CONVERSATIONS Network-building for self-employment of refugees

IO4: Course materials IO6: Facilitator Guide

9Conversations - 2019.11.19 - IO4, Course Material







LMS (Learning Management System)





Learning outcomes

9-step plan (attended with facilitator)



Assessment with badges



Supporting tools, FAQ, life stories, competency tool, EU Skills profile guide

CONVERSATIONS

Network-building for self-employment of refugees

The Programme Canvas

Key	partners
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The facilitator

The facilitator will guide you through some steps to help you build your own Canvas (like this one) that explains your business idea.

The Group members

The other people in your group will help you make your Business Canvas clearer by asking you questions. You will also be helpful to them in the same way. Key activities Proposition Weekly meetings Starting your own business When you have You will meet with your group and the facilitator finished the 9 to talk about and plan Conversations programme you will your next steps. In between the group ready to plan in a meetings you will add to serious way about your Business Canvas starting your own after meeting or phoning business. local people who can help you with your You will know more about the business business idea. It is also important that environment where you make a note of what vou now live. you have learned each week. Key resources Time & commitment It is important that you make sure you come to every meeting. It is important that you do what you have planned between each meeting. Your experience Your experience and existing knowledge will be very important to your own Canvas and probably also to some of your group colleagues.

n :	Customer relationships	Customer segments
	Speak the local language	Contacts
be	You will be meeting and contacting useful people and organisations in the local language in the local area. You will be doing what you can so that they remember you and you are able to contact them again if you need to.	The type of people or organisations that you will need to contact include "possible suppliers "possible customers "business services such as banks and accountants "information services such as the local library, municipality or business support clubs
	Channels	
	Meetings	
	You will contact local people who could give you useful information to help you build your Business Model Canvas. You will do this by arranging to: *go and meet them *email them *find useful information online *or inviting them to come to a 9 Conversations meeting	
	•	1

What's in it for the participant?

Business Model Canvas

Osterwalder, A. (2005-11-05). <u>"What is a business model?"</u>. businessmodelalchemist.com.

Cost structure

..............................

Time

This programme will cost you some time. It will use about 4 hours per week; two hours for the meeting and two hours to go out and meet useful contacts, make a note of what you learned and planning new meetings.

Revenue streams

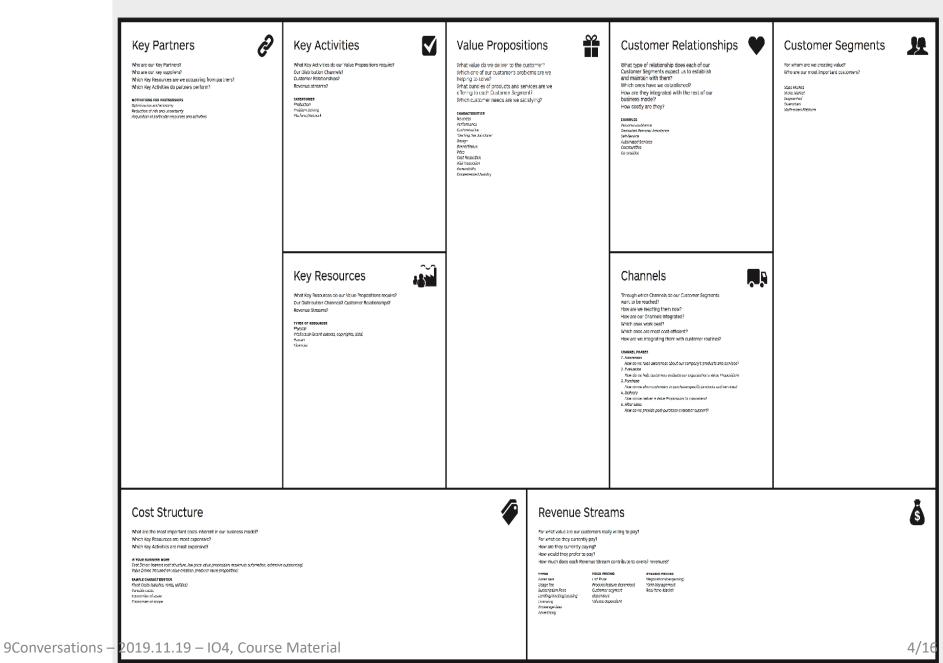
What you gain

If you complete this programme you will get the following: "new contacts that could be useful if you decide to start your business "experience of thinking about lots of different types of businesses with your group "practice in presenting your business idea "a better understanding of how business works in your local area "a completed Business Model Carwas that you can present "badges that you can add to your Skills Profile Designed for:

The Business Model Canvas

Designed by

Version:







- 0 Step 0 Programme preparation
- 1 Step 1 BMC concept appropriation
- 2 Step 2 Personal profile (Your skills ... EU Skills Profile Tool)
- 3 Step 3 Your business idea, in local business landscape
- 4 Step 4 Value proposition & customer segments
- 5 Step 5 Customer relationships & channels
- 6 Step 6 Key activities, partners and resources
- 7 Step 7 Cost structure & revenue streams
- 8 Step 8 Telling your story
- 9 Step 9 The Elevator Pitch





- 0 Step 0 Programme preparation
- 1 Step 1 BC concept appropriation

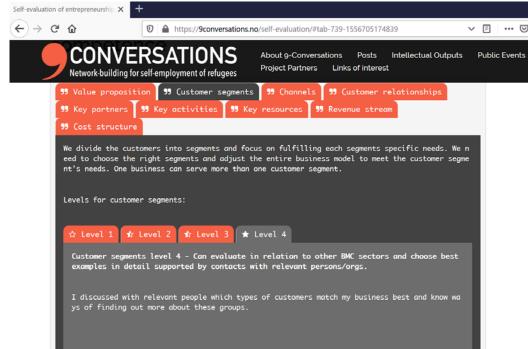
2 – Step 2 Personal profile (Your skills ... EU Skills Profile Tool, Competence self assessment)

