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E+ biz-up school: Transferable skills & entrepreneurial learning to better employability

TRAIN THE TRAINERS TOOLKIT

Programme co-funded by the Erasmus+ Programme



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INTRODUCTION

Hello trainer :)

Here is a toolkit of methods, that you can use, while working with young people on designing new business innovation ideas and products. Use it as a starting point, as a frame, that you can bend in order to make suitable for your specific situation, special needs and the young you address. You can use tools together, them up or tear them apart. Do not follow the tools blindly - they should be TOOLS for YOUR GOALS! So, if tool is not working as it is written here, change it in your favour!

And do not forget - open your mind and have fun while exploring new worlds together with young people

"A mind is like a parachute.

It doesn't work if it's not open." - Frank Zappa



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BUSINESSMODEL CANVAS

What is it?

Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances. The Business Model Canvas was initially proposed by Alexander Osterwalder.

When should I use it?

If you want to develop new business strategies for existing or new services, ideas, products, you can use the canvas to work on the strategies in a group.

SOURCE:

strategyzer.com/canvas/business-model-canvas

How to use it? The Steps



The Business Model Canvas can be printed out on a large surface so groups of people can jointly start sketching and discussing business model elements with post-it notes or board markers. It is a hands-on tool that fosters understanding, discussion, creativity, and analysis.



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BUSINESS MODEL CANVAS

Who will help you in offering value?
NETWORK

Key activities
WHAT YOU DO?

Key resources
WHO YOU ARE AND WHAT YOU HAVE

What value do you offer?

How do you keep relations
WITH YOUR CUSTOMERS

How do customers know you?
HOW DO YOU DELIVER

Who do you help?
CUSTOMERS, STUDENTS, ETC.

What do you give?

What do you get?
MONEY PLEASURE RECOGNITION

DESIGN THINKING

What is it?

Design thinking is an approach to resolve issues outside of professional design practice, such as in business and social contexts. Design thinking in business uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity.

When should I use it?

It's extremely useful in tackling complex problems that are ill-defined or unknown, by understanding the human needs involved, by re-framing the problem in human-centric ways, by creating many ideas in brainstorming sessions, and by adopting a hands-on approach in prototyping and testing.

How to use it? The Steps



1. Empathise

Talk to the people and gain an empathic understanding of the problem you are trying to solve. Empathy is crucial to a human-centred design process because it allows design thinkers to set aside his or her own assumptions about the world in order to gain insight into users and their needs.

3. Ideate

Start generate ideas for the problem you defined. Think outside the box to identify new solutions to the problem statement you've created, and you can start to look for alternative ways of viewing the problem. Get as many ideas or problem solutions as possible!

5. Test

Test the complete product using the best solutions identified during the prototyping phase. This is the final stage of the 5 stage-model, but in an iterative process, the results generated during the testing phase are often used to redefine one or more problems and inform the understanding of the users, the conditions of use, how people think, behave, and feel, and to empathise.

2. Define

Put together the information you have created and gathered during the Empathise stage and seek to define the problem as a problem statement in a human-centred manner.

4. Prototype

Produce a number of inexpensive, scaled down versions of the product or specific features found within the product, so you can investigate the problem solutions generated in the previous stage. Experiment!

Hints!

You can use Design thinking method in a larger frame of for instance Hackathon or you can use Design thinking as a sole method.

Your mission:
Redesign the social experience . . . for your partner.
Start by gaining empathy.

1 Interview 8min

Notes from your first interview

2 Dig deeper 8min

Notes from your second interview

Reframe the problem.

3 Capture findings 3min

needs: things they are trying to do*
*use verbs

insights: learnings about your partner's feelings/
worldview to leverage in your design*
*make inferences from what you heard

4 Define problem statement 3min

needs a way to _____
user's need

Surprisingly // because // but . . .
[circle one]

Ideate: generate alternatives to test.

