



# CONVERSATIONS

Network-building for self-employment of refugees



9 Conversations

Using these slides



These first two slides are aimed at the facilitator to explain how to use the slides/PDF.

## How to use these slides

There are 10 slide decks in all; one for the preparatory meeting and one each for the following nine steps.

Each slide deck takes you through one meeting or one step.

Each slide prompts the group in how to spend the next time period (see notes)

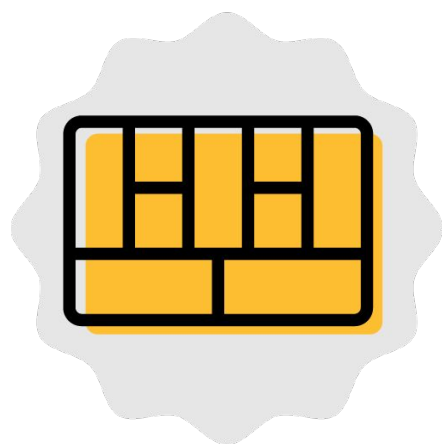
You do not need to have the slides projected during the whole meeting.

Printing these slides with the notes creates a workbook for participants and a guide for the facilitator.

You can print the slides with notes on paper or digitally as a PDF.

Look for notes here underneath each slide when showing in the design view of presentation software such as Google slides or PowerPoint to guide you in what is supposed to happen as you progress through each meeting.

See more information here: <https://www.youtube.com/watch?v=fFFtFYvoiPI>



## 9 Conversations

Tell the story of your new business

### SESSION GUIDANCE NOTES

10 minutes

\*Key slide\*

Welcome the group and have everyone introduce themselves.

#### Guiding questions

What is the Business Model Canvas?

How does the BMC model relate to me and my business idea?

#### Objectives

The aims of this session include:

- To find out about the one-page tool, BMC, you will be using to describe your new business idea
- To find out about a local example of a new refugee business
- To try mapping an example business to a blank BMC
- Be able to explain the local example or just the blank canvas in your own language

# Agenda

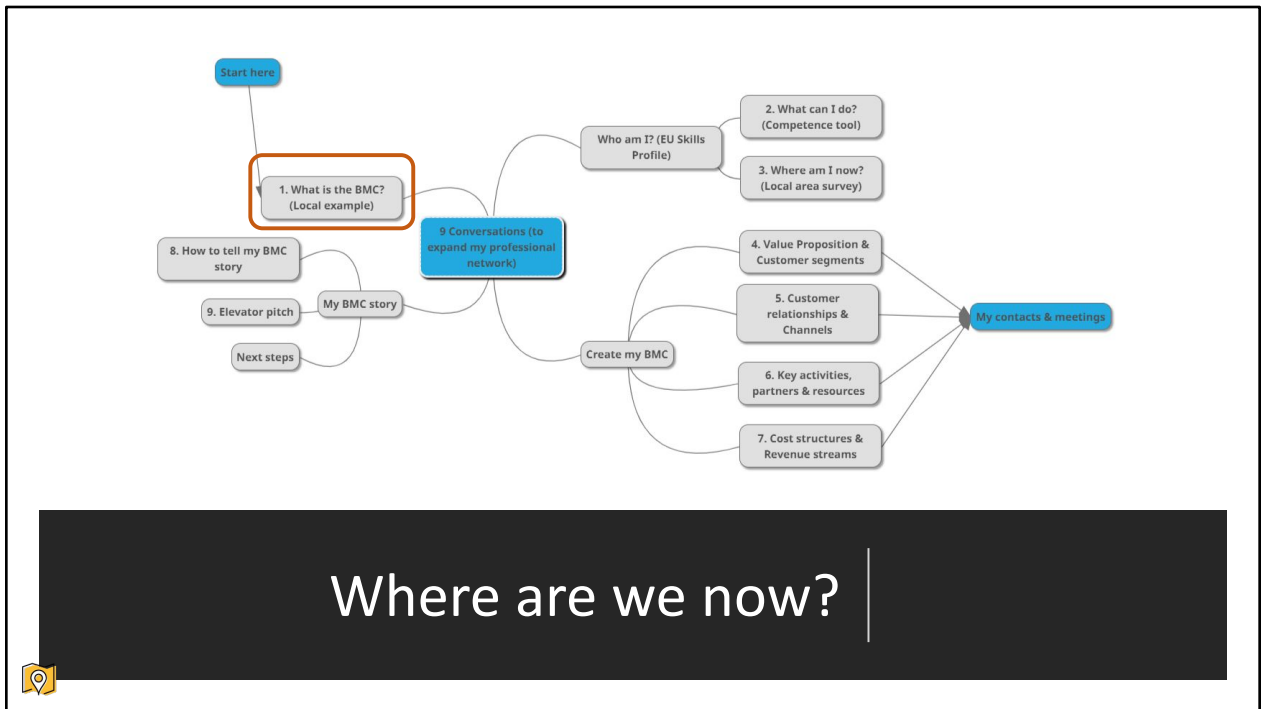
Introductions	10		
Programme	5	Look at blank canvas	10
Badge or certificate	5	Introduction to the BMC	15
Programme BMC	10	Hear a story and add to a BMC	15
Expectations	10	Plans	15
Smart goal	10		
Your idea	10		



