preferences in agreement with your identified learning style?*



# Main Learning Styles

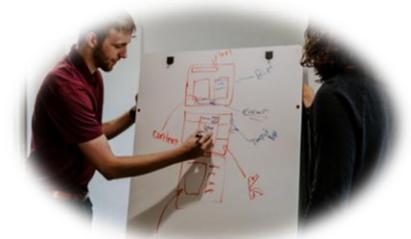
There are **three main cognitive learning styles**: visual, auditory and kinesthetic.

Knowing your learning style can help you **choose study methods** that work best for you.



# Main Learning Styles

**Visual learners** absorb information best through visual aids such as charts, graphs, and diagrams. They benefit from colourful images and find it easier to remember information presented in a visual format.



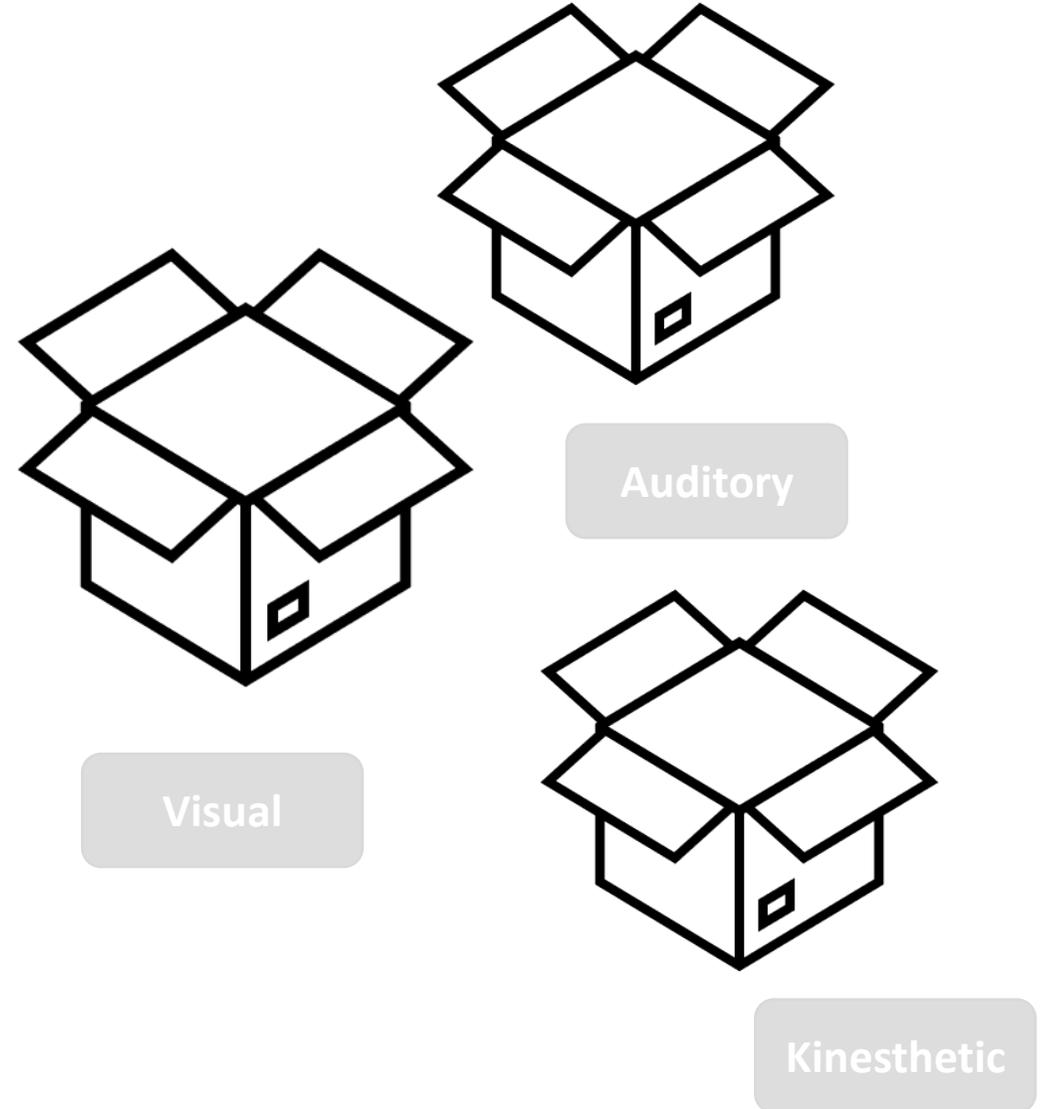
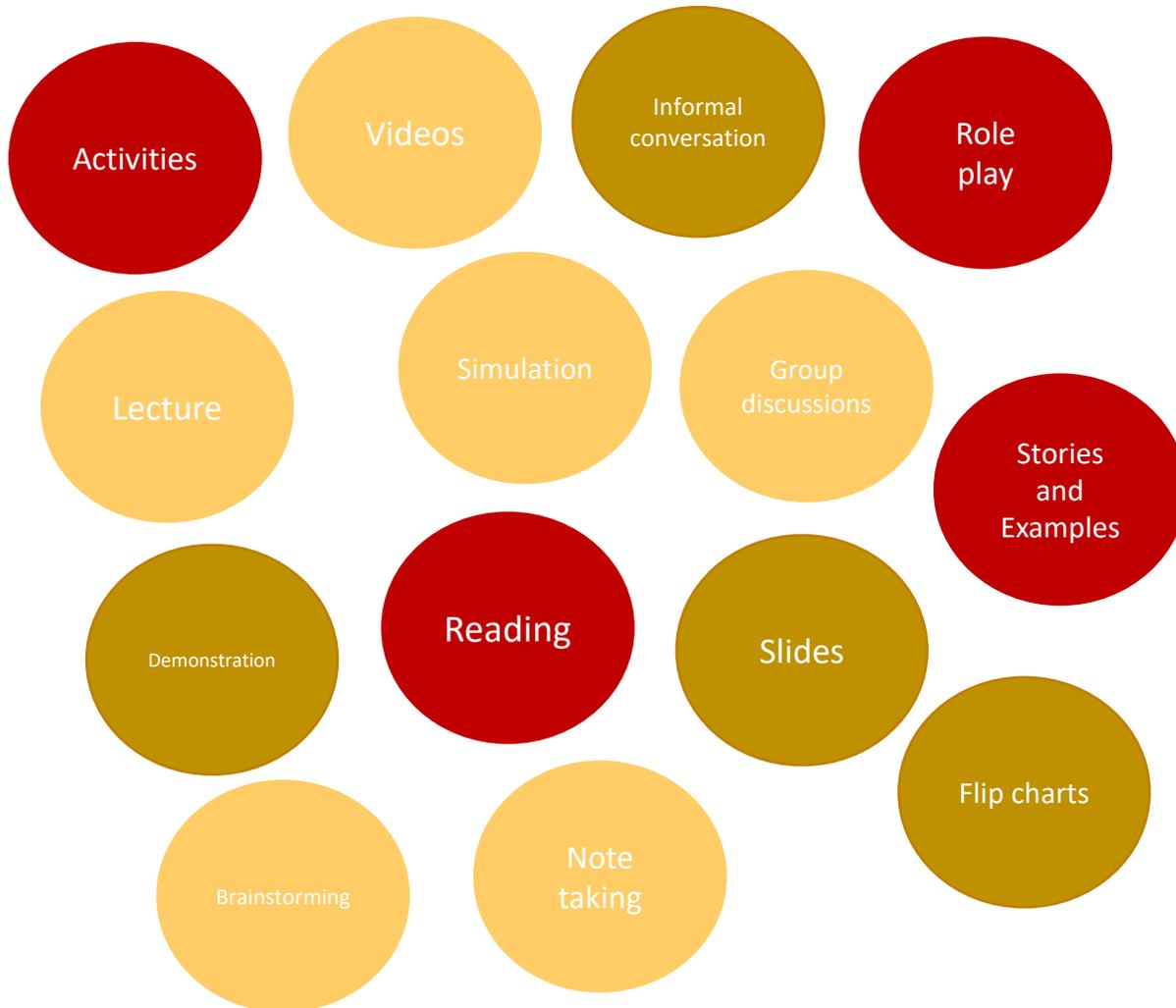
**Auditory learners** thrive through listening and discussing. They retain information better through lectures, group discussions, and podcasts. These learners often have a strong ability to process and remember spoken information.



**Kinaesthetic learners** learn best through hands-on activities and physical experiences. They need to engage their body and senses to fully grasp and retain information. These learners often excel in activities such as role-playing, experiments, and practical demonstrations.



