



MASTERING CONVERSATIONS

Supporting refugee entrepreneurs extend their network and tell their business story



9 Conversations

Preparatory meeting



SESSION GUIDANCE NOTES

10 minutes

Tell: The purpose of this meeting is to introduce potential participants to the 9 Conversations programme and to explore business ideas and agree on expectations. Have everyone in the room introduce themselves briefly.

Preparation

Paper/digital device to collect names and contact info of those who want to sign up at the end of this meeting.

This presentation and a way to project it so that everyone can see it.

Presentation link:

<https://docs.google.com/presentation/d/1plfn6lhWOirU73Esl8PyB79Yq4VP7hbnM8M4KiqWVuE/edit?usp=sharing>



This meeting



Two parts

- Part 1: Information

Pause

- Part 2: Which tools will we use?
- Part 3: Try it out

SESSION GUIDANCE NOTES

Tell: What this meeting is about (read from slide only)

Part 1

Agenda (for your information only)

Slide 2 Greetings & introductions	10 minutes
Slide 3: Your business idea	20 minutes
Slide 4 Description of the 9 Convos programme	15 minutes
Slide 5-7 programmes principles	5 minutes
Slide 8 tour of the 9 weeks	5 minutes
Slide 9 -12 Contacts, diary, badges	5 minutes

Part 2

Slide 13 Tools	10 minutes
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Part 3

Slide 15 Are you suited business?	20 minutes
Slide 16 Expectations	10 minutes
Slide 17 Sign ups, goodbyes	5 minutes



SESSION GUIDANCE NOTES

30 minutes

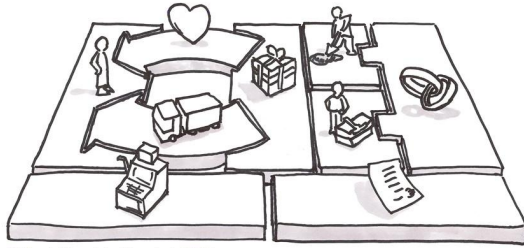
Group activity

Discussion. Start by asking if anyone already has an idea about starting a business, perhaps based on previous experience in the home country.

Where do the ideas come from? Previous experience? Old dreams? Observations of things which could be better or which are lacking in their new home country (maybe because of cultural differences)?

5 minutes to think of their own ideas followed by collation of the ideas on a whiteboard/flipchart and a discussion.

Build your story over 9 weeks



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What will we do?




SESSION GUIDANCE NOTES

15 minutes

Description of the programme

The two most important aspects include

- learning about the **Business Model Canvas** (pictured) to give us a way of telling stories about our business (to banks, authorities, suppliers and customers) and extending our network by setting up meetings and
- **contact** with people who can help us fill in the detail on the BMC


We will help
each other



SESSION GUIDANCE NOTES

Tell: In a small group of maximum ten people.

You will help each other by listening to each other, giving ideas and giving supportive feedback to each other. Also by maybe joining forces where it makes sense, when planning extra meetings.



We will speak to key people



SESSION GUIDANCE NOTES

Tell: Explain that we can help each other by inviting relevant professionals to talk to us or by setting up meetings with useful people who can help us with our business idea.