5 Sketch at least 5 radical ways to meet your user's needs 4min

write your problem statement above

6 Share your solutions & capture feedback 8min

Notes

Iterate based on feedback.

7 Reflect & generate a new solution **3min**

Sketch your big idea, note details if necessary!

Build and test.

8 Build your solution 10min

Make something your partner can interact with!

[not here]

9 Share your solution and get feedback 8min

+ What worked...

- What could be improved...

? Questions...

! Ideas...

ELEVATOR PITCH

What is it?

An Elevator Pitch is a concise, carefully planned, and well-practised description of your social enterprise that anyone should be able to understand in the time it would take to go from the first to the tenth floor in elevator.

When should I use it?

You can prepare an elevator pitch if you are going to a gathering, where it is likely you will meet potential investors or partners and will have very very very little time to present your idea.

How to use it?



It is not a sales pitch. Don't get caught up in using the entire pitch to tell the investor how great your product or service is. The investor is "buying" the business, not the product. Tell him/her how you will run the business.

What should your "Elevator Pitch" contain?

A "hook"

Open your pitch by getting the investor's attention with a "hook." A statement or question that makes them sit up and take notice.

About 150-225 words

Your pitch should go no longer than 60 seconds - eventually! With your first attempt, keep it as short as you can - definitely less than five minutes (a very slow elevator!) - it will take time to perfect your pitch.

Hints!

Your elevator pitch should be brief!
You need to be persuasive!
Share your story!
Be flexible and adapt to the situation!
Mention your goals!
Know your audience!
Speak and listen!

Passion

Investors expect energy and dedication from entrepreneurs.

A request

At the end of your pitch, you must ask for something. Do you want their business card, or do you want to set a date for another meeting?

HACKATHON

What is it?

An old school hackathon is an event in which computer programmers and others involved in software development, collaborate intensively on software projects. But, times are changing. The word 'hackathon' is being referred to as a sense of playful exploration, not only of soft and/or hardware issues, but in a broader sense.

When should I use it?

When executed well, a hackathon can bring insights, inspiration and ideas. It can be a fertile ground for new networks, projects, inventions and businesses. However, before hosting a hackathon within the social innovation domain you should reflect on whether or not the hackathon format is suitable for your needs. Make sure you know what you want to get out of the hackathon. Prepare well. Bring people with relevant skills together. Create an inspired programme. Make it fun, work hard, collaborate and share results.

How to use it? The Steps



PREPARING THE HACKATHON (3 - 6 months in advance)

1. Choose a topic/problem you would like to tackle and what you would like to achieve with the hackathon.
2. Find multidisciplinary local partners and experts, that give you different insights on the topic.
3. Pick the best date and communicate it!
4. Reserve good facilities! Enough space, light, separate rooms, good technical equipment, wi-fi are essential.
5. Build inspiring program full of content
Identify potential speakers, contributors, activities, interventions. Dream big! Make parts of event public, lectures or final events, in order to inspire participants and attract a wider audience.
6. Find participants with diverse background
Make sure that artists, scientists or developers are not under represented. Collaborate with universities and local incubators/accelerators.
7. Find a jury
If your hackathon is also a competition with presentation and awards, you should also find a jury, that is as multidisciplinary as the participants.
8. Host the pre-event in order to inform the participants on the topic of the hackathon.
The goal is to get participants to meet each other and to share information on technology and first thoughts on concepts to work on during the later hackathon.



Time for HACKATHON!

Remember to create an open and welcoming environment, be attentive to the needs of participants, and most importantly: have fun!

“Set the stage, get in the mood, get inspired, think, through making, we land. We learn from our mistakes and moments of panic. We land and see perspective again. We go home, get rest and continue, realizing that we need to take one step back to set that next curve.”