# Group Exercise: Let's Organise Them!



# Tips for Different Learning Styles

Visual	Auditory	Kinesthetic
<ul style="list-style-type: none"> <li>• Turn notes into pictures, charts, or maps.</li> <li>• Avoid distractions (windows, doorways, etc.).</li> <li>• Learn the big pictures first and then focus on the details.</li> <li>• Make mind and concept maps instead of outlines.</li> <li>• Colour code parts of new concepts in your notes.</li> <li>• Use flash cards when trying to study vocabulary.</li> </ul>	<ul style="list-style-type: none"> <li>• Record lectures and then listen to them.</li> <li>• Repeat material out loud and in your own words.</li> <li>• Discuss materials in your study groups.</li> <li>• Read textbooks aloud.</li> <li>• Listen to wordless background music while studying.</li> </ul>	<ul style="list-style-type: none"> <li>• Take study breaks often.</li> <li>• Learn new materials while doing something active (e.g., read a textbook while on a treadmill)</li> <li>• Chew gum while studying.</li> <li>• Work while standing.</li> <li>• Try to take classes with instructors who encourage demonstrations and fieldwork.</li> </ul>



# Personal Growth through Learning

- Understanding your learning style can have a profound impact on your **personal growth**: a process of both **understanding yourself** and **pushing yourself to reach your highest potential**.
- By embracing your **unique way of learning**, you can achieve greater success in your **educational journey**.

Academic  
success

Skill  
development

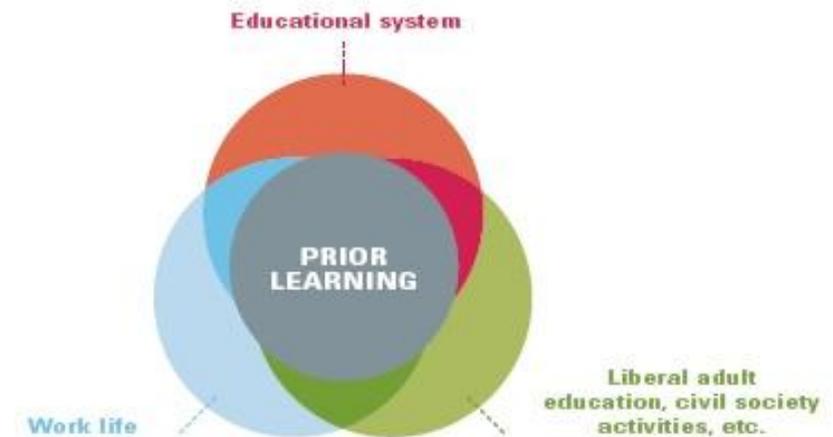


Building on  
strengths

Becoming more  
confident and independent

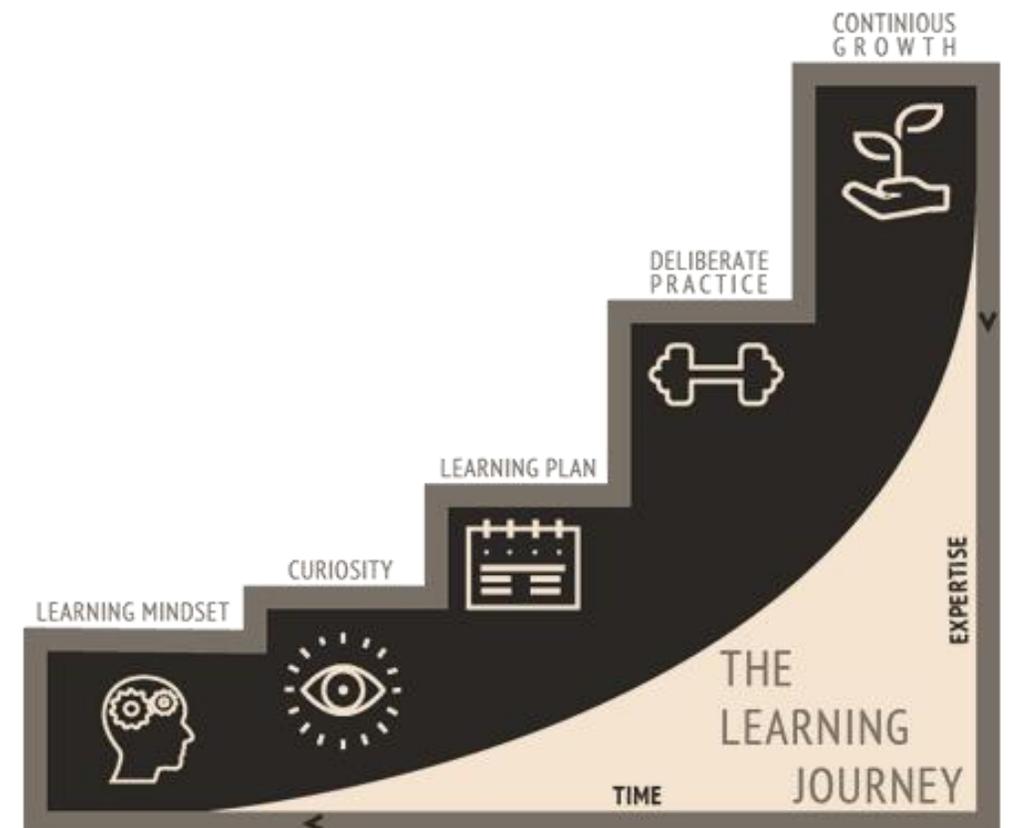
# Managing Learning: The Background

- ✓ Can you think of any **prior learning experiences** of yours?
- ✓ Are there any **life experiences** that helped you learn new things?



# Managing Learning: The Journey

- ✓ Exploring **one's learning style** can enhance their learning journey.



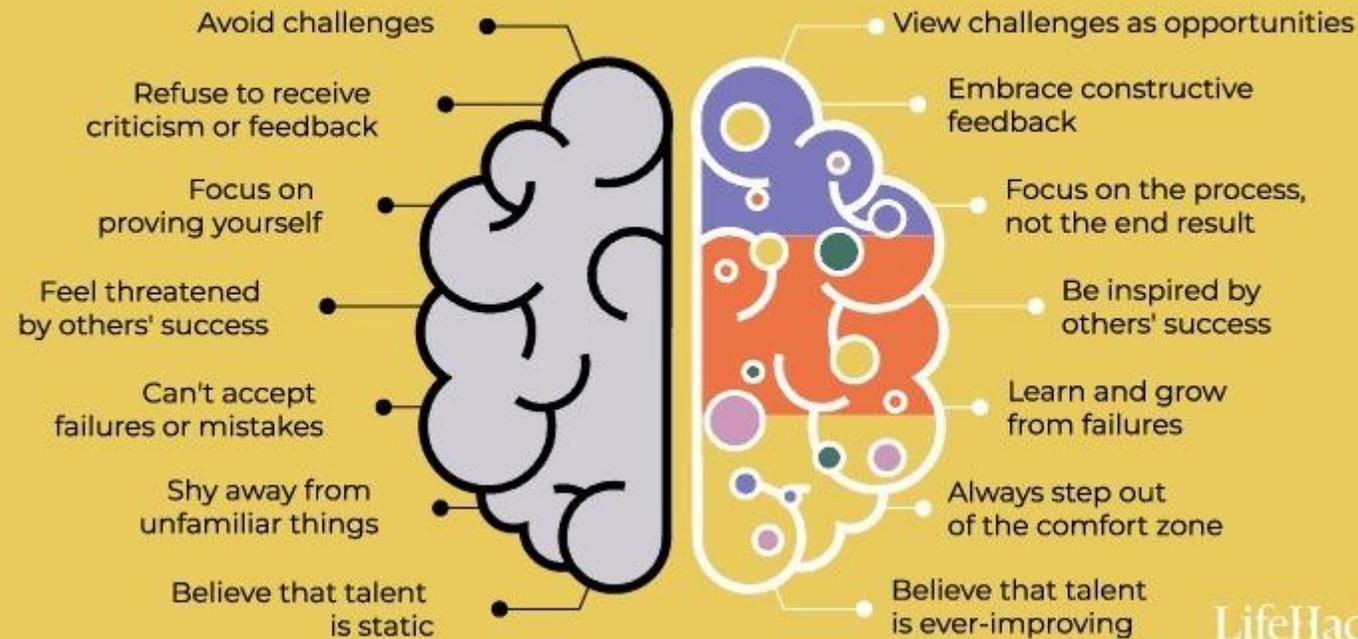
# Growth or Learning Mindset



Can you name the differences?

