

INTELLECTUAL OUTPUT I.O.3

DESIGNED EXPERIENTIAL TRAINING ACTIVITIES

5.1. MANAGEMENT SKILLS

This project has been funded with support from the European Commission.
This publication reflects the views only of the author, and the Commission cannot be held
responsible for any use which may be made of the information contained therein

EXPERIENTIAL TRAINING ACTIVITY 5.1. GUIDE INDEX	
INTELLECTUAL OUTPUT PRESENTATION.	p. 3
TRAINING COURSE PLANING.	p. 6
EXPERIENTIAL TRAINING ACTIVITY 5.3. MANGEMENT SKILLS. INTRODUCTION.	p.7
FACE TO FACE TRAINING. GUIDELINES, TIMING AND TOOLS.	p.8
ONLINE TRAINING SESSIONS 1 AND 2. GUIDELINES, TIMING AND TOOLS.	p10
TRANSVERSAL TRAINING. CO-WORKING SPACE AND COACH/MENTOR	p.11

INTELLECTUAL OUTPUT PRESENTATION

This Intellectual Output, Designed Experiential Training Activities belongs to the project ERASMUS+ CO_LABOURative_LAB. The contents we are going to show you in the next pages, are the result of the integration of IO.1, co-created training methodology, and IO.2 training materials.

IO.3 is where the training activities take place, and is the final result of the next activities:

- O3-A1. Design of Experiential Training Activities and Materials.
- O3-A2. Development of Trainers Materials for Experiential Training Activities.
- O3-A3. Translations of Experiential Training Activities.

As stated in IO.1, The **Co_LABOURative_LAB PROJECT** *“Enhancing Employability of Unemployed Persons through New Forms of Employment and Sharing Economy”* has as main goal to **develop and implement a training program** for increasing the competences of long term unemployed, including young unemployed persons, and Human Resources (HR) Directors or Technicians, about how to exploit the Sharing Economy and New Forms of Employment to increase their entrepreneurship and self-employment opportunities. **Co_LABOURative_LAB** aims to transfer to the target groups, innovative knowledge, tools and practices based on work-based learning knowledge, learning-by-doing, collaboration between trainees and exploitation of ICT Tools in these fields, so future trainees, can have an excellent training experience with high impact in their future working life.

The course has been designed with the next **characteristics**:

1. The Duration of the course is of 62 hours, of which:
 - a. Face to face sessions: 26 hours.
 - b. Online Sessions: 28 hours
 - c. Experts’ Seminars: 8 hours (6 seminars).
2. There will be final workshops for all trainees dedicated to the presentation of their projects.
3. The methodology will be active and participative, it will take place in different workshops and will include the next tools and training materials:
 - a. Face to face sessions.
 - b. Online sessions.
 - c. Webinars.
 - d. Virtual Co-working.
 - e. Physical space for trainees during the course (co-working).
 - f. Mentors or coaches will support trainees during the course.
 - g. Practical Approach with study cases, videos, experts’ seminars, complementary readings.
4. An e-Training Platform will be developed with the next purposes:
 - a. Allocation the different training materials and resources with access to trainees.

b. Virtual co-working.

The **trainees** will have the next profiles,

- Unemployed persons (mainly those that have been unemployed more than 1 year, and that are older than 45 years and younger than 30 years old).
- HR professionals.

It is recommended that training courses don't have more than 12-15 trainees per training group so resources can be assigned and organized efficiently and therefore the training can reach the objectives.

The **General Objective** of the project co-LABOURative LAB project will be to increase the competences of Long Term Unemployed, including young unemployed people, and Human Resources (HR) Directors or Technicians, about how to exploit the Sharing Economy (SHE) and New Forms of Employment (NFE) to increase Entrepreneurship (EPS) and Self-employment (SE) opportunities, through the transference of innovative knowledge, tools and practices based on work-based learning knowledge, learning by doing, collaboration between trainees and exploitation of ICT Tools in these fields.

Specific Objectives are:

- Provide the trainees with the necessary awareness and knowledge about the SHE and NFE dynamics, including the functioning of related ICT tools and platforms.
- Facilitate the trainees the development of their own EPS and SE Plans using SHE and NFE concepts and ICT Platforms.
- Facilitate the trainees the acquisition and improvement of competences to boost their EPS and SE Plans (creativity and innovation, digital skills, management of social networks and personal branding).
- Facilitate the trainees the acquisition and improvement of knowledge to deal with specific topics like: access to funding, regulatory environments and access to markets.
- Connect both sides of the labour market, employers and work seekers in the same training environment.
- Provide the trainees with real and collaborative work approaches where they can apply the trained skills and increase their employability immediately during the training course.

