**BUCOLICO JUNIOR ENTREPRENEURSHIP CURRICULUM**

**TRAINER’S SET**

**MODULE: MY STORY**

**TRAINER’S MANUAL**

Duration: 2x5 h

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| **Time** | **Content** | **Exercises / methods** | **Materials** |
| 10’ | **Introduction**   1. Trainer introduces themselves 2. Slide - Goals 3. Slide - Program 4. Slide - Agenda   *My name is..., I’m..., I’m here on behalf...*  *Before we start, I want to tell you about what you can expect at this workshop, how we will work and what is to be the result of our joint work.*  *The goals we set for this workshop are: ...*  *We will pursue these goals by implementing the following program: ...*  *And a few more organizational information: today's workshop lasts from ... to ..., we have planned breaks at ..., breaks will last ... min.*  The trainer may also, if necessary, indicate other relevant information, e.g. the location of toilets, cafeterias, etc. and define the rules for drinking or eating in the workshop room | Lecture  Presentation | Presentation/ prepared flipcharts  Computer, projector |
| 35” | **Discussing expectations**  The trainer says:  *Before we get down to the topic, I want to get to know each other and have o little talk.*  *Discuss what you think the entrepreneurship is about and what it takes to be an entrepreneur, what you think is easy and what is difficult in running your own business, and what you hope to learn today. Write the latter on a sheet of paper. I will then collect your expectations on a flipchart. This will help me to ensure that your questions are answered as much as possible.*  The trainer divides the participants into teams of 3-4  Invites to the discussion: (15 ')   1. What I think the entrepreneurship is about? 2. What seems easy or seems difficult in entrepreneurship for me? 3. What I hope to find out today?   The trainer writes down the questions and expectations on a flipchart - in the form of a round, one point from each group, until all questions are written down. He writes them down precisely as the participants state them. Indicates what will be discussed in the training and what will not. They may announce that they will come back to this set of questions at the end of the training if there is time.  If possible, they can point to other sources of information where participants can find answers (other training in this cycle, books, blogs, podcasts etc.) (20 ") | Discussion  Lecture | Flipchart  Markers |
| 15’ | **Introduction to session theme**  The Trainer introduces The Hero’s Journey.  *If you go back to childhood fairy tales, myths, or episodes of Dr House even, or any other series, you may find that they the story goes in a constant pattern.*  *Something happens to the protagonist of the story, that disturbs their peace and invites their to some adventure. Perhaps reluctantly at first, but in the end the hero takes up this challenge and sets off towards some goal, decides to introduce some changes, decides to achieve something. To achieve this, they find a mentor, someone who is willing to share their knowledge, as well as allies and helpers. They will face various obstacles, but thanks to their traits, skills and other resources, but also thanks to cooperation with others, they overcomes obstacles and, as a result, achieve their goal in the end.*  *Let's watch a short film that tells about the course of such a journey.*  Film: <https://www.youtube.com/watch?v=Hhk4N9A0oCA>  *It may seem to you that such a journey is only about the heroes of stories and movies, but in fact you, yourself, make this journey many times in your life. You want to achieve something, you find ways to do it, you put in the effort, you overcome obstacles to finally achieve the desired goal. And when you achieve this goal, you are already a slightly different person than at the beginning of this path. You too are the hero of your own journey.*  *Let us treat this workshop as one of such journeys. You hear a call to an adventure - for some reason you got interested in this workshop. So we set off together on a journey at the end of which a reward awaits us - a decision as to whether and what kind of entrepreneur you can be.*  *In the handbook you will find a map of the trip. It will be the theme of our workshop. We will go through the stages one by one, and you will insert the results of your work on the map as you go*  The trainer refers to the handbook by pointing to the appropriate page. | Discussion  Lecture | Flipchart  Markers  Computer, projector  <https://www.youtube.com/watch?v=Hhk4N9A0oCA> |