# A Mindset for Continuous Growth

## Fixed Mindset vs Growth Mindset



# The Basics

- ✓ **Reflect on Past Learning and Life Experiences**
- ✓ **Observe Your Study Patterns**
- ✓ **Get Input from Others**
- ✓ **Use Quizzes to Find your Learning Style**
- ✓ **Try Different Learning Methodologies and Techniques**



# The Steps in Between

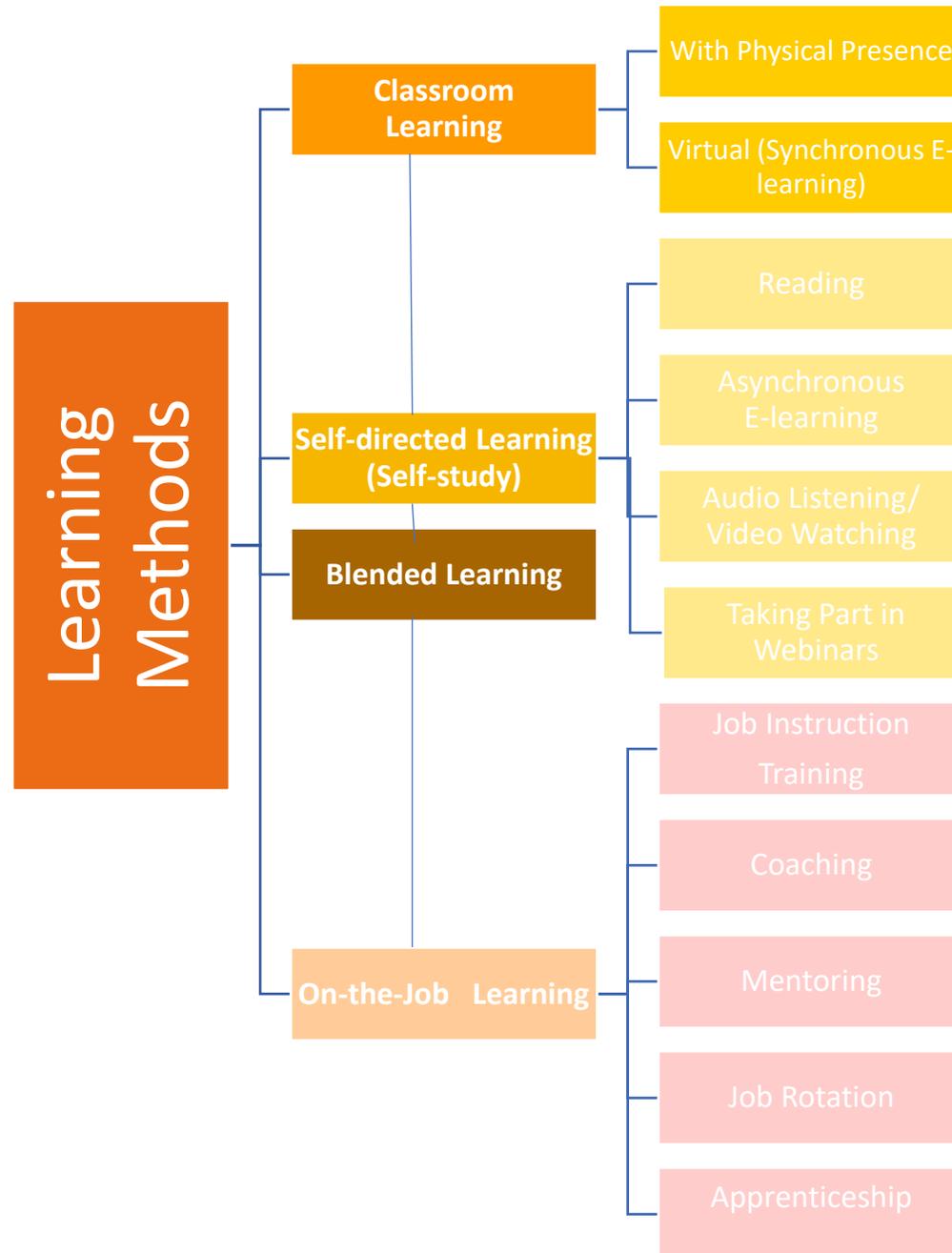


- ✓ **Be curious**
- ✓ **Plan your learning**
- ✓ **Practise**

# Managing Learning: Methods and Techniques

- ✓ Understanding **one's learning style** enables them to tailor their **learning methodologies and strategies** to suit their individual needs. This means they can focus on the **techniques that work best for them** and avoid wasting time on ineffective approaches.
- ✓ The selection of learning methodologies and techniques depend also on the **individual's lifestyle**.



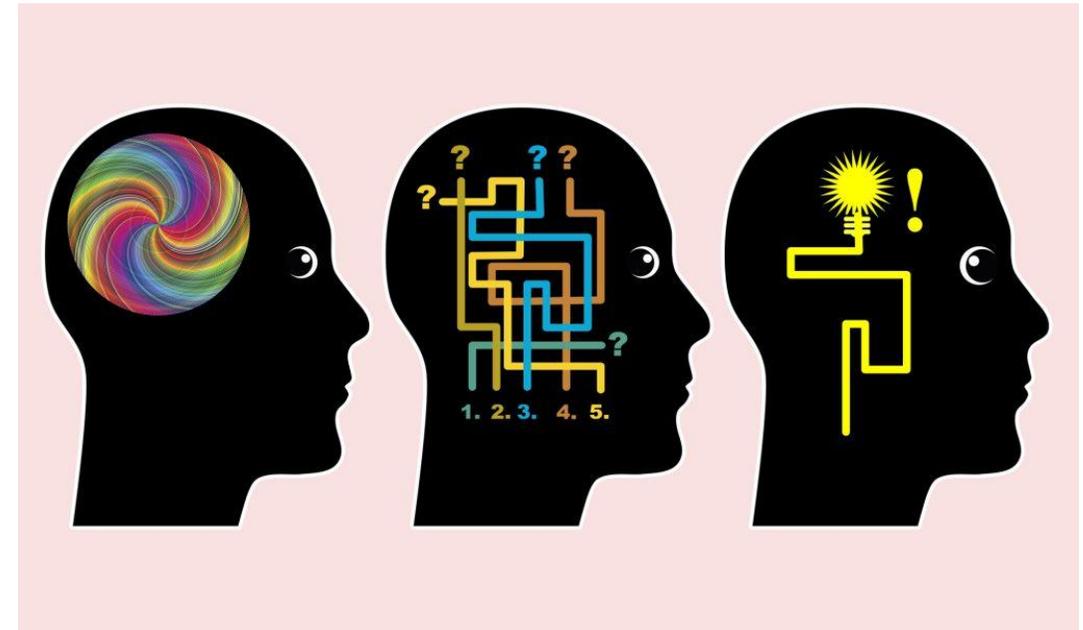


*Could you explain how each methodology works?*

*Could you give examples of when it is better to use each methodology?*

# Other Learning Methods

- Active Learning
- Collaborative Learning
- Project-based Learning (PBL)
- Problem-based Learning (PBL)
- Inquiry-based Learning (IBL)
- Competency-based Learning
- Experiential Learning
- Flipped Classroom Learning
- Personalised Learning
- Gamification
- Other



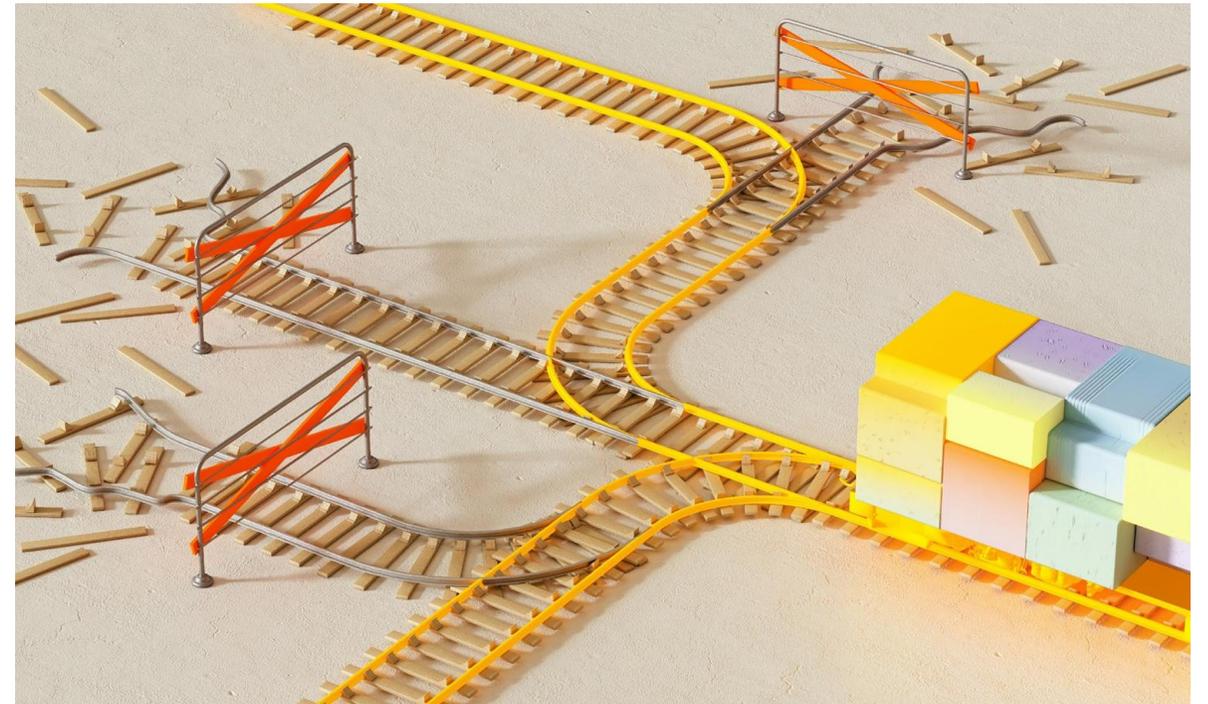
# Traditional Classroom Learning Techniques

- Lecture
- Discussion
- Questions and Answers
- Brainstorming
- Individual/Group Activity
- Snowball
- Case Study
- Practical Exercise
- Demonstration
- Simulation
- Experiential Workshop
- Role Playing
- Video Projection
- Other



# Reflective Techniques

They involve actively monitoring and assessing the knowledge, abilities, and performance during the learning process and their associated outcomes.



# Brainstorming Techniques

Saying **the first thing that comes to your mind** – there is no right or wrong answer.