To achieve the aforementioned objectives, it is proposed to develop a **training methodology** based on the following premises:

- Adapted and modulated to the learning capabilities of persons belonging to target groups (unemployed and HR professionals).
- The training will be based in the concepts of experiential training and learning by doing, therefore the training methodology will be mainly active and practical.
- Training sessions will take place in the classroom and online, therefore training materials and training tools will be developed to be used in both training environments.
- Participation of trainees will be a must during the training courses, therefore, trainers will boost activities where trainees could interact and exchange of experiences and knowledge between them and with different actors.

- The training course will have a mentoring/coaching approach. Technicians from the Chambers of Commerce will support the trainees along the training course.
- The Chambers of Commerce will provide a Co-working space along the project for the trainees, so they can develop their projects or plans in a supportive environment.
- An e-Training Platform will be developed to facilitate online training sessions, to share knowledge and experiences of trainees and to support training courses through different online training tools.

In the next pages, we show you a **recommendation for each of the Training Activities**, including:

- Structure and contents in each workshop.
- Timing of each workshop with a breakdown of the main activities to be done.
- Some tips and suggestions to be included.
- Some things that we shouldn't forget.

These guidelines are only a recommendation that we would like you to follow, but they must be also flexible so in the end the trainers should prepare each of the workshop as they like and think are better, always thinking in achieving the objectives of the training program but taking into account the context and the participants.

TRAINING COURSE PLANNING.

	F2F / ONLINE	PARTICIPANTS	DURATION	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8
DETA 1. Introduction to sharing economy and new forms of employment.	F2F	ALL	4H.	1F2F SESSION							
	ONLINE	ALL	4H.	ONLINE							
DETA 2. SHE & NFE digital platforms: how to use and what to know.	F2F	ALL	8H.		1F2F SESSIONS	1F2F SESSION					
	ONLINE	ALL	8H.		ONLINE	ONLINE					
DETA 3. Self-assessment & development of an entrepreneurship / self-employment plan.	F2F	UNEMPLOYED	4H.			1F2F SESSION					
	ONLINE	UNEMPLOYED	4H.				ONLINE				
DETA 4. Legal and financing issues regarding SHE and NFE.	ONLINE	ALL	4H.				ONLINE				
		ALL					ONLINE				
DETA 5. Training in transversal skills for entrepreneurship and self-employment	F2F	UNEMPLOYED	12H.				1F2F SESSIONS	1F2F SESSIONS	1F2F SESSION		
	ONLINE	UNEMPLOYED	8H.						ONLINE	ONLINE	
DETA 6. Sharing experiences and best practices.	F2F	ALL	8H.								1F2F SESSION
WORKING ON SELF-EMPLOYMENT AND ENTREPRENEURSHIP PLANS	ALL	UNEMPLOYED	—	CONTINUOUS TASK							
WEBINARS	ONLINE	ALL	—	WB1	WB2	WB3	WB4	WB5	WB6	WB7	
EXPERTS' SEMINARS	F2F or VIDEO or STREAMING	ALL	2H.		DETA 1-ES1 & ES2 2 HOURS EACH			DETA 4-ES3 & ES4 1 HOUR EACH		DETA 5-ES5 & ES6 1 HOUR EACH	
CO-WORKING SPACE	F2F	UNEMPLOYED	—	CONTINUOUS TASK							
MENTORS / COACHES	F2F & ONLINE	UNEMPLOYED	—	CONTINUOUS TASK							