## SESSION GUIDANCE NOTES

The group may wish to vary the session structure by agreement.  
This is a very tight schedule for a 2-hour session.

Activities highlighted in green are those which can be more participant-led.



## SESSION GUIDANCE NOTES

5 minutes

Explain the 9-week programme timetable using the diagram and answer any questions about online tools, location, expectations.

Explain that the two main goals will be for you to

- \*Contact people and organisations who can help you add detail to your business idea
- \* Become confident in telling the story of your business idea to your bank, suppliers, customers and so on by using the Business Model Canvas template as a storytelling guide.

In this session we will have a look at the Business Model Canvas template and start to use it with a local example.

## Badge or certificate

You may want to complete the badge below for the programme.

If you want to take things deeper then you can complete the Level 2 tasks as well and get a certificate.



### SESSION GUIDANCE NOTES

5 minutes

Explain the possibility of badges.

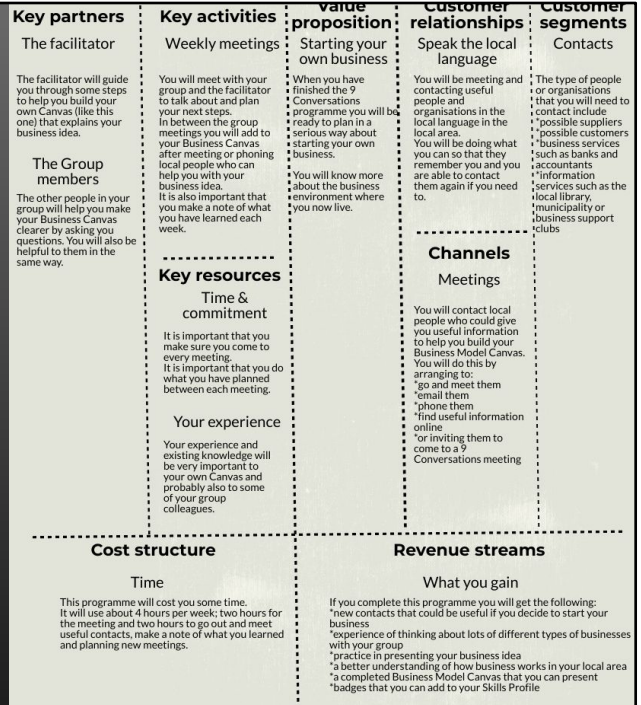
Explain that there are a series of tasks over the 9 steps that participants can work for to get recognition for participation in the programme.

The facilitator should take the names of those interested so that you can set up the badging process for them.

Participants can opt to take things deeper and complete the Level 2 tasks as well and get a certificate.

# The programme

What do I get out of it?



## SESSION GUIDANCE NOTES

10 minutes

Go through the diagram explaining the costs and gains for the individual presented in the format of a BMC.

Note that it may seem odd to present advantages and disadvantages in this way but the structure used is the BMC template which you will be working on for the rest of the programme.

# Your contribution to our expectations



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## SESSION GUIDANCE NOTES

20 minutes

Explain the role of participant-led discussions and the following pre-requisites.

