CONVERSATIONS
Network-building for self-employment of refugees

9 Conversations
Tell the story of your new business

SESSION GUIDANCE NOTES

Step 3: The local business landscape

Guiding questions
What is the relevant geographical area for my business idea
How can I find out more about this area?

Objectives
The main aim of this session is for you to find out more about business in your local area, especially those related to your own business idea.

- To find out what type of businesses are in your area already
- To link what you find out about your local area to the skills you included in your skills profile
- To find a general business idea for yourself that fits your skills and where you live
- To be able to tell other people about your business idea in a short and simple way
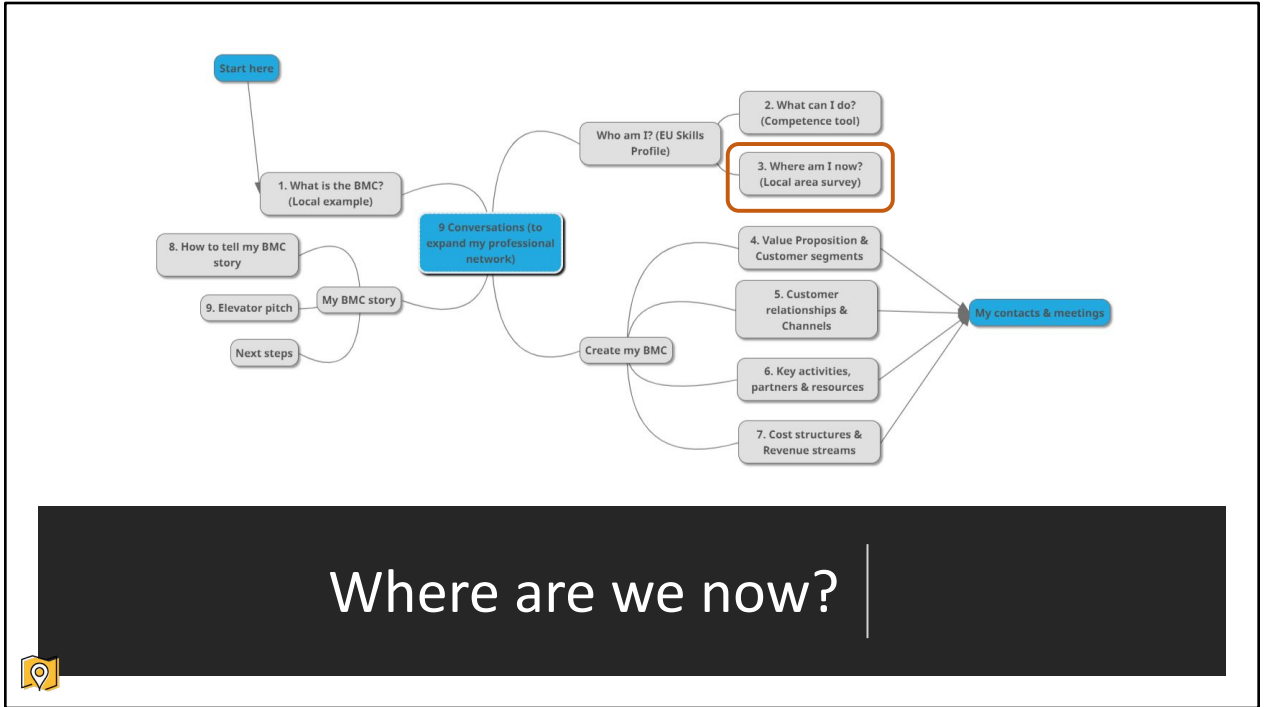
Agenda in minutes

Where we are now	5	Contacts and meetings	20
Expectations	5	Wrap up (diary etc)	5
Report on local survey	75		

SESSION GUIDANCE NOTES

The group may decide to spend more time in some areas and less time on other areas.
The green highlight is the participant led discussion part of the session.

Where are we now?

SESSION GUIDANCE NOTES
5 minutes

Confirm the 9-week programme using the diagram and offer flexibility of the steps.

Add expectations from last week here.

My
contributions

SESSION GUIDANCE NOTES
5 minutes

Preparation
Replace the image on the right with a copy of the expectations agreed by the group.

Activity
Remember your agreed expectations and contributions.
Are we on the right track to meet these?
Do the expectations need to be amended?

