

Ignite Europe Handbook

Information for Trainers





Modules

Module 1 – Entrepreneurship, Social Entrepreneurship and Social Enterprise

Module 2 – Personal Development

Module 3 – Developing Your Business Plan

Module 4 – Marketing and Communication

Module 5 – Governance

Module 6 – Financial Management

Module 7 – Mentoring awareness



Aims

This module is designed to help VET trainers support the different target groups to develop an understanding of what it means to be entrepreneurial, the difference between an entrepreneur and a social entrepreneur and how ideas are turned into action via social enterprise.

Objectives

The module will enable participants to develop an understanding of:

- Entrepreneurial competence
- The difference between an entrepreneur and a social entrepreneur
- How they can address social and environmental aims and turn ideas into action via social enterprise.

Different types of training methods are used during this module. The theory, presented by trainer, is combined with active learning methods, such as group discussions

The training course participants will be provided with number of handouts

Learning Outcomes

By the end of the course participants will be able to:

- Describe entrepreneurial competencies and understand how they can be effective in a range of settings.
- Understand the difference between an entrepreneur and a social entrepreneur
- Understand how they can utilise social enterprise to turn ideas into action.



Aims

This module is designed to help VET trainer to equip the target groups¹ with theoretical and practical knowledge of the wellbeing approach to running a business and with the Entype typology to identify which type of entrepreneur a participant is.

Objectives

The module provides a number of tools to help participants identify what characteristics that they have that will help them run their business. The module will also provide a number of useful tools that will enable them to be more aware of their personal wellbeing and the impact that this could have on their business.

The module is designed to offer a tailored, learner friendly approach in supporting and stimulating environment.

Different types of training methods are used during this module. The theory, presented by the trainer, is combined with active learning methods, such as a group session in which creative tools will be employed for idea generation. Group discussions are an integral part of this module, too.

The training course participants will be provided with a number of handouts including a useful template for business ideas generation which could enhance the mentoring process and could be used in the mentoring relationship.

Learning Outcomes

By the end of the course, participants will be able to identify:

- What characterises a successful entrepreneur?
- What types of entrepreneur they are and how this will impact on their business plan,
- What is stress and how this differs from pressure,
- How to identify solutions to manage stress triggers.

The course will also focus on:

- Practical actions that participants can introduce into their working lives to reduce stress and anxiety,
- Assessing what wellbeing is and how it affects business,
- Developing a personal business plan.

¹(black minorities ethnic, long-term unemployed people with clinically diagnosed long-term psychiatric problems, young people aged 18 – 25, migrants, women, people who want to pursue a social entrepreneurship route who are either unemployed or are at the risk of becoming unemployed)



Aims

This module is designed to help VET trainer to equip the target groups with theoretical and practical knowledge on how to develop a business plan. The module will develop an understanding of the different elements of a business plan with a focus on identifying and defining a business idea which is one of the first steps towards starting a business.

Objectives

This module will present the different parts of a business plan which will help the participants to start up own ventures.

The module is designed to offer a tailored, learner friendly approach in supporting and stimulating environment.

Different types of training methods are used during this module. The theory, presented by the trainer, is combined with active learning methods, such as a group session in which creative tools will be employed for idea generation. Group discussions are an integral part of this module, too.

The training course participants will be provided with a number of handouts including a useful template for business ideas generation which could enhance the mentoring process and could be used in the mentoring relationship.

Learning Outcomes

By the end of the course, participants will be able:

- To develop an understanding of some key issues in the business planning process i.e.
 - Being able to clearly define their business
 - Having a full appreciation of the size and potential of their market sector
 - Having a thorough knowledge of main competitors, their key strengths and weaknesses.
 - Defining, describing and utilising the company USP's to positive advantage.
 - Defining the sales and marketing strategy.
 - Formulating and managing a relevant financial model including pricing and funding.
 - Generating early contracts
- To develop and draft their business plan.

¹(black minorities ethnic, long-term unemployed people with clinically diagnosed long-term psychiatric problems, young people aged 18 – 25, migrants, women, people who want to pursue a social entrepreneurship route who are either unemployed or are at the risk of becoming unemployed)



Module: Marketing and Communication

Aims

This module is designed to help the VET trainer to equip the different target groups¹ with appropriate theoretical and practical knowledge on how to develop a successful marketing and communication strategy. This module will help to develop an understanding of the importance of linking the marketing strategy with the financial part of the business plan to help be clear about the level of marketing needed to achieve the sales predicted in the plan.

Objectives

The area of marketing has attracted a great deal of jargon. This module interprets terms that trainee may have come across already, but do not fully understand, such as a 'mission statement', 'product life cycle', 'marketing mix' and others. This module will help them make basic decisions about their service /product, their market, customers, promotional activity and the most important aspects of selling that they need to consider.

The module is designed to offer a tailored, learner friendly approach in supporting and stimulating environment.

Different types of training methods are used during this module. The theory, presented by trainer, is combined with active learning methods, such as group sessions, brainstorming, and group discussions.

The training course participants will be provided with number of handouts, templates which could facilitate the development of successful marketing activities.

Learning Outcomes

By the end of the course, participants will be able:

- Understand the importance of the marketing,
- Develop marketing research,
- Decide upon the range of products or services to satisfy their customer needs,
- Understand the basic principles of a marketing strategy,
- Write a marketing plan for their business,
- Develop a marketing mix.