After a quick brainstorming session, you just need to **filter through all suggestions and find the ones that have the biggest potential to succeed.**



# Idea Generation Techniques



Creating, developing and communicating abstract, concrete, or visual concepts to find solutions for practical problems in all fields of life and work.

✓ Do you know any techniques suitable for self-directed learning?

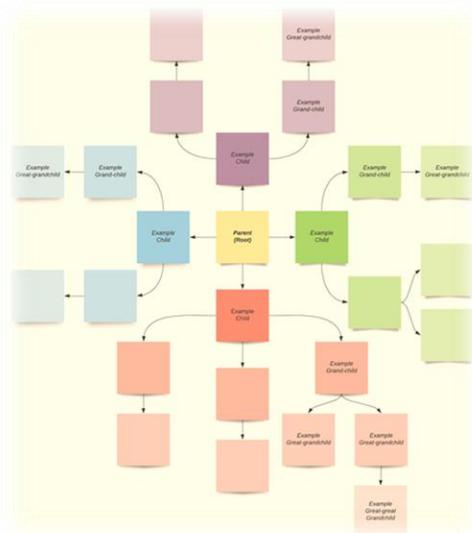
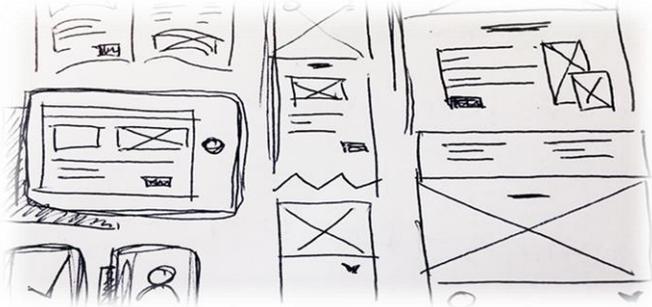


# Examples



1

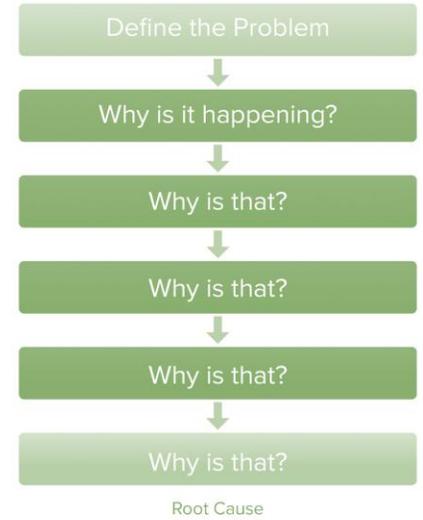
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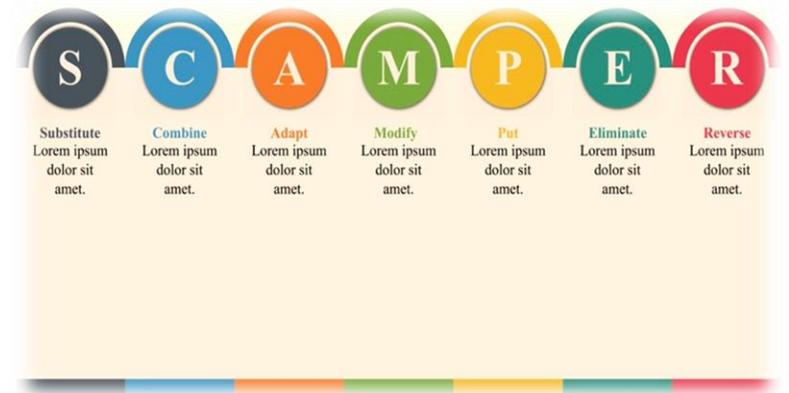
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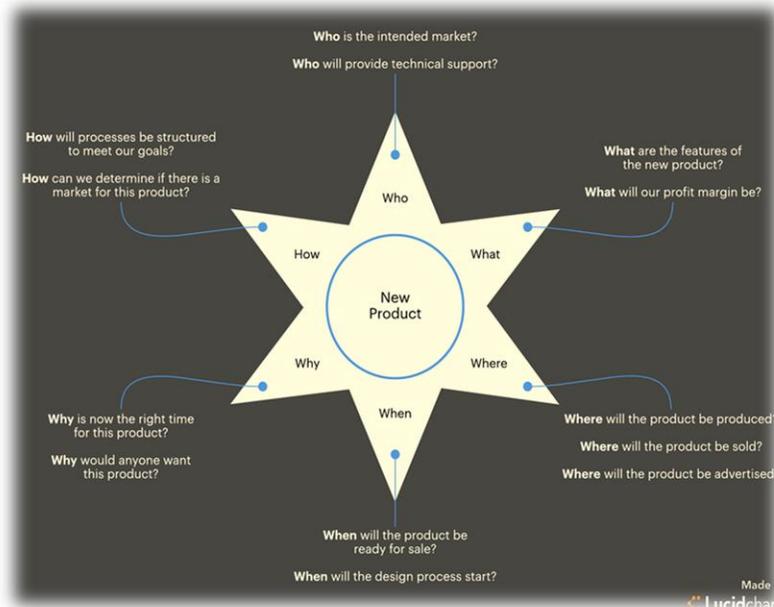


2

5



4



# Examples

1. True or False
2. Keeping a Journal
3. 5 Whys Analysis
4. Starbusting
5. Reverse Brainstorming
6. Mind Mapping
7. Storyboarding
8. S.C.A.M.P.E.R



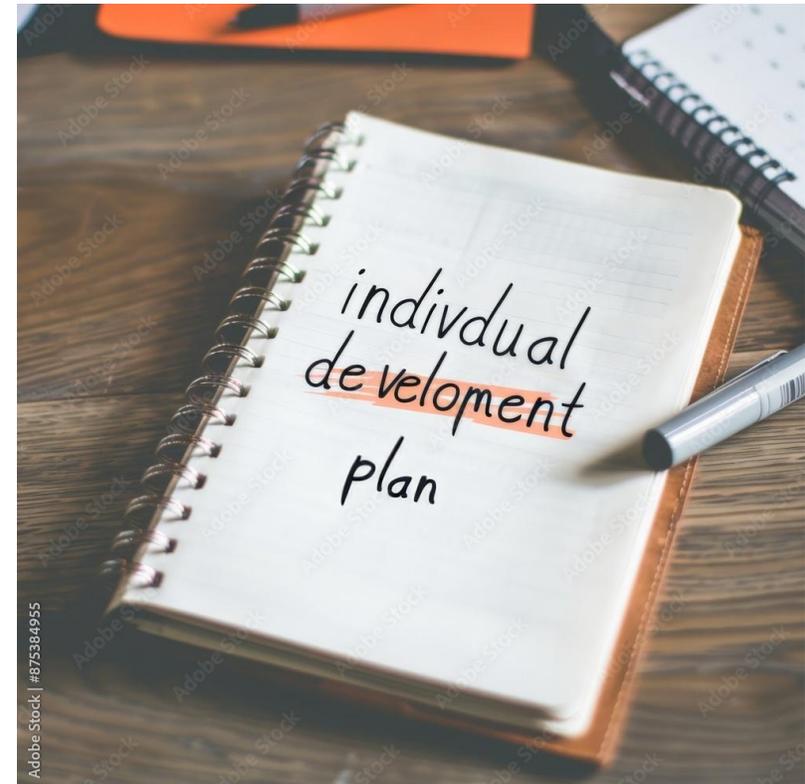
# Managing Learning: Advocacy and Resources



- ✓ Understanding **one's learning style** allows also to **advocate for oneself and communicate their needs** to educators or employers. By explaining one's preferred learning methodologies, they can ensure that they **receive the support and resources** they need to thrive.

# Learning Planning

- Developing a **learning plan** is crucial: it helps **identify your strengths and weaknesses**, set achievable goals, and establish a clear path to progress.
- A well-designed learning plan can help **stay motivated, focused, and on track** towards achieving your goals.



# Developing a Learning Plan

## 1. Identifying Learning Goals

- Setting learning goals in a SMART way

## 2. Conducting a Self-assessment

- Identifying strengths, assessing current skills, and determining the learning styles

## 3. Researching Learning Opportunities

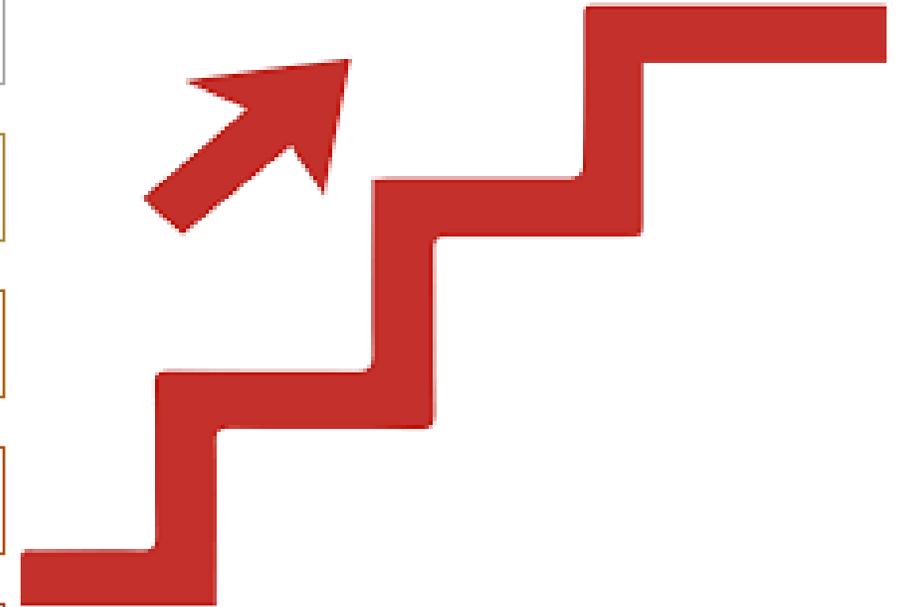
- Identifying learning activities to support the goals

## 3. Creating a Learning Schedule

- Setting a realistic timeline and allocating sufficient time for each learning activity

## 4. Implementing the Learning Plan

- Staying motivated, focused, and committed to achieving the learning goals, tracking the progress, making adjustments to the learning plan as needed, and rewarding oneself for attainments



# SMART GOALS

**S**PECIFIC

Plan effectively with specific targets in mind.



