

TRAINING OUTLINE

SESSION 1

DISCOVER COMMON CHALLENGES IN ENTREPRENEURSHIP

OVERALL DISCRIPTION AND LEARNING OUTCOMES

This session, inspired by the ResCEWE Toolkit¹, is your opportunity to engage with peers, share experiences, and collaboratively identify the areas where you need the most growth and support. You will participate in two focused breakout sessions that will help you and your peers uncover the specific challenges in **customer understanding, business management, infrastructure, financials, and resilience in action**.

This first training session is not yet about teaching new content or exploring unfamiliar business cases. Instead, it is a dedicated space for you to help each other recognize personal knowledge and skill gaps through guided discussions. Your insights and shared experiences will directly inform the content of future training sessions, ensuring they are tailored to your actual needs.

Learning Outcomes

By the end of this exploration session, you will:

1. **Identify Personal and Peer Challenges:** Gain a deeper understanding of the common and unique challenges faced in entrepreneurship, particularly in areas like customer understanding, business management, and resilience.
2. **Recognize Knowledge and Skill Gaps:** Through collaborative discussion, you'll be able to pinpoint specific areas where you and your peers need further development or support.
3. **Contribute to Tailored Future Training:** Your insights will play a crucial role in shaping the upcoming training sessions, ensuring they are highly relevant and targeted to your needs.
4. **Reflect on Personal Business Practices:** Engage in self-reflection and receive peer feedback, which can offer new perspectives on your business approach and potential areas for improvement.

¹ [Frontpage - RescEWE Learningplatform \(ewe-learningplatform.eu\)](https://www.ewe-learningplatform.eu)

This session is a vital first step in our series of 1.5 hour online training sessions (see below the description of the next sessions). Your active participation and openness to sharing and learning from one another are key to making the most of this unique opportunity. It is strongly recommended that the same person will attend all the sessions to make the most out of the training.

OUTLINE OF SESSION 1

1. Introduction

- **Welcome:** Quick introductions to familiarize everyone
- **Workshop Overview:** Brief explanation of the session's purpose and format
- **ResCEWE Toolkit Themes:** Quick overview to provide context for our discussions

2. Breakout Session 1: Exploring Common Challenges

- **Small Group Discussions:** Participants discuss the challenges faced in their businesses, acting as 'business detectives' for deeper understanding

3. Group Sharing and Reflection

- **Group Discussion:** Share insights from the breakout sessions and discuss common challenges

4. Breakout Session 2: Identifying Training Needs

- **Focused Exploration:** In new groups, participants explore how the themes of the upcoming sessions - 'Knowing Your Customer', 'Running Your Business', and 'Responding to Shocks' - could address their identified challenges

5. Reflection and Learning

- **Group Reflection:** Discuss learnings and insights from peer discussions
- **Personal Insights:** Note personal takeaways and ideas

6. Conclusion and Next Steps

- **Wrap-Up:** We summarize the session and outline what to expect in future sessions
- **Feedback and Q&A:** Opportunity for feedback and any remaining questions

WHAT'S NEXT?

This is the first training session out of a total of 4 training sessions.

The next training sessions will cover the following content :

Session 2 – **Knowing your customer** (planned for March 2024)

This session will focus broadly on the theme of **customer understanding**. Participants will engage in discussions and activities that revolve around the importance of knowing who your customers are and what they need. This session is designed to open up various perspectives on customer engagement and how it influences business success. The exact content will be tailored based on the specific needs and challenges identified by participants in the first workshop.

Session 3 – **Running your business** (planned for April 2024)

In our third session, the theme will be centred around the general management of your business. We will touch upon various aspects such as **financial management, operational efficiency, and infrastructure development**. This session will be shaped to address the broader aspects of business management, with the specifics refined based on participant feedback and identified needs from the initial sessions.

Session 4 – **Responding to shocks** (planned for May/June 2024)

Our final session will address the theme of resilience and adaptability in business. The focus will be on preparing for and responding to unexpected changes and challenges that businesses commonly face. The session aims to foster a discussion on resilience strategies in a general context, with the goal of helping participants think about how to apply these concepts to their own business scenarios. The detailed content will evolve based on the earlier workshops' outcomes.