- Make sure you have completed the preparation activity
- Identify the main points that need answering before the session starts
- During the session make sure that you support the process of hearing everybody's voice (facilitator skills)

Expectations: Show a summary version of the expectations that were agreed in the information meeting. Otherwise go through the following process.

Give 5 minutes thinking time. Gather expectations and then check if they include the following:

You must not expect the facilitator to be a teacher.

You must be ready to communicate in a common language.

You need to be proactive.

You must be willing to share their experience and prior knowledge.

You must be prepared to contact some people who are not in the room.

Explain that we can use these to help us see if we are on track or if we need to make



changes to our expectations.

Look at the expectations list and suggest what can be your contribution to meeting these.

The expectations will be one way of checking the quality of what we are doing.

# SMART goals



## SESSION GUIDANCE NOTES

10 minutes

### Group activity

What is your SMART goal for the programme?

Remind the group what a SMART goal is and why it helps and ask participants to share their own SMART goal relating to the completion of the 9 Conversations programme.

### Background information

SMART goals <https://www.mindtools.com/pages/article/smart-goals.htm> and includes this 3-minute video <https://youtu.be/OXA6gfzFA24>



### SESSION GUIDANCE NOTES

10 minutes

This is a continuation of the discussion that started in the information meeting.

**Discuss:** Where do business ideas come from?

Your business idea can change during the programme.

**Think about**

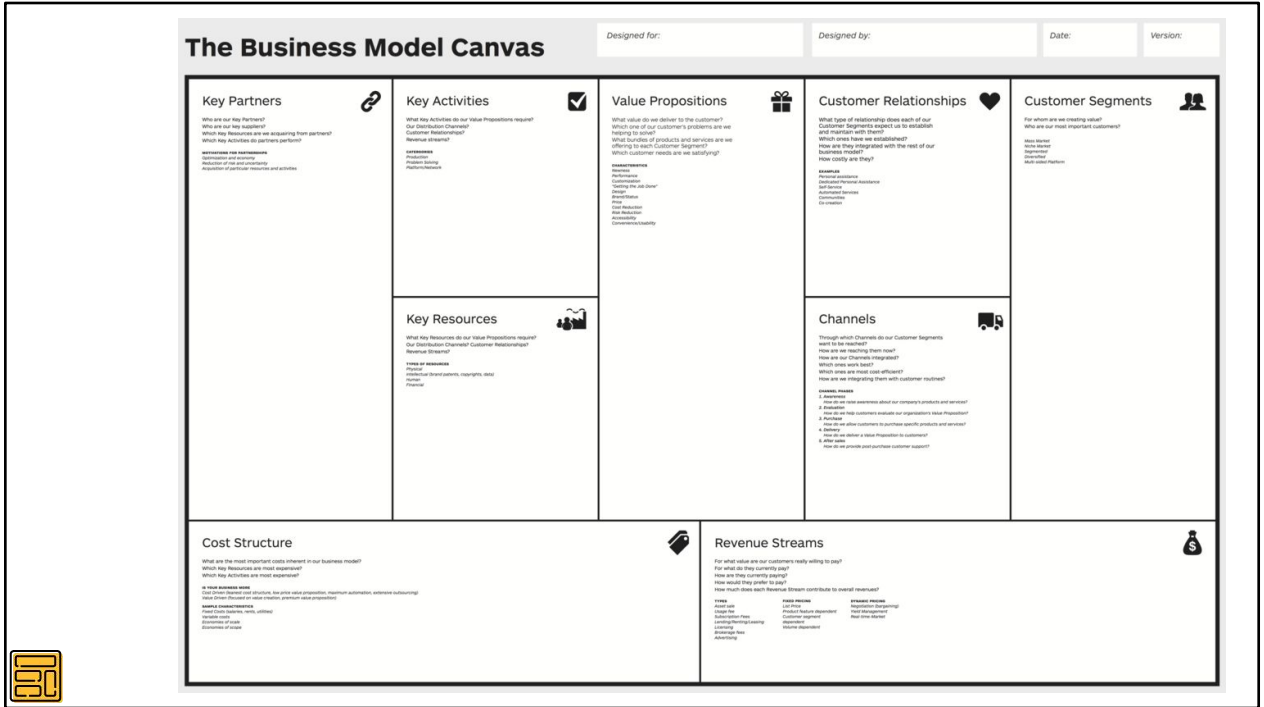
What can you do?