**M**EASUREMENTABLE

Track your progress and reevaluate along the way.



**A**TTAINABLE

Set realistic goals that are challenging but achievable.



**R**ELEVANT

Ensure the goal serves a relevant purpose.



**T**IME

Specify a deadline, monitor progress and reevaluate.



## Goal Setting



### Example:

‘I will deliver three speeches in front of at least 10 people within the next 3 months, practicing daily for 30 minutes and seeking feedback from my mentor to improve my public speaking skills’.

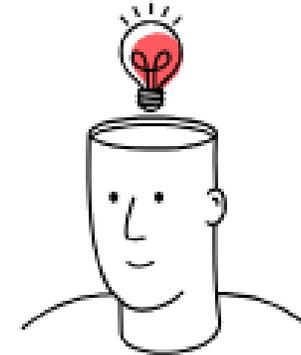
*Can you explain how the different SMART elements apply to this Learning Goal?*

# Goal Setting



- **Specific:** I will improve my public speaking skills **by practicing and delivering speeches to an audience.**
- **Measurable:** I will deliver at least three speeches in front of an **audience of 10 or more people.**
- **Achievable:** I will prepare for these speeches by **practicing for 30 minutes each day and seeking feedback from a mentor.**
- **Relevant:** Improving my public speaking skills will help me **communicate more effectively in professional settings.**
- **Time-bound:** I will complete this goal **within the next 3 months.**

*Could you think of other examples?*



# Identifying Strengths - Evaluating Skills

- ✓ Self-reflecting
- ✓ Asking for Feedback from Others
- ✓ Implementing Personality, Skills, and Strengths Assessments
- ✓ Conducting Performance and Results Evaluation
- ✓ Mapping Skills and Analysing Skill Gaps
- ✓ Observing Patterns in Challenges
- ✓ Setting Goals and Monitoring Growth
- ✓ Considering Transferable Skills
- ✓ Making a Personal SWOT Analysis
- ✓ Tracking and Reviewing Skills Regularly

What you can't stop doing  
Qualities that make you uniquely YOU  
SKILLS  
PREFERENCES  
PREDISPOSITIONS  
Collection of things You ENJOY  
SIGNATURE  
STRENGTHS  
PERSONALITY  
NATURAL ABILITIES

# PERSONAL SWOT ANALYSIS

How to do it yourself

**S**

## **Strength**

your personal and professional skills that set you apart from others. For example, strong communication skills or expertise in a specific field.

**W**

## **Weaknesses**

areas where you could improve, both personally and professionally. For example, time management or lack of certain technical skills.

**O**

## **Opportunities**

opportunities in your environment that you could use to your advantage. For example, a job opening in a desired company in your industry.

**T**

## **Threats**

external factors that could cause trouble for you. For example, a changing industry trend or new competitors in your field.

*Could you give any examples?*

# Learning Evaluation



**Self-assessment** is a great way to analyse your performance and any areas for growth.

**Knowing your strengths and weaknesses** allows you to **create goals** and **form strategies** to meet new milestones in your career.

# Post Self-assessment: How-to

## Reflecting on Accomplishments

- ✓ Highlight any tasks or responsibilities you are proud of. You can also mention the skills you developed that you believe make you a stronger. Consider how your achievements have impacted your daily tasks.

## Finding Ways to Grow

- ✓ Use the challenging moments during which you were unable to hit goals you set for yourself to continue pushing yourself and to build strategies to ensure you hit your goals next time.

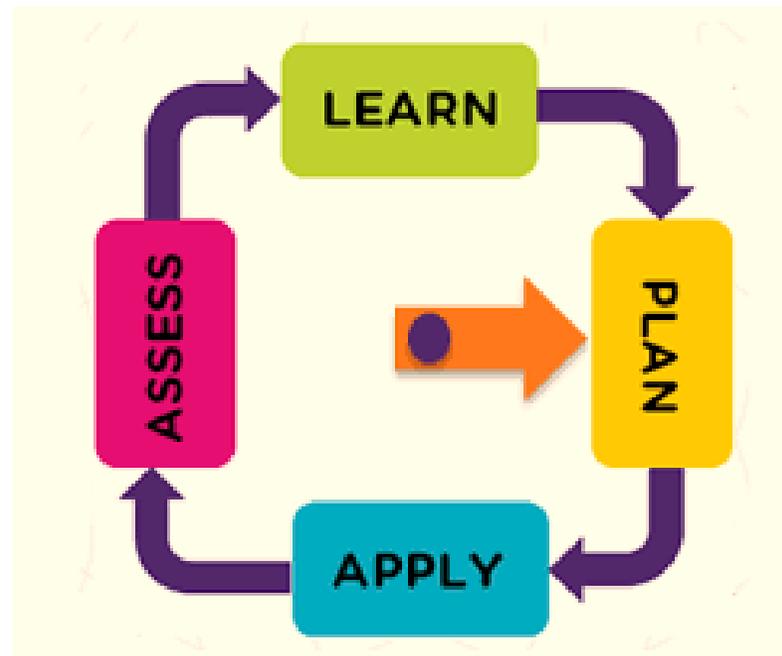
# Learning Validation

In learning, **'validation'** is a crucial element to ensure visibility of the learning results and indicate the appropriate value of the learning that took place anywhere and at any time.

- ✓ It supports lifelong learning, employability and active citizenship.
- ✓ It can lead to a certification (formal learning) or to other forms of recognition (non-formal learning).



# Individual Exercise: Create your Own Learning Plan



## Individual Exercise: Create your Own Learning Plan

*What was the most difficult part of the learning plan form to complete and why?*

*What do you think is important to consider when setting up a learning plan?*

*Have you included any specific methodologies and/or techniques in any parts of your learning plan?*



## 2. Learning to Learn for Professional Growth

*2.1 Managing One's Own Career: Resources & Tools for Professional Growth and the Identification of Entrepreneurial Opportunities*

## Discussion

- *How does learning influenced your career?*
- *How does your career development (professional growth) is being affected by learning? In what ways?*
- *Could you think of any life experiences that have influenced your career?*



# Professional Growth

- Ups and downs, successes and failures are all integral parts of a **career journey**. It is essential to understand that **each experience**, whether positive or challenging, can provide valuable **learning and growth opportunities**.
- Our **professional and personal lives often influence each other**, shaping who we are.



# Professional Growth

- In today's **fast-changing world** - characterised by unprecedented technological and societal advancements - **being adaptable and ready for change** is more important than ever, as **new opportunities constantly emerge and evolve**.
- Also, as time goes by, **change will come from within**. What interests someone at some point in the past, may not interest them at present.

