**BUCOLICO JUNIOR ENTREPRENEURSHIP CURRICULUM**

**TRAINER’S SET**

**MODUŁ: BRAND MY NAME**

**EXERCISES AND MATERIALS**

Duration: 2x5 h

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Time** | **Content** | **Exercises / methods** | **Materials** |
| 10’ | Introduction | Lecture  Presentation | Presentation/ prepared flipcharts  Computer, projector |
| 35’ | Customer’s experience | Discussion  Lecture | Flipchart  Markers |
| 45’ | What do customers buy? | Discussion | Flipchart  Markers |
| *15’* | Break |  |  |
| 90’ | Customer’s Persona | Group work | Handbook  Pens  Flipchart  Paper magazines  Scissors, glue  Option: computer, Jamboard  Projector |
| *15’* | Break |  |  |
| 70’ | Why do companies exist? | Lecture  Film | Computer  Projector  Flipchart  Markers  https://www.youtube.com/watch?v=u4ZoJKF\_VuA  Film: Ewa Michalak |
| 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.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Time** | **Content** | **Exercises / methods** | **Materials** |
| 20’ | Commencement of the second session | Lecture  Speeches in round | - |
| 40’ | Why your business should exist | Trainer’s speech  Group work | Computer  Projector  Flipchart |
| 25’ | If your business was a hero of the story…  See table on pages 4-5 below. | Group work | Computer  Projector  Flipchart  Markers  Crayons |
| *15’* | Break |  |  |
| 45’ | Companies’ stories | Lecture | Computer  Projector  Flipchart  Examples of ads:  <https://www.youtube.com/watch?v=pk5QL_kKN_>g  <https://www.youtube.com/watch?v=tU5Rnd-HM6A>  <https://www.youtube.com/watch?v=nDLumk_rQQw>  <https://www.youtube.com/watch?v=zpDK5WS31jY>  <https://www.youtube.com/watch?v=--T8-Jw52Qc>  <https://www.youtube.com/watch?v=rBG2dlb54ZY>  <https://www.youtube.com/watch?v=jU-cori12KU> |
| 40’ | Creative storytelling | Individual work with the handbook | 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 | - |

Preparation:

* Examples of local companies representing archetypes
* Option: examples of national advertisements containing a story
* Fill in information about yourself in the presentation
* Literature – in local language

Materials:

* Presentation or pre-prepared flipcharts
* Computer, projector
* Flipchart with a supply of sheets
* Markers
* Participant's handbook
* Crayons / markers
* Newspapers and magazines with photos
* Scissors
* Glue

**ARCHETYPES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Archetype** | **Person** | **Brand** | **Character** |
| Sage | Albert Einstein, Steven Hawking, Marie Skłodowska-Curie  Yoda, Spock, Morfeus | Google, Forbes, Audi, L’Oréal, IBM, CNN, Harvard | Scholar  Enlightened  Understanding |
| Mage | Walter Disney, Merlin, Gandalf, Mystique, Frank Underwood | Disney, Tesla, Intel | Power  Secret knowledge  Transformation  Magic |
| Ruler | Mufasa, Agent Smith, Sheriff of Nottingham, Marvel’s Odin | Mecedes, Ferrero Rocher, Luis Vuitton, Rolex | Wealth  Success  Authority  Confidence  Control  Maintaining the status quo |
| Creator | Salvador Dali, William Shakespeare  Steven Spielberg, Architect from Matrixa, Q from James Bond, Tony Stark | Apple, Lego, Adobe, Instagram, Sony | Innovation Inspiration Uniqueness Expression  Self-Expression |
| Hero | Michael Jordan, Barrack Obama, Robin Hood, Harry Potter, D’Artagnan, Captain America | FedEx, Adidas, Nike, Leroy Merlin | Courage  Determination  Protecting the weak  Improve oneself |
| Innocent | Gandhi, lady Diana, Forrest Gump, Merry i Pippin, C3PO | Coca Cola, Dove, Nintendo Wii, Volkswagen, Werther’s Original | Hope  Luck  Cleanliness  To feel like a child again  Security |
| Mother / Caregiver | Brienne Of Tarth, Gaja, Mother Nature | Johnson&Johnson, UNICEF, Pampers, Nestle, Whiskas | Care  Care  Compassion  Supporting  Service |
| Lover | Madonna, Monica Belluci, Don Juan, Marilyn Monroe | Chanel, Alfa Romeo, Haagen Dazs, Jaguar, Magnum, Kinder Bueno | Romance  Satisfying desires  Sensuality |
| Explorer | Aragorn, Indiana Jones, Snufkin | Jeep, Red bull, North Face, Amazon | Freedom  Independence  Courage  Facing the challenges |
| Outlaw | Mulan, Wolverine, Arya Stark, Shrek, Merida the Brave, Luke Skywalker | Harley Davidson, Virgin, Netflix, Diesel | Go against the rules  Fighting the status quo  Creating a place for rejected people |
| Everyman, Companion | Ted Mosby, Spiderman, Jon Snow, Ron Weasley, Sam Gamgee | Ebay, IKEA, KitKat, Levi’s | Feeling of belonging  Helping  Stability  Trust |
| Trickster | Robin Williams, Bugs Bunny, Loki, Mr Bean, Donkey from Shrek, | Old Spice, M&M’s, Mail Chimp, Fanta | Cheerful  Carefree  Bends the rules |