Share your local area findings

Each participant does the following:

Share your story and video about your business idea and how it fits in the local environment that you explored during the week.

Answer your group's questions about your story

Listen to your group's other stories

Ask questions about the other stories you hear

SESSION GUIDANCE NOTES
75 minutes
Key slide

Discussion and reporting back on what you have discovered about the local area in relation to your business idea.
Allocate the time so everybody gets a chance to tell their story and answer questions. When everyone has told their story and answered questions, the group could try to come to some general conclusions about what they found.
Some sample areas could be:
- business hours
- prevalence of some businesses compared to others eg tailors, barber shops, cafes
- cultural differences
- pricing conventions

This activity gives you practice in **telling a business story.**
The group could also invite a local refugee business to tell their story and answer their questions (could be the same business as in Step 1).
The group can also collate and pool information about useful information sources in the area. eg web links to local business advisory services and so on.

Contacts and meetings

Who is on your contact list?
Who should be on it?
How do you make contact
with the right ones?
- Meetngs
- Email
- Phone

SESSION GUIDANCE NOTES
20 minutes
Key slide

This should be a key step for the development of your networks. You should have a great deal to talk about after their survey during the week.
Share challenges in making contacts eg language challenges, cultural differences
Share advice on how to find useful information and how to make contacts
Report back on useful local sources of information, meetings or phone calls completed.
Think about who might be able to help you add details to your BMC.
Time to talk about contacts and meetings to be set up before next week.
Talk about how to find relevant people and organizations that you can contact about your business idea.
Exchange ideas on how to find out local information, e.g. Libraries, online portals and so on.

How will you keep a record of who you contacted and what the result was.
This is important to configure from the beginning.
Your contact list

- Who's on it?
- Who should be on it?

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- How did you get hold of the right ones?

This is linked to the main 9 Conversations badge as participants must be able to document at least three new useful contacts in order to get the overall programme badge.

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

We will be meetingt [location, date and time]

- Date, location
- Date, location
- Date, location
- Date, location
- Date, location

SESSION GUIDANCE NOTES

Ensure you are clear on the details of the next meeting.
Share contact info?
Pool transport?

Get the Badge

To complete this step you must:

- be able to share to the group how your business idea fits the local context (either as a presentation, video or text) and answer group questions
- have prepared at least one feedback comment or question to ask a group colleague about their account
- add a reflective entry to the learning diary that addresses at least one of the prompt questions

Complete this step by posting to …. [link]

SESSION GUIDANCE NOTES
This is to be completed outside the session.
Facilitator collects evidence to support awarding the badge.

Info and links

- These slides here:
- BMC English
  https://youtu.be/QoAOzMTLP5s

Direct links to the 3 items below also on the app

- Self-evaluation rubric
  https://9conversations.no/self-evaluation/
- Paper version of spiders web self evaluation tool.
- EU Skills Profile Tool
  https://ec.europa.eu/migrantskills/#/

Extra info

- 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
  https://9conversations.no/faq-prototype/

SESSION GUIDANCE NOTES

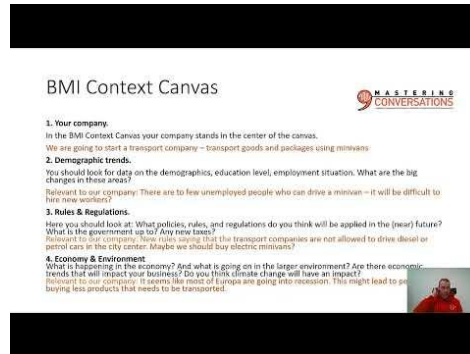On the left are links mentioned in the session.
On the right are links that are generally relevant to the progrmme.

If you want to take it further

Watch the video on why it is a good idea to look at trends outside your company.

Complete the badge for this session.

Read pages 20-25 in the free sample of the BMC book.

SESSION GUIDANCE

Participants aiming to achieve the Level 2 certification should complete the following assignment in their e-portfolios.

Describe the trends in the BMI Context Canvas related to your Business idea. Reflect on the trends you have found and if they are a potential or a problem to your business idea? Are there anything you can do to avoid the potential problems you see?
Aim to write 300-750 words.

Video: https://youtu.be/hdp16FFg98Q