Step	EXPERIENTIAL TRAINING ACTIVITY 5.3. INTRODUCTION. TRAINING IN TRANSVERSAL SKILLS FOR ENTREPRENEURSHIP AND SELF-EMPLOYMENT. MANAGEMENT SKILLS.
0	<p>-The length of this DETA is estimated in 8 hours distributed in 3 training sessions,</p> <ul style="list-style-type: none"> • 4 hours F2F • 4 hours Online <p>- Don't forget to have the attendance list ready.</p> <p>- Don't forget to take pictures and if possible record some video of the activities.</p> <p>- Coffee breaks in the F2F sessions are not included in the timing, we estimate they can be of 30 minutes, so face to face sessions are going to have 3 hours and 30 minutes of effective work.</p>
0.1	<p>Workshop data:</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Increase the knowledge and skills of trainees about these transversal skills. • Facilitate that trainees can apply these skills to real environments. <p>Participants:</p> <ul style="list-style-type: none"> • Unemployed persons. <p>Competences to be trained:</p> <ul style="list-style-type: none"> • Building partnerships; building positive working relationships (teamwork/collaboration); building trust; Communication. <p>Training contents: TOPIC 2. Entrepreneurship and Self Employment. Boosting Transversal Competences.</p> <p>1. Management Skills.</p> <ol style="list-style-type: none"> Setting Strategy. Identifying the potential market's needs and expectations. Defining my business proposal. Main skills to manage my activity (how to set prices, how to control margins, forecast of income and expenses, etc.).
1	FACE TO FACE SESSION 1 –GUIDELINES, TIMING AND TOOLS
1.1	<p>Opening.</p> <p>- Once attendees have arrived to the classroom, the trainer welcomes them.</p> <p>- The trainer introduces the objectives, contents and planning of DETA 5.3.</p> <p>- The trainer makes a brief reminder of the concepts and activities done in previous DETA, and leaves some time for doubts and questions that have made arisen in that DETA and that are unresolved.</p> <p>- The objective of this part of the opening is also to connect the contents and activities seen in previous DETA with the contents and activities in DETA 5.3, so trainees can see coherence and the continuity of the course.</p> <p>- Timing: 10 minutes.</p> <p>- Tool: PPT.</p>

1.2	<p>Training contents:</p> <ol style="list-style-type: none"> 1. Setting Strategy. 2. Identifying the potential market's needs and expectations. <p>The trainer will introduce the attendees the concepts, the main objective is that trainees understand "What is strategy; why do I need a strategy; what are the main stages and results of strategy setting.</p> <p>For doing so, the trainer will start with an ACTIVITY 1 Group discussion. Methodology:</p> <p>The trainer, that has prepared a previous PESTLE and P5CF (Porter 5 Competitive Forces) analysis in a SHE and NFE environment, presents the trainees the results and makes sure that they understand the concepts. The trainer asks the trainees to complete and improve the PESTLE and P5CF analysis in a SHE environment (thinking in their project Plans) through a training activity, where they spend 10 minutes individually and 20 minutes in small groups. Conclusions are presented by the groups and trainer completes and improves PESTLE and P5CF slides.</p> <p>The aim of this group discussion is to make easier and smoother to trainees to understand the Diagnosis stage of the Strategy Setting Process in a practical and applied way, using tools to develop it.</p> <p>-Timing: 30 min. - Tool: PPT</p> <ol style="list-style-type: none"> 3. After this activity the trainer introduces the concept SWOT and TOWS (CAME) <p>For doing so the trainer presents ACTIVITY 2 (SWOT MATRIX):</p> <p>The trainer asks the trainees to make their own (applied to their project plan) SWOT analysis and matrix individually, for doing so they should identify at least 2 S-W-O-T and they take them to the template given. After that trainees share results in small groups. Once this is done, the trainer opens a discussion and draws on the board a SWOT matrix where all results are placed depending if they are S-W-O-T. Trainees update their project plans.</p> <p>-Timing: 80 min - Tool: video</p>
-----	--

1.3.	<p>Training Contents:</p> <ol style="list-style-type: none"> 1. Defining my business proposal. <p>The trainer will introduce the attendees the concepts:</p> <ul style="list-style-type: none"> • CANVAS; Pricing methods in online markets, etc. <p>For doing so, the trainer will start with <u>ACTIVITY 3:CANVAS development</u>. Methodology:</p> <p>The trainer has prepared previously to the F2F training session a generic CANVAS template of a hypothetical SHE Platform, so he or she can give ideas of how the 9 parts of the CANVAS can be built on an online business. The trainer shows the results to trainees and explains the concepts and aims of the CANVAS analysis, asking also to trainees to give ideas to improve the CANVAS presented (30 min).</p> <p>After that, trainees are asked by the trainer to begin building their own CANVAS template identifying main ideas related to their project plans. They do it first individually (20 min – just a few ideas) and then share in small groups with other trainees. Once this is done, each group presents an example of one of the CANVAS to the other group members.</p> <p>Conclusions.</p> <p>After the above described activities have been done, the trainer makes a summary of this subtopic, restates the aim of this activity and gives instructions to the trainees how to continue the exercise to be further continued during the online sessions. This exercise is described in details below, in the online sessions section.</p> <p>Timing: 80 min. Tool: PPT and strategy templates Include time for questions and discussion.</p>
1.4	<p>Closure.</p> <ul style="list-style-type: none"> • The trainer ask trainees for feedback, tries to solve all possible doubts and questions. • The trainer explains the trainees how the online training sessions are going to run and what is expected from them, and explains in a specific way the activities that will be done in the next online training session. • The trainer summons the students for the next F2F training session. <p>Include time for questions and interaction. Timing: 10 minutes. Tool: PPT</p>