And share what we learn

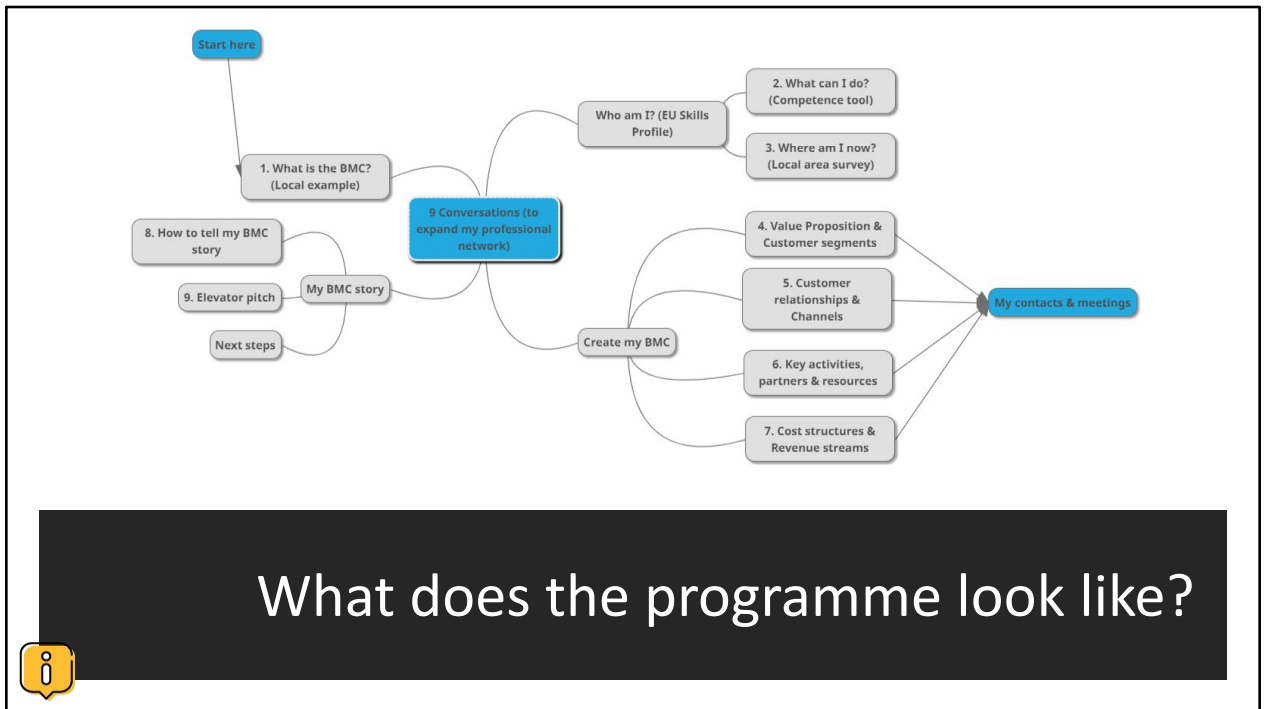


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SESSION GUIDANCE NOTES

Tell: Explain that an important aspect of the 9 Conversations programme will be to continue talking with each other during the meetings about what you have achieved, the challenges you still face and what your next steps should be.



SESSION GUIDANCE NOTES

5 minutes

Take participants on a quick tour of the diagram starting in the top left hand corner to give a tour of the 9 weeks. It will be possible to move some of the blocks around if required.

Contacts and meetings

- Meetings
- Email
- Phone



SESSION GUIDANCE NOTES

Tell: This will be a key part of the programme and you have to be prepared to pick up the phone, email and set up meetings.

Note that this may be very challenging to some participants (because of language barriers, culture or personality).



Learning diary



SESSION GUIDANCE NOTES

Tell

It is important to note what you have learned in your own way.

There is a learning diary section in the app or you could do it in the old-fashioned way using pencil and paper.

You could also add your learning diary entry to the bottom of this page if you have it on paper.

It could be a video diary.

Prompt questions

Describe something you learned in this session.

Describe something that puzzled you in this session.

Describe something that one of your group colleagues did or said that you found helpful.

Describe something you want to find out more about as a result of today's session.

How could the session be improved? Consider telling the facilitator.

Get certificated!

You can complete the course at two levels.

Complete the tasks for the course badge.

Also complete the extra Level 2 tasks in an eportfolio for a certificate.



SESSION GUIDANCE NOTES

Explain that there are a series of 9 steps to complete to get the course badge that participants can work for to get recognition for participation in the programme.

Complete all the tasks for a Level 1 badge.
Also complete the extra Level 2 tasks for a certificate.

Will I be ready to start a business in 9 weeks?

