



# Be Your Own Boss

**Erasmus+ KA1 Youth workers mobility**

**1st January - 31st December 2018**

**Limassol, Cyprus**

# About Project

The project was a multilateral youth workers' training which involved nine (9) different partners from Cyprus, Greece, Lithuania, Estonia, Bulgaria, Romania, Poland, Italy, Spain) in order to bring together youth workers who to exploit their potential and provide them with toolkit on the creative and entrepreneurial skills.



# Partners



**DOREA Educational Institute** (CY) - [info@dorea.org](mailto:info@dorea.org)

**Institute Perspectives** (BG) -

[erasmuska1@institute-perspectives.com](mailto:erasmuska1@institute-perspectives.com)

**Seiklejate Vennaskond** (EE) - [haaletaja@gmail.com](mailto:haaletaja@gmail.com)

**Asociacion Building Bridges** (ES) - [asociacionbb@gmail.com](mailto:asociacionbb@gmail.com)

**Euro Sud** (IT) - [eurosud.projects@gmail.com](mailto:eurosud.projects@gmail.com)

**Hellenic Youth Participation** (GR) -

[hellenicyouthparticipation@yahoo.gr](mailto:hellenicyouthparticipation@yahoo.gr)

**Stowarzyszenie Sztukater** (PL) - [info@sztukater.pl](mailto:info@sztukater.pl)

**Sprijin si Dezvoltare** (RO) - [sprijinsidezvoltare@yahoo.com](mailto:sprijinsidezvoltare@yahoo.com)

**Baltijos saviugdos centras** (LT) - [info@balticsdc.org](mailto:info@balticsdc.org)

# Programme

The training programme was designed to cover all these 3 areas:

## **Ideas and Opportunities**

Participants developed business ideas and worked towards the vision of the idea, recognizing its purpose and value

## **Resources**

Participants developed their individual and teamwork skills and gathered resources needed to turn their idea into action

## **Info for Actions**

Participants were encouraged to network, share ideas and develop new plans together



**SEVERAL TOOLS USED**



# SMART Goals BY P. Drucker

**SMART** is an acronym that you can use to guide your goal setting. Its criteria are commonly attributed to Peter Drucker's Management by Objectives concept.

## Each GOAL should be:

- **S**pecific (simple, sensible, significant).
- **M**easurable (meaningful, motivating).
- **A**chievable (agreed, attainable).
- **R**elevant (reasonable, realistic and resourced, results-based).
- **T**ime bound (time-based, time limited, time/cost limited, timely, time-sensitive).

SMART is an effective tool that provides the clarity, focus and motivation you need to achieve your goals. It can also improve your ability to reach them by encouraging you to define your objectives and set a completion date.

You can read more about SMART goals [here](#).

# S.M.A.R.T

## SPECIFIC

Your goal should be clear and specific, otherwise you won't be able to focus your efforts or feel truly motivated to achieve it. When drafting your goal, try to answer the five "W" questions:

1. What do I want to accomplish?
2. Why is this goal important?
3. Who is involved?
4. Where is it located?
5. Which resources or limits are involved?

## MEASURABLE

it's important to have measurable goals, so that you can track your progress and stay motivated. Assessing progress helps you to stay focused, meet your deadlines, and feel the excitement of getting closer to achieving your goal.

A measurable goal should address questions such as:

- How much?
- How many?
- How will I know when it is accomplished?



# S.M.A.R.T

## ACHIEVABLE

Your goal also needs to be realistic and attainable to be successful.

An achievable goal will usually answer questions such as:

- How can I accomplish this goal?
- How realistic is the goal, based on other constraints, such as financial factors?

## RELEVANT

Your goal has to matter to you, and also align with other relevant goals.

A relevant goal can answer "yes" to these questions:

- Does this seem worthwhile?
- Is this the right time?
- Does this match our other efforts/needs?
- Am I the right person to reach this goal?
- Is it applicable in the current socio-economic environment?

## TIME-BOUND

Every goal needs a target date, so that you have a deadline to work toward.

A time-bound goal will usually answer these questions:

- When?
- What can I do six months from now?
- What can I do six weeks from now?
- What can I do today?

# SCAMPER METHOD BY BOB EBERLE



**SCAMPER** tool helps you generate ideas for new products and services by encouraging you to think about how you could improve existing ones.

**SCAMPER** is a mnemonic that stands for:

- Substitute
- Combine
- Adapt
- Modify
- Put to another use
- Eliminate
- Reverse



You use the tool by asking questions about existing products, using each of the seven prompts above. These questions help you come up with creative ideas for developing new products, and for Improving current ones.