2	ONLINE SESSION 1 – GUIDELINES, TIMING AND TOOLS
2.0	<p>The trainer has already designed the online session and uploaded it in the e-Training Platform.</p> <p>Things to be done online:</p> <ul style="list-style-type: none"> • Trainees must read, see and download (if they want), the training materials (PPT, Word document, complementary readings, etc.) for Topic 2. Management Skills.
2.1	<p>Activity 1</p> <ul style="list-style-type: none"> • TOWS matrix. <p>This online activity is related with F2F session Activity 2 – SWOT Matrix.</p> <p>Participants are asked, based in the results of their personal SWOT matrixes, to develop their TOWS matrix where strategies can be seen. Trainees share their TOWS matrixes in the Co Virtual Space.</p> <p>The aim of this activity is to activate participants to research the topic and give them a deep and thorough understanding of what strategy setting is and what it includes at their own pace.</p> <p>Timing: 1 hour Tool: TOWS template</p>
2.2	<p>Activity 2</p> <ul style="list-style-type: none"> • Developing a Mission, Vision and Values statements. <p>Based on the results of the strategic diagnosis (SWOT and TOWS) trainees must build their own business Mission, Vision and Values statements.</p> <p>Trainer will share with trainees in the Co Virtual Space some examples of Mission, Vision and Values of some mainstream and national SHE companies running online.</p> <p>Trainees will share the results in the Co Virtual Space and the trainer will call to a Webinar to talk about the statements of the trainees.</p> <p>Timing: 1 hour Tool: word documents + templates</p>

3	ONLINE SESSION 2– GUIDELINES, TIMING AND TOOLS
3.0	<p>The trainer has already designed the online session and uploaded it in the e-Training Platform. Things to be done online:</p> <ul style="list-style-type: none"> • Trainees must read, see and download (if they want), the training materials (PPT, Word document, complementary readings, etc.) for Topic 2. Management Skills.
3.1	<p>Activity 3.</p> <ul style="list-style-type: none"> • Develop your CANVAS. <p>Based on the results of F2F Activity 3, participants will carry on developing their own CANVAS individually or in groups. All the CANVAS will be shared in the Co Virtual Space. Then the trainer will call to Webinar to comment some examples of CANVAS so trainees can take notes in order to improve their project plans.</p> <p>Timing: 1 hour Tool: word document + templates</p>
3.2	<p>Activity 4</p> <ul style="list-style-type: none"> • Price calculation and cost-based profitability threshold. <p>All trainees will make a basic analysis of their initial costs, income needed and product/service prices. All then will establish their profitability threshold.</p> <p>Timing: 1 hour Tool: Excel sheet (to be developed)</p>

3	TRANSVERSAL TRAINING – CO WORKING SPACES AND COACH/MENTOR
3.1	<p>The trainees will have the possibility of having a co-working space along the course in the facilities of the training organizations. In these co-working spaces, they will work on the training course activities and also will boost their entrepreneur and self-employment plans and activities. The facilities will have internet connection and they could decide if they attend to online sessions in these spaces.</p> <p>Regarding DETA 5.3, trainees will work on:</p> <ul style="list-style-type: none"> • Update of Self-Diagnosis: • Trainees will test and use several available strategic setting tools given by the trainers. • Trainees will update their self-diagnosis and will introduce them as “things to improve” in the self-employment plan • Update of Self-Employment Plan: • Trainees will get deeper and will evaluate what kind of strategy they need to be engaged in SHE environments and platforms and how could better fit it with their own Self-Employment Plan.
3.2	<p>The trainees will have along the course the support (online and/or F2F) of a coach/mentor, that will help them to develop the activities and will try answer the doubts that can arise.</p> <p>The main objective of this coach/mentor is to facilitate that trainees, not only achieve the training objectives, but that they boost their entrepreneur or self-employment plans.</p> <p>The coach/mentor, will facilitate an alternative agenda with SHE and NFE (or related areas like ICT, etc.) events, forums, tv programs, press articles, etc. that keep trainees updated with all the things that happen around the SHE and NFE concepts in their cities and in the world.</p> <p>Coach/mentor will also boost the knowledge sharing among trainees.</p> <p>Regarding DETA 5.3, coach/mentor, will follow up:</p> <ul style="list-style-type: none"> • Online Session 1, activities 1 and 2. • Online Session2, activities3 and 4. • Knowledge Sharing in the co-virtual space and boosting the forum by sending the trainees questions, reflections on the subject, news that he or she has found, etc. • COACH/MENTOR will be available in specific schedule for checking and supporting trainees