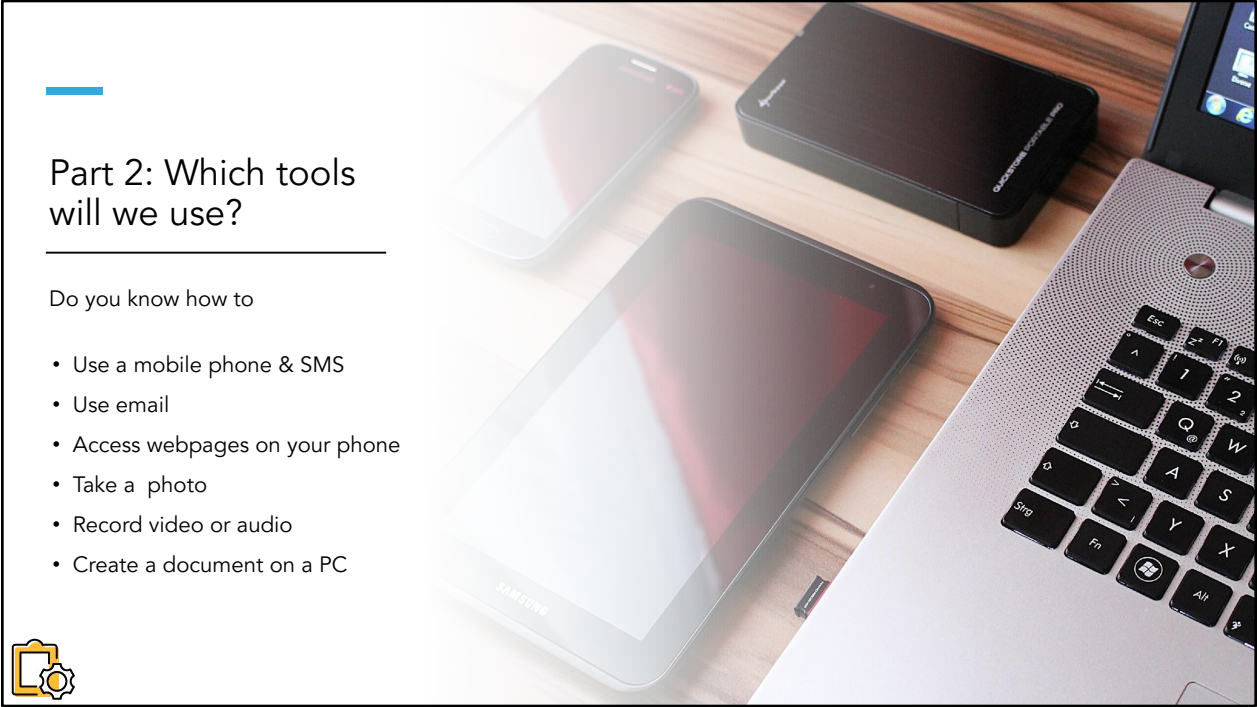
No, but you will have a head start....

You will be clear about what you need to do to get going!



SESSION GUIDANCE NOTES

Tell: It is important not to over-promise but paths forward will be shown at the end of the programme.



Part 2: Which tools will we use?

Do you know how to

- Use a mobile phone & SMS
- Use email
- Access webpages on your phone
- Take a photo
- Record video or audio
- Create a document on a PC



SESSION GUIDANCE NOTES

15 minutes

This is just a checklist.

Go through the list and show for example how to find their email and so on.

Part 3: Try it
out -
3 activities



SESSION GUIDANCE NOTES

Tell participants that they will now try out three activities that will give them a taste of how the course works.

Is business for you?

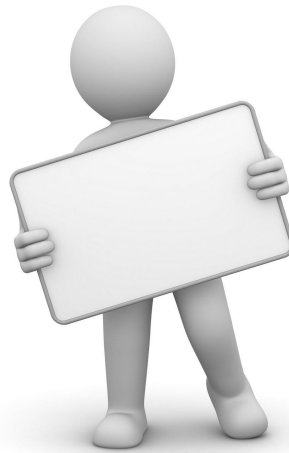
Try this entrepreneurship test to find out!



10 minutes

Administer the entrepreneurship survey from <https://m9c.idi.ntnu.no/index.php/self-evaluation-of-candidate-entrepreneur/>
Decide whether to access via Excel or use a PDF version.

Expectations



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SESSION GUIDANCE NOTES

20 minutes

Group activity

It is important to find out the expectations of the potential participants.

Give 5 minutes thinking time.

Participants write their expectations on paper PostIts or their devices.

Collate the expectations and then see if they include the following:

- They must not expect the facilitator to be a teacher.
- They must be prepared to communicate in a common language.
- They must be proactive.
- They must be willing to share their experience and prior knowledge.
- They must be prepared to contact key people who are not in the room.

In the end produce a short set of expectations 3-6 items, that all can agree on using a flip chart sheet or smaller piece of paper.

These expectations will be re-visited at every meeting to ensure that the programme is meeting expectations as part of the quality control process.



Do you want to join?

First meeting: Date and location



SESSION GUIDANCE NOTES

Collect applications to join (names and contact info on a piece of paper or digitally).

Preparation: Consider swapping the slide image with a map of the meeting place.