Remember that the word "products" doesn't only refer to physical goods. Products can also include processes, services, and even people

# S.C.A.M.P.E.R

To use SCAMPER, you simply go down the list and ask questions regarding each element.

## SUBSTITUTE

What materials or resources can you substitute or swap to improve the product?

What other product or process could you use?

What rules could you substitute?

Can you use this product somewhere else, or as a substitute for something else?

What will happen if you change your feelings or attitude toward this product?

## COMBINE

What would happen if you combined this product with another, to create something new?

What if you combined purposes or objectives?

What could you combine to maximize the uses of this product?

How could you combine talent and resources to create a new approach to this product?

## ADAPT

How could you adapt or readjust this product to serve another purpose or use?

What else is the product like?

Who or what could you emulate to adapt this product?

What else is like your product?

What other context could you put your product into?

What other products or ideas could you use for inspiration?



# S.C.A.M.P.E.R

## MODIFY

How could you change the shape, look, or feel of your product?

What could you add to modify this product?

What could you emphasize or highlight to create more value?

What element of this product could you strengthen to create something new?

## ANOTHER USE

Can you use this product somewhere else, perhaps in another industry?

Who else could use this product?

How would this product behave differently in another setting?

Could you recycle the waste from this product to make something new?

## ELIMINATE

How could you streamline or simplify this product?

What features, parts, or rules could you eliminate?

What could you understate or tone down?

How could you make it smaller, faster, lighter, or more fun?

What would happen if you took away part of this product? What would you have in its place?

## REVERSE

What would happen if you reversed this process or sequenced things differently?

What if you try to do the exact opposite of what you're trying to do now?

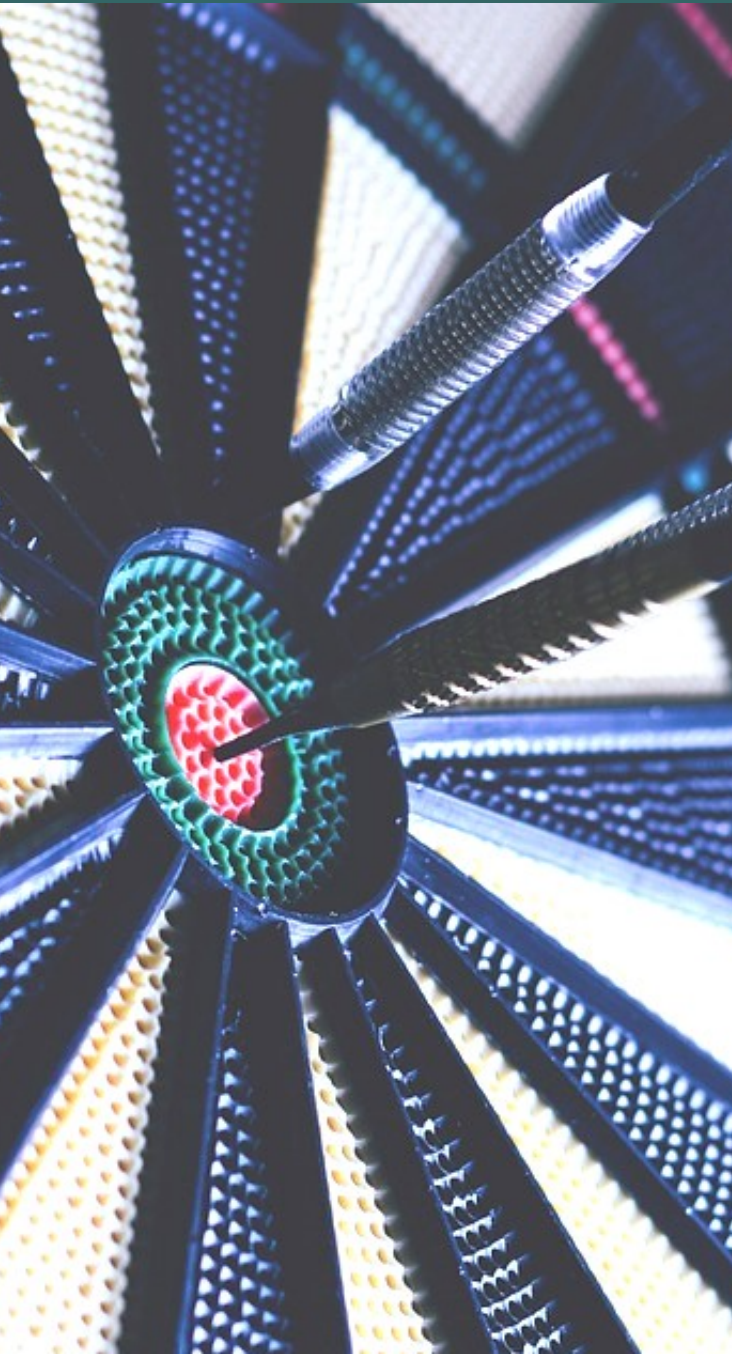
What components could you substitute to change the order of this product?