SOURCE:
hackathon_guide
waag.org/en/news/hacking-culture-guide

How to use it? The Steps

1. **Set the stage & Get in the mood:** address roles and expectations, explain the process, use creative exercises that are focused on collaboration, quick prototyping and getting to know each other.
2. **Inform:** present the vast information and data on the topic.
3. **Get inspired with various inspirational exercises, demonstrations, arrange speakers, inspire people to use their senses and encourage dialogue.**
4. **Thinking through making:** form multidisciplinary groups of 4-5 and experiment, prototype, learn skills where needed, panic, rethink and share. And start from the beginning!
5. **Share with others outside the group (at any moment).**
6. **Conclude the work & Define next steps!**

Hints!

Venue is very important for a hackathon and supports the creative atmosphere!
The hard working brain needs lots of good food and drink, so take care there is enough of both during the hackathon!
Overprepare, but understructure the hackathon!
As facilitator guide the participants to reach their end goal, but be flexible in how to get there.
Do not forget - working together and innovating is FUN!

PECHAKUCHA

What is it?

PechaKucha is a presentation style in which 20 slides are shown for 20 seconds each (6 minutes and 40 seconds in total). The images advance automatically and you talk along to the images.

The presentation format was devised by Astrid Klein and Mark Dytham of Klein Dytham architecture. The first PechaKucha Night was held in Tokyo in their gallery/lounge/bar/club/creative kitchen, SuperDeluxe, in February, 2003.

When should I use it?

Use PechaKucha to make a powerful and effective presentation. It can also be very effective for training seminars and academic events.

SOURCE:
<http://www.pechakucha.org>

How to use it? The Steps



The process of setting up a template is quite simple: you first prepare 20 blank slides and set the timing for each to be 20 seconds. When selecting transition styles to use the simplest ones is the best solution.

About 150-225 words

When creating the presentation, make sure that you:

- Insert mostly images, only little text. Best practice is to fill the screen unless using space for emphasis.
- Avoid writing out a script for your narration. Write a simple outline for the big ideas of each slide. The best situation is when you know your topic so well that you don't even need an outline. Use the outline for planning purposes, then impress everyone without it, when you present in person.

Practice your presentation repeatedly until you get it just right.

Hints!

Remember: This is not a power-point presentation full of facts! Focus on the story you want to share and use imagery as a ladder of your story. Persuade the audience with emotions, dramaturgy, sudden shifts in the story and you as a person!

PEER-TO-PEER LEARNING

What is it?

Peer to peer learning is a mutually beneficial activity which recognises everyone as a teacher and a learner. It facilitates continuous development by encouraging like-minded individuals to engage in knowledge exchange through collaboration, networking, discussion and information sharing, enabling them to enhance their industry knowledge beyond formal education.

SOURCE:

Peer to Peer Learning; Lean competency system
(<https://www.leancompetency.org/lcs-articles/peer-peer-learning/>)

Benefits of peer-to-peer learning; CanInvest
(<https://can-invest.org.uk/can3/peer-to-peer-learning>)

How to use it?



Wherever and whenever: find a peer and talk, discuss and work on a topic.

Peer to peer learning is a flexible concept and can be applied to many different situations. Here are some of the key benefits for a lean oriented organisation:

- It is a simple way to learn from respected peers in your community.
- It is a cost-effective solution that doesn't require additional training or work shops.
- It is a highly effective method of sharing information and people can learn real-life, applicable lessons from subject matter experts from all around the world, particularly when utilising web and e-learning resources.
- It allows you to continually develop as a professional and it promotes the learning organisation.
- Peers can help you find valuable solutions to specific industry problems.

Hints!

Listen and speak. Do not make assumptions. Be open minded!

STORYTELLING

What is it?

Describes the social and cultural activity of sharing stories, sometimes with improvisation, theatrics, or embellishment. Storytelling plays an important role in reasoning processes and in convincing others. In meetings, the managers prefer stories to abstract arguments or statistical measures. When situations are complex, narrative allows the managers to involve more context.

When should I use it?

Use storytelling if you want to engage people into your idea, if you want to share your own view, if you want to share an experience.