| 30’ | **Call to adventure – Your motivation**  The trainer says:  *You hear a call to adventure - think about having your own business. What will it be like - to have your own business? What important becomes possible when you have your business?*  *Open material on page 3 and think about the questions there. What are your motivations to develop your own business? Write down your answers. You have 10 minutes to do this.*  OPTION: The trainer asks the participants to draw a card (coaching cards, prepared photos, etc.). Asks:   * *What does this card bring to your reflection?* * *What else is important for you to run your own business?* * *What surprises you about it?*   Write it down.  Summary:  The trainer invites participants to share their reflections.  *What is the most important thing that running your own business can give you?*  The trainer conducts a round with the speeches of all participants. If there is too little time, they may only invite a few people to speak.  At the end, the trainer asks the participants to enter the most important conclusion in the appropriate place on the Hero's Journey Map - in the "Call to Adventure" section. | Individual work with the handbook  Discussion | Handbook  *Option: coaching cards or pictures* |
| 15’ | Break |  |  |
| 30’ | **The traits of the entrepreneur**  The trainer asks the participants what traits, in their opinion, the entrepreneur should have.  Encourages a short discussion.  The trainer displays a slide / flipchart with the entrepreneur’s traits and continues to talk about them. (10 ')  Refers to the statements of the participants when possible, e.g.  *- Running a* *business is a practical skill, we learn it by running a business. Most of the skills and knowledge we do not have when starting a business*  *- Many qualities, such as being introverted or being shy, seem to preclude being an entrepreneur, but in fact the entrepreneur themselves can build a business in accordance to their own preferences.*  *The features that are really necessary for running a business can be seen on the slide / flipchart*  The trainer invites to complete the task from the textbook on page 4 individually (5 ')  OPTION:  The trainer invites talking in pairs: tell about an event in which you have demonstrated some of the characteristics that are useful for an entrepreneur.  The trainer divides the participants into pairs and gives them 15 'to talk. | Lecture, presentation  Individual work with the handbook  *Option: Group work – discussion on given subject* | Presentation/ prepared flipchart  Handbook |
| 45’ | **Entrepreneur’s toolbox – the review of the resources**  The trainer says:  *Let’s do a personal inventory of your potential. You perform multiple tasks every day and use different skill sets to complete them. We will try to make a list of skills and competences that each of you has, so that you know what you already have in your backpack for a trip to your own business.*  The trainer shows a slide / flipchart with competences and explains what cognitive, social and technical competences are.  The trainer says:  *We will now identify your competencies.*  *To make your task easier for you, let’s start with the review of the activities you are doing in your life and then consider what skills you are using to do each of these activities.*  *Open your textbook to page 6. We'll begin by listing all of the activities in which you participate. These can be activities related to school, work at home, extra-curricular activities, playing sports, hobbies, developing interests, volunteering, acting in associations and others.*  *You have 5 minutes to do this. (10 + 5 ').*  The trainer says:  *Let's work on one example together so that you know how to continue working.*  Thetrainer asks the participants to choose one activity. He selects one of the given activities and talks to the person who submitted it. Together with the other participants, they try to pinpoint what cognitive, social and technical skills are needed to perform the activity. The trainer writes it down on a flipchart.  Finally, the trainer asks the participant which of these skills come easily to him / her and marks them with a colour. Then he asks about the ones that are fun and marks them with a different colour. The trainer remarks that the more we use skills that come easily, the more effective and rewarding the work is.  Asks participants if they understand the task. He gives them 20 'to work independently. (10 + 20 '*)* | Lecture, presentation  Individual work with the handbook  Group discussion | Presentation/ prepared flipchart  Handbook  Flipchart  Markers |