¹(black minorities ethnic, long-term unemployed people with clinically diagnosed long-term psychiatric problems, young people aged 18 – 25, migrants, women, people who want to pursue a social entrepreneurship route who are either unemployed or are at the risk of becoming unemployed)



Tutor's notes

Aims

This module is designed to help VET trainers to equip the target groups with theoretical and practical knowledge of financial management.

Module: Financial Management

This module is designed to help VET trainers to equip the target groups¹ with theoretical and practical knowledge of financial management.

Objectives

- Identifying business costs and pricing,
- Producing a budget and making sure that the enterprise is profitable,
- Producing a cash flow forecast,
- Finding capital (general not specific),
- Day to day financial management (cash book recording, petty cash, VAT, tax etc),
- Understanding the annual accounts – profit and loss (P&L) and balance sheet.

Learning outcomes

At the end of the module the participants will be able to:

- Understand the importance of financial management,
- Understand basic financial terminology,
- Be able to perform key financial management tasks,
- Be able to interpret financial accounts.

¹(black minorities ethnic, long-term unemployed people with clinically diagnosed long-term psychiatric problems, young people aged 18 – 25, migrants, women, people who want to pursue a social entrepreneurship route who are either unemployed or are at the risk of becoming unemployed)



Module: mentoring awareness

Aims

This module is designed to help the VET trainers utilise mentoring as an additional learning pathway to stimulate our target groups¹ to engage in social entrepreneurship. The module will develop the necessary understanding of the importance and effectiveness of mentoring for social entrepreneurship.

Objectives

This module will explore the number of concepts in respect of the mentoring relationship and will allow the participants the ability to practice a range of mentoring skills.

The module is designed to offer a tailored, learner friendly approach in a supporting and stimulating environment.

Different types of training methods are used during this module. The theory, presented by the trainer, is combined with active learning methods, such as learning by doing or by answering questions, by discussing the video clips and by sharing their own experience of being a mentor or mentee.

The training course participants will be provided with a number of handouts including useful templates of managing tools which could facilitate the mentoring process and could be used in the mentoring relationship.

Learning Outcomes

By the end of the course, participants will:

- Be able to identify the mentoring process, its structure and the main actors of the mentoring process,
- Have an understanding of the respective benefits of mentoring for the VET trainer, mentor and mentee,
- Understand the roles of VET trainer, mentor, mentee and their relationship within the mentoring process,
- Understand the challenges of mentoring for social entrepreneurship,
- Be able to identify the main characteristics of mentors and mentees,
- Know the skills required by an effective mentor,
- Be able to identify the expectations from the mentoring relationship,
- Be able examine how to build the effective mentoring relationship,
- Understand the main forms and types of mentoring,
- Know how to use the templates of managing tools within the mentoring process,
- Know how to organise mentoring for social entrepreneurship,
- Be able to address difficulties within the mentoring relationship.

¹(black minorities ethnic, long-term unemployed people with clinically diagnosed long-term psychiatric problems, young people aged 18 – 25, migrants, women, people who want to pursue a social entrepreneurship route who are either unemployed or are at the risk of becoming unemployed)



BULGARIA

Mr Christomir Zafirov



EURO-training
65, Tzar Simeon Veliki str.
6003
Stara Zagora
BULGARIA

T: 00359 42 63524

E: Christo@euro-training.org

W: www.euro-training.org

CYPRUS

Mr George Isaias



SYNTHESIS Center for Research & Education Ltd
Home for Cooperation, 1st Floor
United Nations Buffer Zone
28 Markou Drakou Street
1102 Nicosia,
CYPRUS

T: (357) 99571660

F: (357) 22776680

E: info@synthesis-center.com

W: www.synthesis-center.com

GERMANY

Ms Petra Schmidt



Project Manager
EU Point Projects

Kolping-Bildungswerk Wuerttemberg e. V.
Theodor-Heuss-Str. 34 | D - 70174 Stuttgart |
GERMANY

T: +49.(0)711.955903-21

F: +49.(0)711.9561216

W: www.kolping-bildungswerk.de

Amtsgericht Stuttgart VR 2734

Dr. Klaus Vogt, CEO

Ute Schmucker, Deputy CEO

LITHUANIA

Mrs Liudmila Mecajeva



Socialiniu inovaciju fondas (SIF)
Social Innovation Fund (SIF)

Savanoriu pr. 1
LT-44255
Kaunas
LITHUANIA

T: 370 [5]37206575

E: l.mecjeva@lpf.lt

W: www.lpf.lt

SWEDEN

Mr George Vlaescu



Emmerce EEIG
Barnhemsgatan 6B
S-58228
Linkoping
SWEDEN

T: 46-13-4823010

E: georgevlaescu@emmerce.net

W: www.emmerce.net

UNITED KINGDOM

Cate Murphy



Chief Executive Officer

South Sefton Development Trust
2nd Floor, The Investment Centre
375 Stanley Road
Bootle
Merseyside L20 3EF

T: +44 (0) 151 934 2637

F: +44 (0) 151 934 2292

E: cate.murphy@ssdtrust.co.uk

W: www.ssdtrust.co.uk