SOURCE:

<https://www.forbes.com/sites/nickmorgan/2013/08/15/the-secret-to-great-storytelling>

How to use it?



It is first about Why, then about How and only at the end about What.

1. No story from your life is as interesting to others as it is to you. You have to be concise. You have to pick your details.
2. A great story must have conflict; a personal story must show you in an honest - and probably less than flattering - light. We're not interested in your triumphs; we're interested in your humanity. You will bore us with the former and enchant us with the latter.
3. A great story involves a turning point. For a story to move us, we must see a character subjected to pressure, and changing as a result.

Hints!

Be personally involved in the story - it is easier to feel and express the emotions!

VIDEO TOOLS

What is it?

Research has demonstrated that the most effective way to use video is as an enhancement to a lesson, or unit of study. Video should be used as a facet of instruction along with other resource material available to you for teaching a particular topic. Teachers should prepare for the use of a video in the classroom in the same way they do with other teaching aids or resources. Specific learning objectives should be determined in advanced, instructional sequences should be developed and reinforcement activities planned.

When should I use it?

The benefits of using video in education includes providing a sensory experience that allows concepts and ideas to actually become an experience and come to life as students are guided through each adventure.

SOURCE:

www.ispringsolutions.com/articles/key-advantages-of-video-lectures.html
www.zaneeducation.com/educational-video/education-and-video.php
filmtstretch.com.au/2016/03/01/the-case-for-using-video-for-adult-learning-and-development

How to use it? The Steps



1. Choose a video creation and editing tool - you can find variety on the web for instance Animoto, Explain Everything, Instagram, YouTube Video Editor etc.
2. Choose a video technique: you can do an animated video, stop motion video, digital storytelling, depending on the subject you want to talk about.
3. Choose a video hosting site: videos from video hosting websites such as YouTube, Vimeo, Media Core, SchoolTube and Google Drive can be easily embedded into posts or pages. This is handy when you have large video files you want to add to your blog posts, want to play your video within an embedded player or want to embed a video created by someone else into your posts.
4. Videos from video sharing websites can be embedded into posts or pages by either using the video URL or the embed code.

Hints!

Use creative commons: share your videos and thus share your knowledge with the rest of the world :)

WEBINAR

What is it?

A webinar is a live web-based video conference that uses the internet to connect the individual hosting the webinar to an audience—the viewers and listeners of the webinar from all over the world. Hosts can show themselves speaking, switch to their computer screens for slideshows or demonstrations, and even invite guests from other locations to co-host the webinar with them.

There are also interactive features that the audience can use to ask questions and chat with host. Many people who host webinars include Q&A sessions at the end to answer viewers' questions.

Professionals use webinars to give educational presentations related to their businesses and connect with their audiences in a much closer way.

When should I use it?

You can use it to host a lecture or seminar to teach something, or as a promotional presentation to sell a product (or both).

It can be also a helpful tool to conduct live interview with other professionals, which are often compelling aspects that draw more people in to attend webinars.

How to use it? The Steps



1. Choose a topic and a headline.
2. Recruit speakers and a support team for your webinar.
There are usually three main players in a webinar: the organizer/facilitator, the presenter or presenters, and assistants.
 - Organizer/facilitator who is responsible for developing the webinar topic, locating a speaker, marketing the event, setting up the registration, and communicating with participants before and after the webinar.
 - Presenter(s) who should be able to concentrate their efforts on preparing and delivering their presentation.
 - Assistants to help by answering questions that the organizer and the presenter don't have time for.
4. Determine the format of your webinar: one speaker, interview style, moderated panel discussion or interactive.
5. Pick a webinar tool: there are lots of them online, pick the one it suits you.
6. Create an agenda for the webinar.
7. Schedule a practice session for the webinar and prepare equipment and space.
8. Set up registration and decide how much (or whether) to charge for your webinar.

Hints! Build excitement before the webinar and do not forget to follow up.