

Curriculum

Motivation and creativity training¹

Aim of the 1-2-day Workshops:

After an individual reflection of their own motives and ideas of the enterprise (see part a) module: Motivation) and after an intense discussion of their own innovative ideas (see part b) module: creativity and ideas finding), the participants have a realistic idea of their own motives at the end of both parts of the training.

Furthermore, at the end of the training, the participants also have one or more concrete, innovative ideas for solving a problem that (presumably) has the potential for a business idea for starting a business.

Target group:

People with escape background (refugees) or migrants (= participant) which have basically interest in starting a business. The basic interest and some degree in suitability as an "entrepreneur" should have been identified (=ascertained) in the approach of this training with the help of the results of the "online questioning" (self-assessment ...) as well as the appraisal of the consultants / coaches etc.

(Least) target group conditions:

- Formal conditions (= requirements): The formal, juridical, other conditions specific for inland which do not prevent a registration to the project "new skills for new entrepreneurs ..." and guarantee with it a project participation in this and other trainings.
- Linguistic conditions (= requirements): sufficient linguistic proficiency (as a rule (normally) at least B2 - level)
- Content conditions (= requirements): The motives of the participants can be very different, to start their own business or possibly to take over, their previous experience with entrepreneurship and finding their own business idea. Some may already have concrete ideas about their own entrepreneurship, while others may not have any reliable ideas for them. Therefore, an exchange between groups of participants with different content requirements can be very fruitful for the creation and development of ideas.

¹ The motivation and creativity training is a component of a more extensive process in which in the approach some, if necessary all participants already in a two-stage procedure to the statement and appraisal of her individual conditions, competence and experiences on the way to the entrepreneur have taken part. Important information can deliver the knowledge of this procedure (potential Assessment & Individual of interview) as well as the knowledge of the belonging to it evaluation-concept to the planners and trainers this Workshops.

Information on part a) of the training (Module: motivation):

"To uncover and promote the motivation to be an entrepreneur":

In principle, motivation is understood here as the willingness of a person to carry out an activity in order to eliminate a felt lack (shortage) (e.g. because of the need to become an entrepreneur) and thus to satisfy a need.

Based on the well-known distinction between intrinsic and extrinsic motivation, therefore, personal needs and motivations should always be centered in training for increasing motivation. The motivation for entrepreneurial independence can be expressed in building a completely new company based on an innovative idea or by taking over an already existing company and developing it further on the basis of innovative ideas.

The need (the wish) to become or be an entrepreneur can be very different. On the one hand there is a strong inner drive and desire for a certain independence, independence and self-realization (intrinsic motivation as an entrepreneur). On the other hand, the need to become an entrepreneur can also be due to the expectation of many personal and societal benefits for oneself and for the family (eg, money, power, reputation, etc.).

Because it will not be possible in individual cases to clearly identify the individual motives as intrinsic or extrinsic of persons with an escape background, both should be considered and promoted in training to increase motivation.

Essential to the success of the training will be how to succeed (worked out), to identify intrinsic or extrinsic motives for the need to be entrepreneurs. It is also important to encourage people to use these motives in a constructive way.

In addition, it is also important to take a first look at the probable advantages and disadvantages of living as an entrepreneur. This should create a realistic understanding of "entrepreneurship" for the individual. It may be useful for this to give basic knowledge of entrepreneurship (related to the country of residence) into the training.

Information on part b) of the training (Module: creativity / ideas finding)

Central aim: „Strengthening of creativity and innovation capacity and development of ideas and individual future planning“

In this second part of the training, based on the development of a useful idea, the desire to be further strengthened, to want to be an entrepreneur (on the basis of the previous reflexion and discussion with own motives and images; see module: Motivation).

The finding of a suitable (appropriate) idea shows fundamental an essential condition for becoming an entrepreneur. In addition, however, the motive for wanting to continue an existing company and to develop it further with new ideas may be a good prerequisite for entrepreneurial activity.

Successful start-up ideas represented normally a solution for a problem or a challenge (of the market economy) for which there is an enough big customer group which is also ready to pay a price for the new solution.

The migrants who can be considered for this Workshop as a similar and partly comparable target group with people with escape background (important for didactic-methodical reasons only) develop suitable ideas for a later enterprise start up often in the constructive discussion with own- or foreign-described everyday experiences and everyday observations in her (familiar) environment.

Therefore, recognising (=see) of own- or foreign-described problems and challenges from the everyday life should stand in the beginning of this Workshop in finding of „interesting problems“.

In addition, the first look on potential customers should be also taken. Therefore, it is also important that the found idea for a problem or concrete challenges could be interesting not only for one person but also for many.