| 25’ | OPTION if training goes faster than expected.  The trainer divides the participants into groups of approx. 3 people and asks them to help each other work out the things that are difficult for them. Gives participants 20 '.  The trainer asks participants to consider if they have any skills that have not been written down yet and asks to add them. Stresses to focus on those that come easily and those giving fun. (5 ')  The trainer asks what was the greatest discovery from this exercise. Several people are invited to speak. (15 ')  The trainer asks for the most important skills to be put in the right place on the Hero's Journey Map - in the entrepreneur's toolbox. (5 ') | *Option: Groups of three – discussion on given subject*  Discussion | - |
| 15’ | Break |  |  |
| 25’ | **Mentor**  The trainer says:  *You have heard your call to adventure, you have all your tools and resources. Time to think about gathering your team. First, let's consider who can be a source of knowledge, a mentor.*  The trainer asks the participants if they know any books about running a business that they could recommend. Then he asks if they know any entrepreneurs who show how to run a business - in the form of a blog, podcast, articles.  Writes down responses on a flipchart. Suggests local examples. In Poland, it may be, for example, the Podcast Mała Wielka Firma, Marcin Osman, Fryderyk Karzełek, etc. (15 ')  The trainer says:  *To run our own business, we need someone to learn from, someone to ask or discuss doubts. It has to be a person who is or has been an entrepreneur themselves. Consider your surroundings - do you know any entrepreneur who runs the firm successfully and can tell you what running a business involves? Do you know someone who ran a business but quit to find out what made them quit?*  *Write down all the people that come to your mind.*  The trainer asks participants to complete the exercise on page 7 of the manual. (10 ') | Discussion  Individual work with the handbook | Flipchart  Markers  Handbook |
| 30’ | **Roles in the company**  The trainer says:  *Running a company, regardless of whether it is large or small, requires fulfilling a variety of roles. When the company is large, different people can play these roles. But if it is a small, one-person company, one person will perform all these roles. Let's see what these roles are.*  The trainer displays the slide / flipchart with the picture and briefly discusses each role.  The trainer says:  *Each of these roles requires different skills, but also different personality traits. Some are easy for people who like to talk to other people and are not shy to talk to strangers. Others require diligence and patience. Or – a strategic thinking.*  *There is no person for whom each of these roles is easy. For each of us, some of these tasks will be difficult. Now consider which of these roles will be easy for you and mark them on the picture in your manual.*  The trainer gives participants a few minutes to mark.  The trainer says:  *Think about which of these roles seem difficult to you right now. Mark them in a different way.*  The trainer gives participants a few minutes to mark.  The trainer asks:  *When you look at these easy and difficult roles, what conclusion do you have?*  The trainer encourages a discussion. | Lecture, presentation  Individual work with the handbook  Discussion | Presentation/ prepared flipchart  Handbook  Flipchart  Markers |
|  | **Roles in the company** continued.  During the discussion, he asks about possible ways of coping with difficult tasks.  The possible answers may be: delegating to other specialists, hiring employees, finding an application or some system that will help to accomplish certain tasks, undergoing appropriate training and learning to perform certain tasks, accepting that some tasks will be performed at a low level, and the like.  The trainer writes down ideas on a flipchart.  The trainer says:  *Now that you know the tasks related to running a business, you know where you will need support from other people. You may not know the names yet, but you know what you will need them for.*  *Write down who will be on your team on the Hero's Journey Map. (5 ')* |  |  |
| 20’ | **Participants’ summaries**  The trainer summarizes briefly what was discussed that day. Recalls the topics discussed and the most important conclusions drawn by the participants. He announces that the next day they will continue the journey to starting a business.  Invites participants to reflect: *the most important thing I found out / learned today.*  If time is short, the trainer invites only people willing to speak. If there is more time (approx. 2 minutes per participant), he may invite a round of speeches with everyone speaking in turns. | Lecture  Speeches in round | - |
| 5’ | **Goodbye and invitation to next day session**  The trainer thanks the participants for the time spent together, invites them to the next day of the workshops, reminds them of the starting time and says goodbye to the participants. | Trainer’s speech | - |