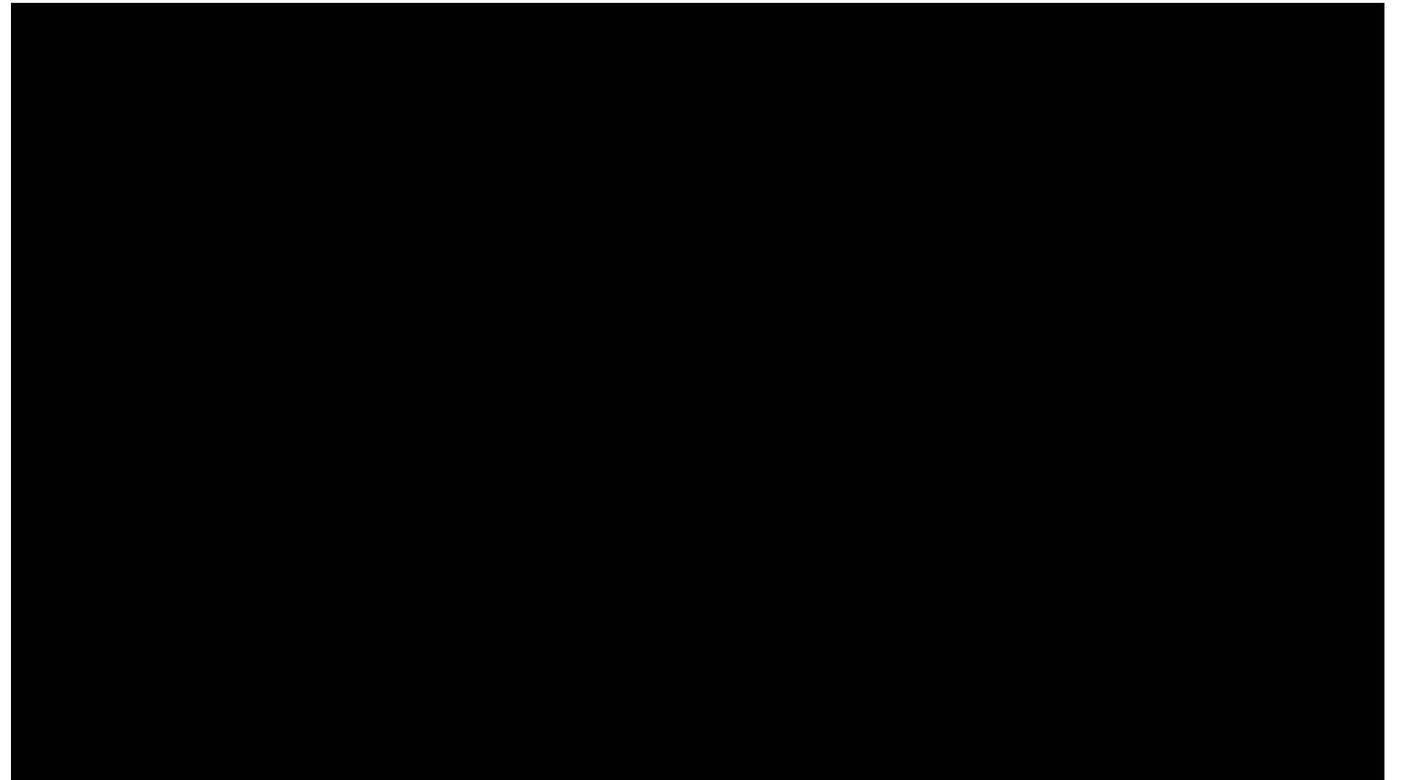


- While it is important that one makes **informed decisions** about their immediate career path after their Leaving Certificate, this is only the first step in their **unique journey, which will evolve and shift throughout much of their adult life.**

- This video asks 50 people about their career journeys, highlighting many factors that influence our career choices.

- *What are your thoughts?*

## Video: Fifty People, One Question



## High 5 Principles of Professional Growth

The **'High Five Principles'** may assist in guiding one's decision making, as they **plan and progress through their career**:

- Change is Constant
- Follow your Heart
- Focus on the Journey
- Learning is Ongoing
- Be an Ally/Access your Allies





**Career development** is the ongoing process of **managing life, learning, as well as work across lifetime.**

- Various factors shape this journey, from **personal interests and skills to experiences and external influences.**
- Aptitude in a particular area or skill is just one part of the equation when making career choices; **it is more complex than simply matching oneself to a specific job or career path.**

# Career Development

## Career Guidance

- It provides **valuable information and resources** for professional development.

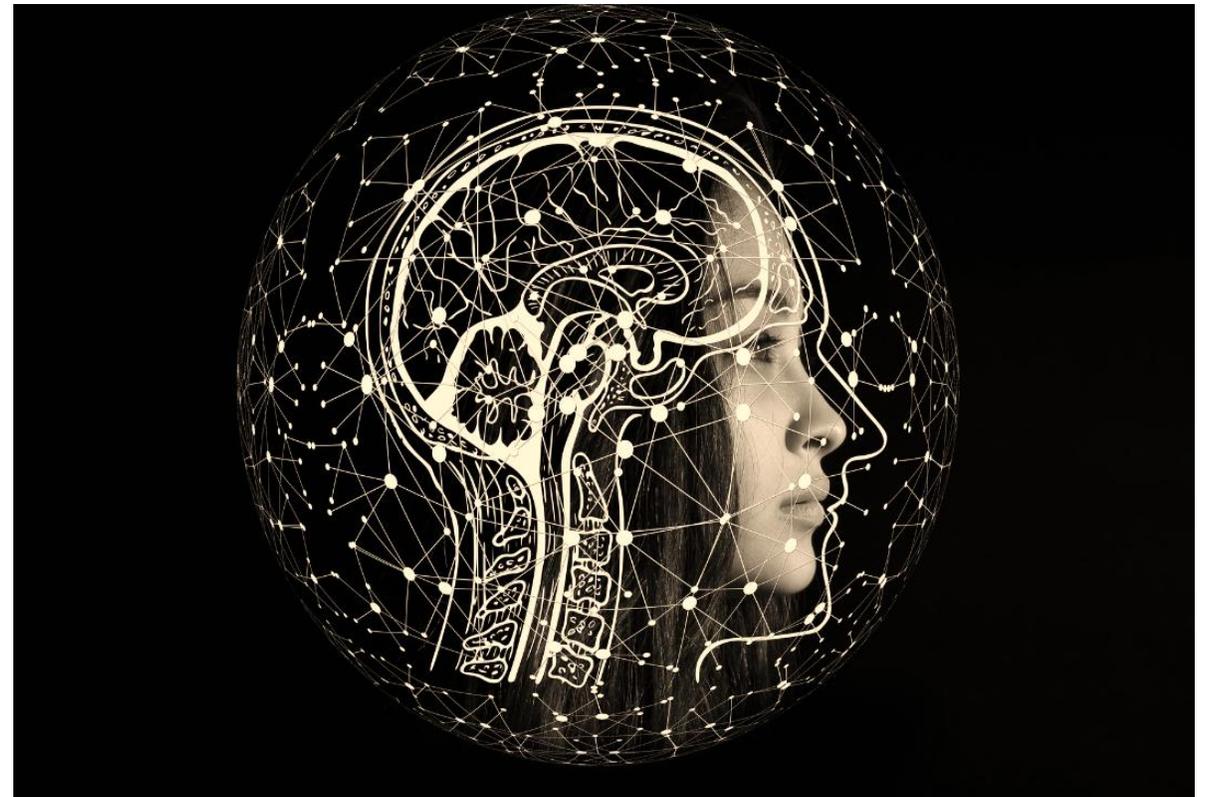
## Career Advice or Career Counseling

- It provides a **more personalised and in-depth assessment and guidance**, offering stress and emotional support, goal setting, and overcoming barriers.



## Resources & Tools for Professional Development

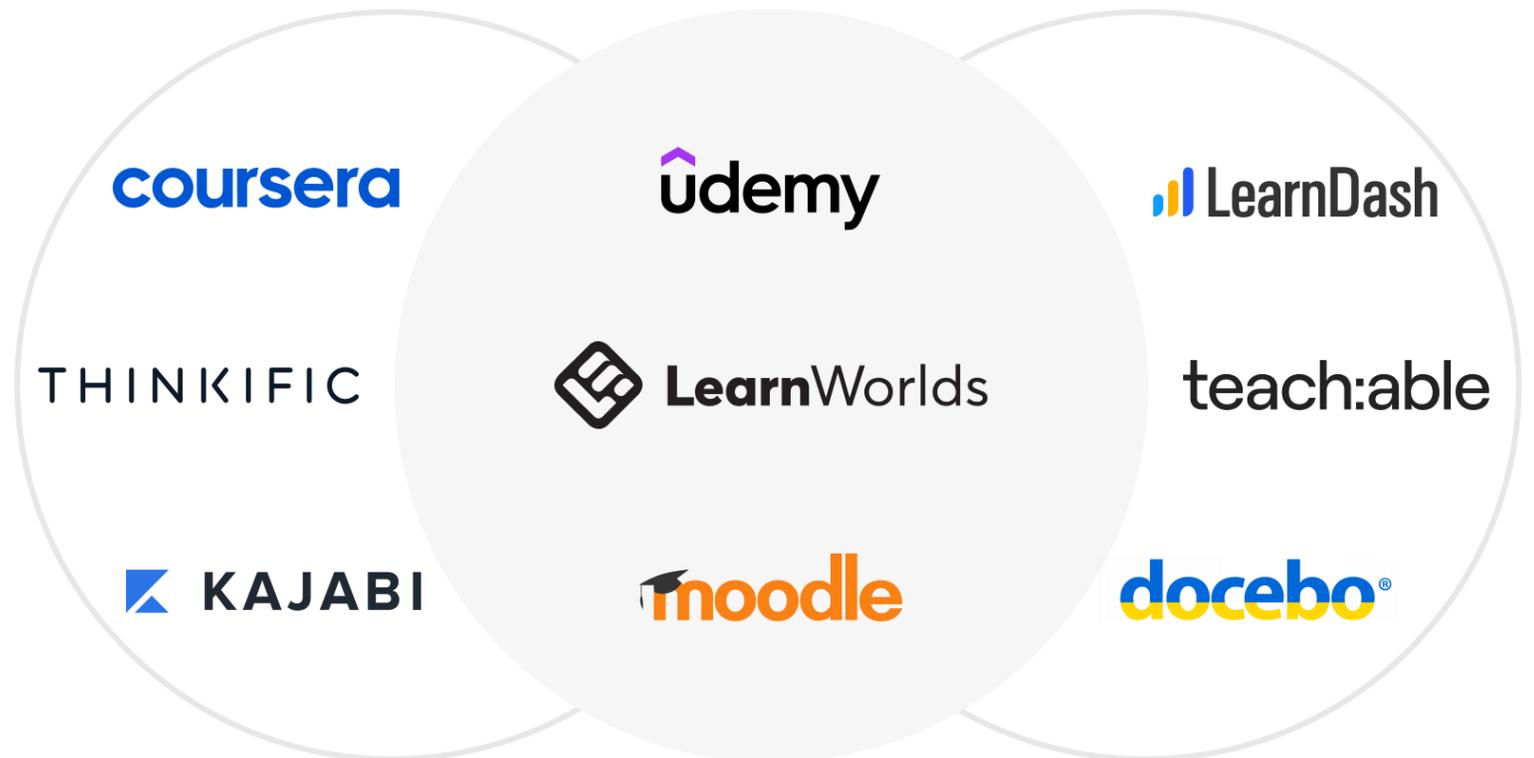
There are **various resources and tools** available for supporting one's **professional development, entrepreneurial ambitions,** and also **personal growth: developing key skills, discovering new opportunities,** and building a path that aligns with their aspirations.



