**BUCOLICO JUNIOR ENTREPRENEURSHIP CURRICULUM**

**TRAINER’S SET**

**MODULE: BRAND YOUR NAME**

**AGENDA**

Duration: 2x5 h

**Part 1, duration: 5 h.**

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| **Time** | **Content** | **Exercises / methods** |
| 10’ | Introduction | Lecture  Presentation |
| 35’ | Customer’s experience | Discussion  Lecture |
| 45’ | What do customers buy? | Discussion |
| *15’* | Break |  |
| 90’ | Customer’s Persona | Group work |
| *15’* | Break |  |
| 70’ | Why do companies exist? | Lecture  Film |
| 20’ | Summary of the session | Lecture  Speeches in round |
| 5’ | Goodbye and invitation to next day session | Trainer’s speech |

**Part 2, duration: 5 h.**

|  |  |  |
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| **Time** | **Content** | **Exercises / methods** |
| 20’ | Commencement of the second session | Lecture  Speeches in round |
| 40’ | Why your business should exist | Trainer’s speech  Group work |
| 25’ | If your business was a hero of the story… | Group work |
| *15’* | Break |  |
| 45’ | Companies’ stories | Lecture |
| 40’ | Creative storytelling | Individual work with the handbook |
| *15’* | Break |  |
| 40’ | The story our product tells | Group work |
| 30’ | Participant’s summaries | Speeches in round |
| 10’ | Summary and farewell | Trainer’s speech |