The end of the first session.

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| **Time** | **Content** | **Exercises / methods** | **Materials** |
| 15’ | **Commencement of the second session**  The trainer briefly summarises the previous day. Asks the participants about their reflections about the previous day. Allows everyone to speak up in turns. | Lecture  Speeches in round | - |
| 45’ | **My beliefs about entrepreneurship**  The trainer says:  *You already have your team. Time to go on a journey. As you can see on the map - challenges await you on your journey. It's good to be prepared for them so that you can deal with them later.*  *Many of the obstacles are like demons that live in our heads and tell us that we cannot do things. These are our thoughts and beliefs about what entrepreneurship is and how well we are fit for it. Some thoughts and beliefs will support us, and others will hinder our actions.*  *I encourage you now to take a look at your own thoughts. Open the textbook on page 9 and complete the exercise.*  The trainer gives participants 20 minutes to complete the exercise.  The trainer says:  *Which of these beliefs will affect you the most as you work to grow your business? How could you deal with it?*  The trainer invites participants to discuss and come up with ways to deal with some of the beliefs that appear most often. (20) | Individual work with the handbook  Discussion | Handbook |
| 25’ | **Trials**  The trainer says:  *What are you afraid the most when thinking about starting your own business? What you fear most will be your demon, like in the movie we saw. Let's look at it boldly. Open your textbook on page 10 and write down your greatest fear.*  *Consider what the demon that represents this fear looks like. Give it a name and write it down. Now draw it. Think about what he looks like, what he is wearing, what attributes he has, what he draws his power from, what is his goal and what can overcome him.*  *You have 10 'for that.*  The trainer provides crayons, markers, etc.  The trainer invites some willing participants to present their demons. (15 ') | Individual work with the handbook  Discussion | Handbook  Crayons/markers |
| 15’ | Break |  |  |
| 40’ | **Advice from mentors**  The trainer says:  *Let us seek help in dealing with our fears. Think of a person who can be a business authority. It may be some public figure, but it also may be someone you know and respect.*   * *What kind of advice would this person give you? Write it down in your handbook.* * *What does this advice encourage you to do?* * *What is it warning you against?* * *What happens when you follow it?* * *What will happen if you ignore it?*   After each question, the trainer pauses for a moment so that participants can answer them silently or write them down if they prefer to.  The trainer says:  *Now think about your favourite hero from a movie, a book ora game.*   * *What tip would your favourite hero give you?* * *Why is it important to follow this guidance?* * *What happens when you follow it?* * *What will happen if you ignore it?*   The trainer says:  *You received two hints - from someone important and your favourite hero.*   * *What advice would you give yourself?* * *How could you encourage yourself to continue the journey towards your own business?*   (20') | Individual work with the handbook | Handbook |
|  | **Advice from mentors** continued  The trainer asks the participants to write down on a piece of paper or a post-it a hint that they would give themselves and sign it with their name.  Then he collects cards from the participants, mixes them and asks each of them to draw one. Makes sure that no one has drawn their own post-it.  The trainer asks the participants to form a circle. The participants take turns reading the clue, directing it to the person who wrote it down.  After a round of supporting tips is completed, the trainer invites a discussion. The trainer asks:   * *How do you feel when you hear your advice?* * *What does it inspire you to?* * *What possibilities begin to open for you now?* | Group work – discussion in twos | Post-it |
| 25’ | **The success**  The trainer says:  *If you* *overcome obstacles and your business is successful, that success will have many dimensions.*  *You will definitely have satisfaction and money from it. This is one dimension of success. But your company's actions will also have an impact on other people - those you work with and your customers. Your company will affect the world around you.*  *I will now invite you to watch a short film about a company. See what is the company's success in this case.*  Movie: Kitchen of Conflict (10 ')  Discussion (15 ')   * *What is Kuchnia Konfliktu (Kitchen Of Conflict) about? What do they make money on?* * *What is the company's success?* | Film  Discussion | Computer  Projector  Film: Kuchnia Konfliktu |
| 15’ | Break |  |  |
| 60’ | **I’m on the cover!**  The trainer says:  *Imagine your business has been successful. The success was so great that it made the headlines. I invite you to design the magazine that covers your success.*  The participants may use prepared flipcharts or printouts and markers or the use the textbook on page 13. Participants can perform the exercise individually or join teams - the teams draw on a flipchart. Participants who do not yet have a vision for their business can join people whose business idea they like.  The trainer describes the contents of the prepared sheet and explains the exercise. Shows where to enter the company name. First step: List your ideas in the "Brainstorming" section. Next - complete the fields in any order.  Participants work for 30 '  Presentations:  The trainer says:  *We're going to do some speed dating now. For the next 20 minutes, you can meet as many people as you want, tell them about your cover and listen to their story. (20’)*  The trainer asks for two numbers: on a scale from 0 to 10 (where 0 - not ready and 10 - fully ready) (5 '):  *1. How much do you want to be so successful?*  *2. How much are you ready to work to achieve such success?*  Participants enter their numbers in the appropriate place on the Hero's Journey Map - in the "Treasure" section | Individual work  Presentations –speed dating style | Handbook  Flipchart  Markers  Crayons |
| 30’ | **Participants’ summaries**  The trainer summarizes briefly what was discussed that day. Recalls the topics discussed and the most important conclusions drawn by the participants.  Invites to take a look at the completed Hero’s Journey Map and to reflect: what is the most important thing I have learned today about 1. entrepreneurship and 2. about myself as a future entrepreneur.  The trainer asks the first person willing to speak. After that, asks them to invite another person to speak. The trainer makes sure that everyone speaks (as long as they do not clearly communicate that they do not want to speak). | Speeches in round | - |
| 20’ | **Q&A**  If there is time, the trainer can answer one or more of the participants' questions (from the flipchart written at the beginning of the session). | Q&A | - |
| 10’ | **Summary and farewell**  The trainer thanks the participants for the time spent together.  The trainer says goodbye to the participants. | Trainer’s speech | - |

Preparation:

* Public figures: entrepreneurs, mentors, books, podcasts, blogs etc. on entrepreneurship from a country.
* Fill in information about yourself in the presentation

Materials:

* Presentation or flipcharts prepared in advance
* Computer, projector
* Flipchart with a supply of sheets
* Markers
* Handbook
* Crayons / markers
* Post-it
* *Option: coaching cards or photos*