



Go Social Cy

**Supporting Employability through Social
Entrepreneurship**

**Sosyal GİRİŞİMCİLİKLE İstİHDAMI
DESTEKLEYİN**



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Famagusta Walled City Associ-

MASDER



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Section 4: How to be a trainer

Part 2

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This Section will focus on:

Skills and competences of a trainer

The value of examples, demonstration models, simulation, games, role playing, free and facilitated discussion, exercises.

Using videos for training.

How to train entrepreneurs.

Can the attributes of an entrepreneur be taught?



Skills and competences of a trainer

- 1) Education and knowledge
- 2) Technical field Vs Business field
- 3) The trainer should have actual experience in entrepreneurship

Preparation of a training plan



Learn the composition and size of the audience
Establish the available time
Establish the syllabus (what you want to teach)
Arrange syllabus into a logical sequence
Find and test examples, teaching aids, videos
Test all excersises

Can the attributes of the entrepreneur be taught?

Administrative	Technical	Financial	Legal/Commercial	Social	Others
Choosing the best team	Pilot testing	Identifying possible seed funding	Patent applications, IP rights	Identify stakeholders	?



The contents of each training session

- 1) Welcome and introduction**
- 2) Introduction to the contents and objectives of the session**
- 3) Connection with previous sessions, if appropriate, short revision**
- 4) Development of the subject in a logical fashion using just enough theory and plenty of examples**
- 5) Answer questions and encourage discussion**
- 6) Summarise and close**



The training is implemented through a combination of appropriate:

- 1) Straight lecturing
- 2) Games
- 3) Demonstration of models
- 4) Simulation if appropriate
- 5) Role playing
- 6) Examples
- 7) Hands-on practice





GAMES: Ice Breakers, Energizers, Team Building

<https://www.youtube.com/watch?v=GOcHzKv-a5U>

https://www.youtube.com/watch?v=z_lzNSviDrc





SIMULATIONS:

<https://www.youtube.com/watch?v=CDoNOt8pbSI>



Implementation Techniques



SIMULATIONS:

e.g flying an airplane, driving a car





DEMONSTRATIONS:

Teaching by exhibition, performed skill
Increasing interest to adapt recommended practices





ROLE PLAYING:

Role-playing is an excellent training technique for many interpersonal skills, such as customer service, interviewing, and supervising.

Effective role play engages the hearts and minds of the audience and motivates them to begin the all-important move towards real behavioural change.



Implementation Techniques



USING VIDEOS FOR TRAINING:

e.g safety: <https://www.youtube.com/watch?v=qOw44VFNk8Y>

e.g cookery: https://www.youtube.com/watch?v=VI7Bj1_P99Q



The value of examples

Examples help to illustrate the points made
Examples are easily remembered
They help to convince that something is possible and can be done
Examples can stimulate discussion



In a free discussion the specific topic is not defined and anyone can express his/her opinion within the general context of the subject. The trainer prompts for the clarification of points and summarizes them so that all comprehend them. The trainer does not attempt to lead the discussion in any specific direction

Free Discussion





In a facilitated discussion the trainer asks questions around a particular issue and encourages participants to remain relevant. Comments of one participant may spark further comments from others in the group thus enriching the discussion. The role of the trainer is to keep order in cases of disagreement and summarize the issue and various opinions.

Facilitated discussion



Controlling the group

The trainer is the LEADER in a training session!

Beyond covering the assignment he/she has the responsibility to control the group of participants so that the session achieves its objectives.

To retain the attention of the group he/she has to convince them first that they will not be wasting their time being there.

Ask each participant what he/she expects to learn from the training program and of any particular matter that concerns them.



Keeping focused

To keep the trainees participating the trainer must address questions to them, ask for their comments and opinions.

The trainer must respond in a constructive and positive way and use prompts to others for additional input.

The trainer must take note of the points raised so that he/she can use them in the concluding summary.

Distractions



Noise
Thermal comfort conditions
Isolation
Seating arrangement
Arrangement of audiovisual equipment

Then environmental conditions of the training room/space must be right.



Handling difficult people



In all training groups there are difficult people
The ubiquitous “know-it-all”
The “interrupter”
The rude participant
The habitual “disagree-er”

**IN ALL CASES THE TRAINER MUST
BE POLITE**

In exceptional cases the trainer can
reprimand and dismiss someone
from the group.