What do you want to do?

What do you lack here in your new country?

What is missing from your local area (that you could provide)?

Include cultural differences that could help or hinder.



**SESSION GUIDANCE NOTES**

10 minutes  
 \*Key slide\*

You should have a paper copy of a blank BMC or access a blank online version. You will fill it in sector by sector as the weeks go by.  
 Online BMC tool <https://canvanizer.com/choose-canvas>

Note that going from left to right on the diagram takes you from the production/preparation to the consumer.



### SESSION GUIDANCE NOTES

15 minutes

\*Key slide\*

Remember how we showed the costs and benefits to you of doing the 9 Conversations programme in Slide 7?

In this video you will see how we can use the same structure to describe a business. Watch the video which explains the Business Model Canvas and answer any questions.

## Local Business Model Canvas example



### SESSION GUIDANCE NOTES

15 minutes

\*Key slide\*

NOTE: You should replace the example video above with one local to your group.

Watch the description <https://youtu.be/GuVI4L2t-gE> of this local refugee business. Discuss with the group what information could be added to a blank BMC about this business.

Note that the video does not enable you to add much detail and that some sectors might be blank.

## Contacts and meetings

- Meetings
- Email
- Phone



### SESSION GUIDANCE NOTES

15 minutes

\*Key slide\*

Think about who might be able to help you add details to your BMC.

Time to talk about contacts and meetings that need to be set up before next week.

Talk about how to find out about relevant people and organisations to contact about your business idea.

Exchange ideas about how to find out about local information eg libraries, online portals and so on.

How will you keep records of who you have contacted and what the result was.

This is important to set up from the beginning.

More advice on networking here:

<https://www.popupbusinessschool.co.uk/popup-online-course/step-19-networking-making-connections-that-will-pay-off>



### **SESSION GUIDANCE NOTES**

5 minutes

Quick round in the group using the prompt questions below.

You can also make your own notes about each session in your learning diary, at the bottom of this page or some other way.

#### **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.

What progress have you made on your personal BMC?

How are you meeting your SMART goal?



## Future meetings

Next time we will be meeting at xxx

- Date
- Date
- Date
- Date
- Date
- Date
- Date
- Date



### SESSION GUIDANCE NOTES

Share contact info?

Dates and locations of future meetings

## Information

Slides online [here](#)

BMC English <https://youtu.be/QoAOzMTLP5s>

Networking advice <https://www.popupbusinessschool.co.uk/popup-online-course/step-19-networking-making-connections-that-will-pay-off>

Williams Skrædderi <https://youtu.be/GuVI4L2t-gE>

First part of Business Model Generator book free from

<https://www.strategyzer.com/books/business-model-generation>

<https://www.designabetterbusiness.tools/tools/business-model-canvas>

9 Conversations FAQ her <https://9conversations.no/faq-prototype/>

Free BMC template [here](#)

Free online Business Model Canvas template tool [here](#).



Learning diary [here](#)

### SESSION GUIDANCE NOTES

Information and links relevant to this step

<https://docs.google.com/presentation/d/1iAa81rljW682x0Wm1vXZ5gvKoe3Jjacd64MKAGrEhYM/edit?usp=sharing>

## Get the badge

To complete this step, you must:

- \* create a short summary description of either the local case study or the Business Model Canvas template in their native language to share with the group, in text, audio or video (max 1 text page or 3 minutes media)
- \* add a reflective entry to the learning diary that addresses at least one of the prompt questions



Complete this task by posting to .... [link]

### SESSION GUIDANCE NOTES

This is to be completed outside the session.

Facilitator collects evidence to support awarding the badge.

# If you want to take it further

Watch the video to go deeper into the idea of business models.

Complete the badge for this session.

Start completing the [EU Skills Profile](#) for third country nationals. You will then be able to support your colleagues in the next session.



## SESSION GUIDANCE NOTES

Participants aiming to achieve Level 2 certification should add a response to the following in their e-portfolios.

Reflect on your motivation for taking this course.

What do you think you can learn, and how do you think you can benefit, from spending time and work on making a business model for your start-up?

Aim to write 300-750 words.

Video: <https://youtu.be/P5yBjUMn8Aw>