# Resources & Tools for Professional Development

## 1. Online Learning Platforms

- Coursera & edX
- LinkedIn Learning
- Udemy
- Skillshare
- Other



# Coursera & EdX

With more than 100 million learners across the world, **Coursera** and **EdX** are the giants among the **MOOC** platforms.



## Coursera & EdX

- Founded in 2012, **Coursera** is **the largest existing MOOC platform worldwide**, having more than 100 million users.
- In collaboration with universities and companies, Coursera offers **a variety of e-courses, which ranges from computer science to personal development**. **One of their most popular courses is 'Learning How to Learn'**.
- Elite universities, such as Yale, Stanford, and Princeton are among Coursera 150 partner institutions.

The Coursera logo, consisting of the word "coursera" in a bold, blue, lowercase sans-serif font.

## Coursera & EdX



- Like Coursera, **EdX** was founded in 2012 by MIT and Harvard Universities.
- It operates **similarly with Coursera, offering courses** for more than 50 million learners.
- In cooperation with 100 renowned partner universities – among them University of Oxford, Zurich and London, EdX provides the opportunity for learners to use the credits they get from some courses towards a master's degree at one of the cooperating partner universities (MicroMaster).

# LinkedIn Learning

**LinkedIn Learning** is an **online educational platform** that helps discover and develop **business, technology-related, and creative skills** through expert-led course videos.

- It offers **more than 5,000 courses** along with personal recommendations. One can discover, complete, and track courses **related to their field of expertise and interests**.
- Once completed, these courses and related skills **can be recorded to the LinkedIn profile of the learner**.



# LinkedIn Learning

- By subscribing to LinkedIn Learning, one is able to **access the entire Learning library of content** and **get recommendations** based on the skills in which they are interested.



# Udemy

**Udemy** features a wide range of courses, often more affordable than traditional learning programmes, on subjects ranging from programming to personal finance.



# Skillshare

**SKILL  
SHARE.**

**Skillshare** is an online learning community that provides educational videos.

- The courses are non accredited and are only available through a paid subscription.
- They primarily cover creative work, with a smaller amount of courses on business and entrepreneurship.
- Most of the courses focus on interaction, with the primary goal of learning by completing a project.

Job Search  
and Career  
Development  
Tools

Networking  
Tools

Certifications  
and Skill  
Development  
Tools

Productivity  
and  
Organisation  
Tools

Feedback and  
Performance  
Review Tools

Personal  
Branding Tools

Books and  
eBooks

Podcasts and  
Webinars

# Other Resources and Tools

*Could you name  
some examples?*

# Other Resources and Tools

## 2. Job Search and Career Development Tools

### *Example: Indeed Career Guide*

- An online resource provided by **Indeed**, a popular job search platform designed to help connect people with the information they need.
- It offers a variety of tools, articles, and expert advice aimed at helping job seekers throughout their careers. The guide covers a range of topics designed to assist individuals at different stages of their job search and professional development.



## Other Resources and Tools

### 3. Networking Tools

#### *Example: LinkedIn*

- The go-to platform for building a professional network, finding job opportunities, and staying updated on industry trends.



## Other Resources and Tools

### 4. Certifications and Skill Development Tools

#### *Example: Google Career Certificates*

- It offers professional certificates in fields like IT support, data analytics, project management, and UX design.

### 5. Productivity and Organisation Tools

#### *Example: Trello*

- A project management tool that helps you organise tasks, set deadlines, and track progress.



# Other Resources and Tools

## 6. Feedback and Performance Review Tools

### *Example: 15Five*

- A performance management tool that helps individuals and teams track goals, get feedback, and improve productivity.

## 7. Personal Branding Tools

### *Example: Canva*

- A graphic design tool that allows you to create professional resumes, portfolios, and social media content.



# Career Advice or Counseling

Some **things expected to work on** during *career advising or counseling sessions* include the following:

- ✓ Assessing your strengths, skills, education, and experience
- ✓ Bringing your desires and dreams to the surface
- ✓ Identifying areas of untapped potential
- ✓ Considering various career options
- ✓ Exploring industry trends and hiring practices
- ✓ Researching job listings and employers
- ✓ Preparing for interviews
- ✓ Enhancing your resume
- ✓ Drafting
- ✓ Finding your first job or changing careers
- ✓ Charting a rewarding career path



# Career Advice or Counseling Supporting Platforms

## ***Examples:***

### ***1. Solve Zone: Get Personalised Online Career Counselling***

- Solve Zone is a popular online career counselling service platform in India. They have a team of experts who can give you personalized advice based on what you like and what you're good at.

### ***2. Counsellor: Help With All Aspects of Your Career***

- Counsellor is another online career counseling service. They can help you with everything from figuring out what job you want to set goals to get there.

### ***3. Career Helper: Personalised Help for You***

- Career Help is a service that focuses on you as an individual. They can help you figure out what you like to do and what you're good at, so you can find the right job.



*What do you see in the picture?*



# Taking Initiative and Innovating

## Initiative

- An inner drive, a kind of **personal power that propels people to go beyond what is expected of them** and become the drivers of their destiny.
- The **engine that drives innovation, fosters growth**, and separates the leaders from the followers.



# Taking Initiative and Innovating

**Taking initiative** can *transform* one's career pathway



- Those who take initiative are the ones who **spot opportunities** where others see obstacles.
- **New experiences and challenges** lead to **growth and innovation**.

# Identification of Entrepreneurial Opportunities

Spotting **entrepreneurial opportunities** by:

- ✓ Solving personal problems or other people's problems.
- ✓ Observing trends in the environment: political, economic, social, or technological.
- ✓ Finding gaps in the marketplace.



# Entrepreneurial Opportunities Identification Platforms

There are platforms that give access to **market insights, innovation trends, crowdsourced feedback, and startup communities.**

- By leveraging these resources, one can **validate their ideas and gain the knowledge and support needed** to turn their entrepreneurial dreams into successful ventures.



# Entrepreneurial Opportunities Identification Resources

1. Market Research Tools
2. Startup Platforms and Communities
3. Trend Analysis Tools
4. Idea Generation & Validation Tools
5. Business Idea and Innovation Platforms
6. Innovation and Crowdsourcing Platforms
7. Competitive Analysis and Industry Intelligence
8. Idea Incubators and Accelerators



## Group Exercise: Could you Advise them?



**Julia**



**Alex**

## Group Activity: Could you Advise them?

**A. Julia** started her career as a Marketing Associate in a small company that focused on traditional marketing methods. She quickly realised that digital marketing was the future and decided to pivot her career towards this emerging field. She wants to become a **Digital Marketing Manager**, a role that require both technical skills and strategic thinking.

*Could you advise her in her next steps?*

**B. Alex** is a history teacher working in a private high school and has a passion for making learning more interactive and engaging. However, he feels limited by the traditional teaching methods available to him. Combining education and technology to enhance the learning experience for students and transforming the way students and teachers interact with content is his dream.