What roles could you reverse or swap?

How could you reorganize this product?

You can see the example of SCAMPER method [here](#).

# DART EXERCISE



This exercise transforms darts game into an experience which gets under the skin. Several companies compete on the dart market. Technical skills are not decisive. Those companies will win that find the right match of strategy and calculated risk taking. Real money is involved to make decisions relevant. Far beyond a game, the companies enter into serious business decisions. Apart from risk taking, other personal entrepreneurial qualities are developed, such as commitment to work contract, opportunity seeking, goal setting, systematic planning and self-confidence.

After completion of the exercise, participants

- have enhanced certain personal entrepreneurial qualities, such as commitment to work contract, opportunity seeking, goal setting, system planning and self confidence;
- understand risk as a necessary ingredient of business life;
- understand the difference between gambling and moderate risk taking;
- have learnt to adjust strategies to changing external conditions.

More information about the exercise, can be found [here](#) (p.44)

# COCA COLA SIMULATION

By simply using five tins of Coca Cola (or a similar product) the exercise simulates the market. In a simply to organize way, participants will have several buying options and nicely experience marketing mix and marketing strategy. Coca Cola market also emphasizes that cheap prices are not the key to success in marketing. Participants learn to apply marketing alternatives to products and services. Coca Cola Market is an alternative to the much more complicated market room simulation exercise.

At the end of the exercise, participants will learn:

- understanding and appreciating that there are different aspects in marketing
- learning by self- experience that price is not the decisive aspect for successful sales and marketing
- understanding the simplicity and complexity of marketing mix
- using marketing mix for their own business

The exercise can be found [here](#).



# CANVAS BUSINESS MODEL

The business model canvas is a great tool to help learners to understand a business model in a structured way. The Business Model Canvas was initially proposed by Alexander Osterwalder based on his earlier work on Business Model Ontology. Since the release of Osterwalder's work in 2008, new canvases for specific niches have appeared










Using this canvas will lead to insights about the customers business serve, what value propositions are offered through what channels, and how company will produce revenue.

The Business Model Canvas can be printed out on A4 paper and distributed to each participant individually or on a large surface so groups of people can jointly start sketching and discussing business model elements with post-it note notes or board markers.

You can create your own business canvas model online [here](#).



# CANVAS BUSINESS MODEL

<i>Key Partners</i>  <b>(Key Partners)</b>	<i>Key Activities</i>  <b>(Key Activities)</b>	<i>Value Propositions</i>  <b>(Value Propositions)</b>	<i>Customer Relationships</i>  <b>(Customer Relationships)</b>	<i>Customer Segments</i>  <b>(Customer Segments)</b>
	<i>Key Resources</i>  <b>(Key Resources)</b>		<i>Channels</i>  <b>(Channels)</b>	
<i>Cost Structure</i>  <b>(Cost Structure)</b>			<i>Revenue Streams</i>  <b>(Revenue Streams)</b>	

# SOCIAL MEDIA STRATEGY

One of the simplest ways to create your social media marketing strategy is to ask yourself the 5Ws and 1h questions:

1. **Who are they?** (E.g. job title, age, gender, salary, location, etc.)
2. **What are they interested in that you can provide?** (E.g. entertainment, educational content, case studies, information on new products, etc.)
3. **Where do they usually hang out online?** (E.g. Facebook, Instagram, etc. or niche platforms)
4. **When do they look for the type of content you can provide?** (E.g. weekends, during their daily commute, etc.)
5. **Why do they consume the content?** (E.g. to get better at their job, to become healthy, to stay up to date with something, etc.)
6. **How do they consume the content?** (E.g. read social media posts, watch videos, etc.)



# LEARN MORE



CONTACT US

[www.dorea.org](http://www.dorea.org)

[info@dorea.org](mailto:info@dorea.org)