Self-evaluation of entrepreneurship \times	+
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	TERSATIONS About g-Conversations Posts Intellectual Outputs Public Events Dissemination g for self-employment of refugees Project Partners Links of interest
	sition 99 Customer segments 99 Channels 99 Customer relationships s 99 Key activities 99 Key resources 99 Revenue stream ure
eed to choose t nt's needs. One Levels for cust	customers into segments and focus on fulfilling each segments specific needs. We n the right segments and adjust the entire business model to meet the customer segme e business can serve more than one customer segment. tomer segments:
	ments level 1 - Can explain one simple example with expert help ea what type of people some of my customers could be. I need expert help to find





- 0 Step 0 Programme preparation
- 1 Step 1 BC concept appropriation
- 2 Step 2 Personal profile (Your skills ... EU Skills Profile Tool, Competence self assessment)



9Conversation -Step Schema



- Objectives of the step
- What to do before the meeting
 - Practical activities, with help from other learners, or FAQ, or supporting organization
- Facilitator preparation / reminders

9Conversation -Step Schema



- Objectives of the step
- What to do before the meeting
 - Practical activities, with help from other learners, or FAQ, or supporting organization
- Facilitator preparation / reminders
- Session Plan (Topics and Timing for the meeting)
 - Practical activities to fill in the diagram (audio / document preparation to present what you did, diary to describe accomplishments, discussion of problems, questions, description of progress)

9Conversation -**Step Session Plan**

Meeting 5 session

What to do	Resources/strategy	Time in mins			
Report back on contacts made during the previous week and what was learned. Focus on customer relationships & channels	Swap information and tips on making contact and holding meetings. Discuss P 26-29 in the free sample of the BMC book.	10 30	Learning diary prompts – choose one or more of the questions and create your answer in the app.	Describe something you learned in this session. Describe something that puzzled you in this session.	5
Add to the customer relationships and channels sections of the BMC	Each group member should add to those two segments of their BMC	15		Describe something that one of your course colleagues did or said that you found helpful. Describe something you want to find out	
Mastermind session where one or two participants get the chance to take the group through their whole BMC and identify challenges and ask for support.	Give one or two participants the opportunity to take the group through their BMC and ask and take questions – 10 minutes each.	30		more about as a result of today's session. Is there something that you learned today that will help you make progress on one of the threads of the competency tool? How could the session be improved?	
Plan contacts that need to be made for next week.	The focus could be on key activities, partners and resources in readiness for Step 6.	10		Consider telling the facilitator. What progress have you made on your personal BMC?	
Discussion: What have you learned in this session? As a group reflect on what has been learned (what was successful and what needs to be developed). Are the expectations	Get a volunteer to note this down on a large piece of paper and take a photo. This could be in the form of images.	5			
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CONVERSATIONS Network-building for self-employment of refugees

9Conversation -Step Schema



- Objectives of the step
- What to do before the meeting
 - Practical activities, with help from other learners, or FAQ, or supporting organization
- Facilitator preparation / reminders
- Session Plan (Topics and Timing for the meeting)
 - Practical activities to fill in the diagram (audio / document preparation to present what you did, diary to describe accomplishments, discussion of problems, questions, description of progress)
- Badges associated to the accomplishments
- Other sources of information for this step

9Conversation -Step Badges



Achievement Title	Image	Earned Date	Related Post
COMPLETED EU Skills Profile		November 17, 2019	Documenting your skills
CONVERSATION 2 COMPLETED	2	November 17, 2019	Documenting your skills
Chapter 2 of your DIARY!		November 17, 2019	Diary chapter 2: what have you learned?
Chapter 1 of your DIARY!		November 17, 2019	Diary chapter 1: what have you learned?
CONVERSATION 1 COMPLETED		November 17, 2019	Introducing the BMC
Feedback/suggestions given!		November 17, 2019	Introducing the BMC
DIARY started!		November 17, 2019	<u>Start your diary</u>

9Conversation - Step Badges



My Achievements



View All My Achievements

My Achievements









COMPLETED EU Skills Profile

Chapter 2 of your COMPLETED DIARY!

Chapter 1 of your DIARY!











CONVERSATION 1 COMPLETED

Feedback/suggestions given!

DIARY started!

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9Conversation -Workflow

Student WorkFlow

- Enrol (Student profile INIT)
- Tools
 - FAQ
 - EUSkills Profile Tool)
 - Self-Evaluation of entrepreneurial skills
- Take a STEP
 - Access step on the LMS
 - Work
 - Participate in the meeting



Facilitator WorkFlow

- Consult Facilitation Guide, prepare Facilitation

- Do facilitation (present step and activities, make questions)

9Conversation -Workflow

Student WorkFlow

- Enrol (Student profile INIT)
- Tools
- Take a STEP
 - Access step on the LMS
 - Work
 - Participate in the meeting

- External work

- Consult profile



Facilitator WorkFlow

 Consult Facilitation Guide, prepare Facilitation

- Do facilitation (present step and activities, make questions)
- Assessment (informal) and badge acknowledgement

9Conversation -IO6 -Facilitator Guide

Facilitator pack Web-based course

CONVERSATIONS

Network-building for self-employment of refugees

9-step document

Guide document

Question cards

Poster templates