*Could you advise him in his next steps?*

## Group Exercise: Could you Advise them?

- *What is your advise regarding their professional growth?*
- *How this related to their personal growth?*
- *What learning pathways should they take?*
- *What resources and tools should they use?*
- *Are their any alternative options for them to achieve their goals?*
- *How their professional goals differentiate with one another and which elements they share?*



# 3. Learning as the Cornerstone of a Meaningful Contemporary Life

*3.1 Motivation for Learning*

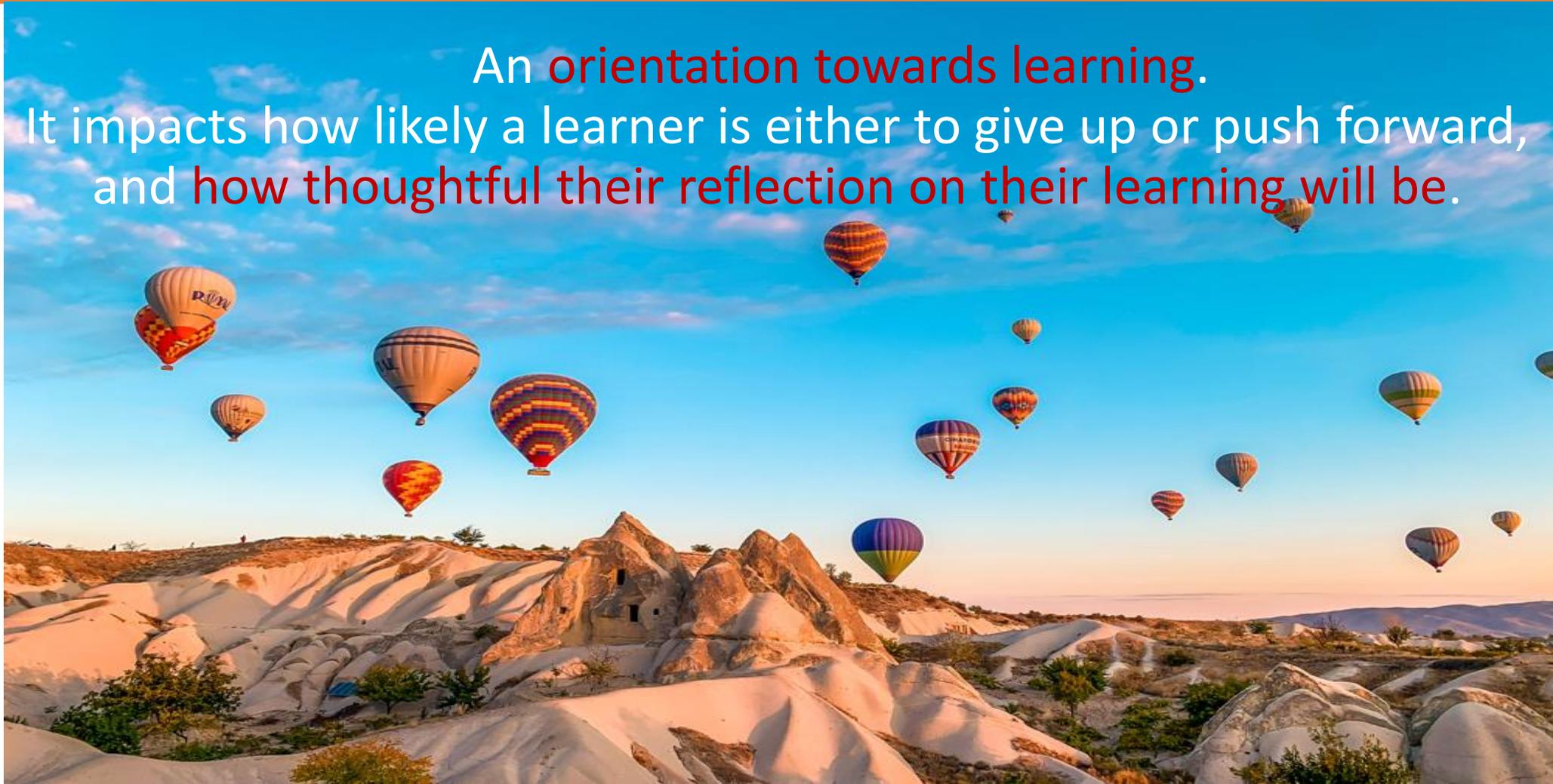
*3.2 Current Learning Trends*

*3.2 Learning as the Solution to Social and Market Challenges*

# Motivation for Learning

An **orientation towards learning**.

It impacts how likely a learner is either to give up or push forward, and **how thoughtful their reflection on their learning will be**.



# Becoming and Staying Motivated to Learn

- ✓ Practise growth mindset
- ✓ Encourage self-efficacy
- ✓ Normalise the struggle
- ✓ Minimise competition
- ✓ Promote or avoid rewards, depending on the case
- ✓ Develop optimally challenging, mastery-oriented goals
- ✓ Acknowledge but don't dwell on potential hurdles
- ✓ Create quiet space



# Group Exercise: Successful Life Portraits



**A**



**B**



**C**

## Group Exercise: Successful Life Portraits

- *What are their life milestones?*
- *What decisions changed their lives?*
- *How does learning affected their lives?*
- *What was their motivation to grow?*
- *How did they grow personally?*
- *How would you describe their professional growth?*
- *What do you think was the key to their success?*



# Current Learning Trends



# Current Learning Trends

- ✓ Upskilling and Reskilling
- ✓ Online Learning
- ✓ Self-directed Learning
- ✓ Learning on Demand (Asynchronous Learning)
- ✓ Micro-learning
- ✓ Extended Reality (XR: AR, MR and VR) in Learning
- ✓ Generative AI
- ✓ Data-driven Learning
- ✓ User-generated Learning Content
- ✓ Repurposing and Outsourcing Learning Content
- ✓ Diversity and Inclusion in Learning



## Video: The Role of Learning in 2030



# Social and Market Challenges



# Learning



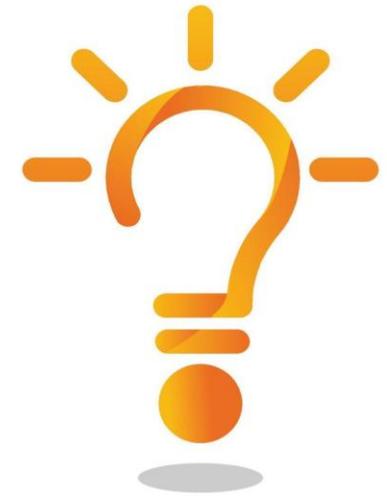


Summary-Revision and Q&A (*Topic Level*)

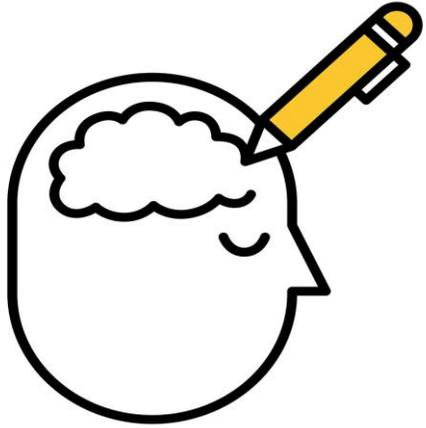
- ✓ What is 'Learning to Learn'?
- ✓ What are the different forms of learning?
- ✓ What are the different types of learners and what are the characteristics of each learning style?
- ✓ Could you name some learning methodologies and some learning techniques and describe how they work?
- ✓ What is a growth or learning mindset?
- ✓ What are the steps of a learning journey?
- ✓ How are the steps of setting up a learning plan?
- ✓ Could you give an example of a SMART learning goal?
- ✓ What is your personal SWOT? Could you describe it in brief?
- ✓ How does learning self-assessment apply?

- ✓ What are the high five principles of professional growth?
- ✓ Could you name some resources and tools for professional growth and give indicative examples of each?
- ✓ What is the difference between career guidance and career advice or counseling?
- ✓ Could you name some career advice or counseling supporting platforms?
- ✓ Could you name some entrepreneurial opportunities' identification resources?
- ✓ How taking the initiative, innovating, and learning relate to one another?

- ✓ How can one get motivated to learn?
- ✓ What are the current learning trends? Could you select one and explain it?
- ✓ How can current social and market trends be addressed through learning?



Do you have any questions?



What will you keep from  
today's training?

# Training Evaluation *(Topic Level)*



# List of References

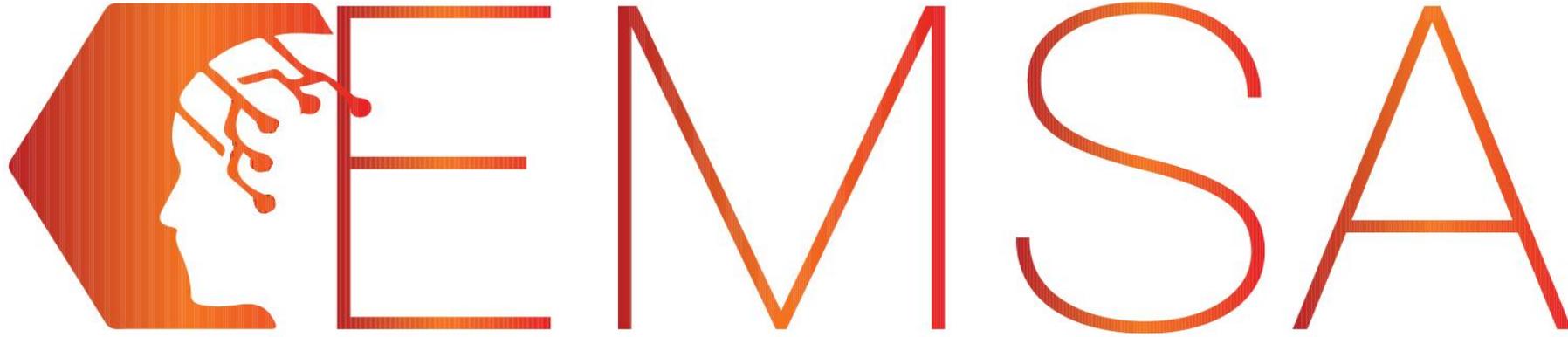
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# List of Suggested Resources for Self-Directed Learning

- See Curriculum (Topic 3).



Entrepreneurial Mindset and Key Skills for All

**Thank you!**



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