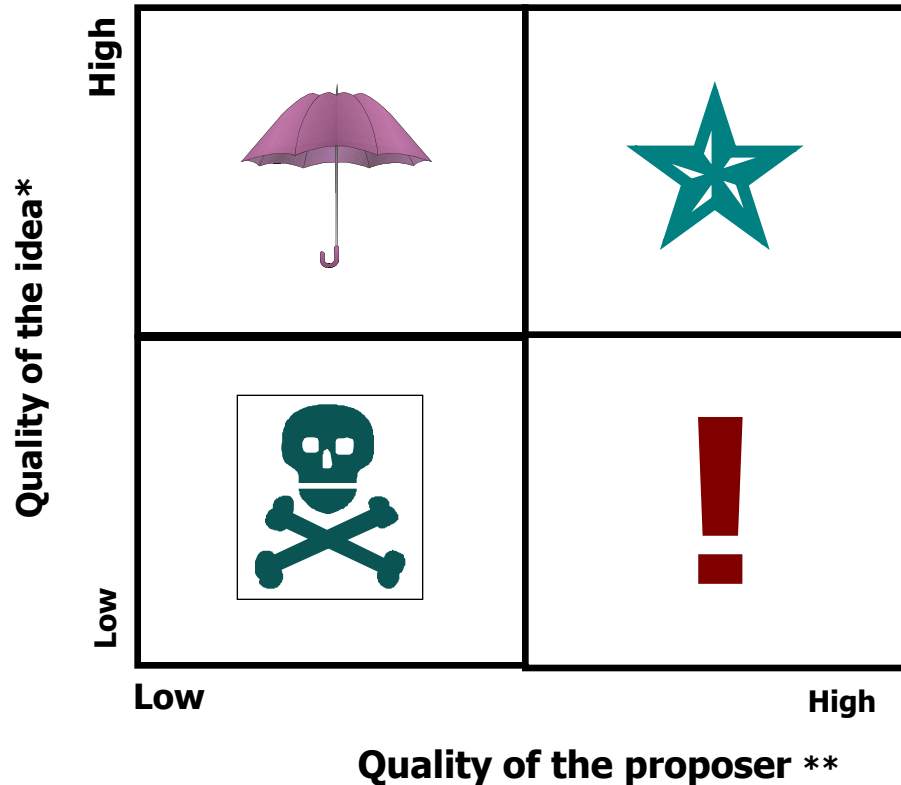


Some ideas about ideas

- 1) All ideas are welcome!
- 2) Some are immediately good and implementable
- 3) Others may not be so but prompt the mind to reform and expand them into a new idea.

**To implement any idea there has to be a BUSINESS PLAN
(Who, when, where, how, how much, threats, weaknesses, opportunities,
strengths)**

Evaluation of novel ideas/proposals



* Advantages.
Commercial advantages.

** Entrepreneurial ability.
Personality. Character
(integrity, team spirit,
communication ability,
honesty).



Identification and Evaluation of Ideas and Opportunities

There are lots of ideas

There are many good ideas

Very good ideas are few !!!

One idea will make it to implementation !!!

Ideas must be:

created

evaluated

researched

Implemented (possibly)



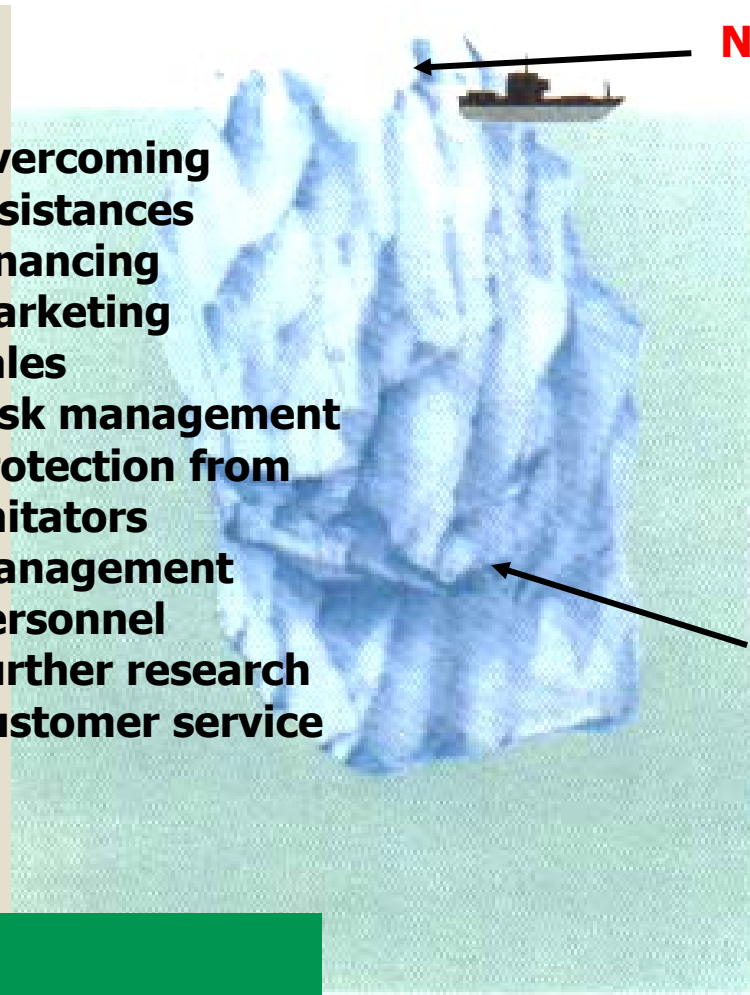
**Raw ideas are many and possibly even free.
Opportunities come from researched ideas
and are not free!!!**



THE ROAD FROM A GOOD IDEA TILL ITS SUCCESSFUL IMPLEMENTATION IS A LONG ONE



- **Overcoming resistances**
- **Financing**
- **Marketing**
- **Sales**
- **Risk management**
- **Protection from imitators**
- **Management**
- **Personnel**
- **Further research**
- **Customer service**



New idea

All the rest of the work to reach the market

Iceberg indeed!



When you ponder over what lays below the water then you begin to realize:

- The value of training
- The cost of ignorance and why training needs:
 1. Effort
 2. Persistence
 3. Patience
 4. Practice

A close-up photograph of a standard incandescent lightbulb. The bulb is held in a dark, possibly black, holder. The glass of the bulb is clear, and inside, the filament is visible. Stenciled in black ink on the inside of the glass is the text "AN IDEA IS ONLY AS GOOD AS ITS EXECUTION!". The text is arranged in four lines: "AN IDEA" on the first line, "IS ONLY AS GOOD" on the second, "AS ITS" on the third, and "EXECUTION!" on the fourth. The background is a soft, out-of-focus grey.

AN IDEA
IS ONLY AS GOOD
AS ITS
EXECUTION!



General and Open Discussion

Clarifications

**Matters that
concern you**

Questions

**General
Discussion**



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Thank you!
Teşekkürler!
Ευχαριστώ!

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