On the basis of this first differentiated discussion with concrete considerations on the way to become an entrepreneur in the market economy, a rough individual future planning should take place, in which the future steps (on the way to become an entrepreneur) are discussed with the participants.

General methodological notes for parts a) and b)

The interaction and social forms in the two modules must be adapted to the conditions and possibilities on-site. Basically, the two modules should be conducted as face-to-face lessons with different proportions of individual and group work. In addition, both modules should focus more on participant-stimulating (-activating), action-based and problem-solving-oriented methods and techniques for the design of training. Depending on the experience and prerequisites of the lecturer and with regard to the requirements of the participants, different creativity methods can be used for the workshop.

- I. Intuitive creativity methods², e.g., Brainwriting (brainstorming in written form), Mind map ...; **under the motto of "mass instead of class" is important**
- II. Discursive creativity methods offer rational approaches oriented to aim, for example the cause and effect analysis³
- III. Hybrid form from both method teams

The variety of creativity methods and technologies with similar intentions and purposes is hardly to be overlooked, which is why there is also no explicit recommendation for a certain technology.⁴

² Cf., e.g., <http://www.kit-gruendernews.de/eine-kleine-einfuehrung-in-kreativitaetstechniken/>

³ for more information please visit: https://www.mindtools.com/pages/article/newTMC_03.htm

⁴ Cf., for example, the extensive overview under <http://www.ideenfindung.de/%C3%9Cb%C3%9Cbersicht-Liste-Kreativitaetstechniken-Ideenfindung.html>

Course and timetable of the Workshops

(Tip: The in the following described course (process) and timetable is to be adapted flexibly to the circumstances on-site, in particular considering the number and conditions of the participants and the experiences and methodical abilities of the lecturers. It is also not unusual if is changed between the parts (=shares) in case of need (term: recursive action.) or different parts are cumulated (=summarized). A strict, in particular temporal separation of these phases does not make sense if necessary or is possible.)

1. Part: Preparation of the participants / short introduction / begin

- Greeting, if necessary, short introduction of the participants (especially for participants who do not know each other), representation of the runoff and the aims of the Workshops, possible benefit for participants is to get answers of open questions
- Other ...

Result: widely clarification of the process (runoff), the aims, the use of the Workshops and clarification of open questions.

2. Part: Uncovering and promoting individual motives to be entrepreneurs (Module: Motivation)

Key questions:

- What motivations do I want to be an entrepreneur?
- What personal benefits do I expect if I am an entrepreneur? What do I have to do for this? What would not I be prepared to do?
- What disadvantages will I have to deal with? How can I handle this? Which disadvantages would I probably not be able to accept?
- What can influence my motivation particularly positively or particularly negatively?
- How do I handle resistance that can negatively affect my motivation?
- mixed forms

The aim of this part of the training is, on the one hand, to make it more or less clear to the individual what motivates him to want to work as an entrepreneur. On the other hand, the advantages and disadvantages should be reflected in the center of the debate with the desire to be an entrepreneur. It should also be reflected on how to handle personal resistance.

Result of this part: List of problems found / challenges per participant

3. Part: Entrance: Find from "interesting" problems in the everyday life (focus: Concrete everyday practise)

Leading questions:

- Which problems / challenges do I meet in my everyday life which also concern many other people? What is the essential problem? (...)
- About which problems / challenges have other people from my sphere already reported to me? What is the essential problem? (...)
- Which of these problems interest me very much for which of these problems I would like to consider a practicable solution (for the persons concerned), develop, discuss with others. (...)
- Are there already some (if necessary only partly suitable) solutions for the experienced or described problems / challenges? If so, which?
- Why these solutions from own view are insufficient and do not solve the „real problem“. (...)
- (...)

Result of this part: List with found problems / challenges of the participants

4. Part: Dealing with (Handling) the found problems / challenges:

- Feedback discussion of the found problems / challenges with other participants

In this part, the problems / challenges found as well as the previously known (inadequate) solutions should be presented to the other participants and discussed.

Possible key questions for the feedback discussion - in each case from the point of view of the presenter and from an often different view of the other participants:

- What is the real, central problem for the persons concerned (future / potential customer)?
- Why are the present solutions (if known) not suitable or insufficiently suitable?
- Which problems are not or insufficiently satisfied by the present solutions?
- Can the demands of the persons concerned be solved basically with a product or a service?
- (...).

The critical remarks of other participants are expressly welcome here.

The aim of this part is to find out, especially for the presenter (participant), which concrete problem or concrete challenge a participant has a particular motivation for. Furthermore, it should be found out whether a participant has the special will to be committed to solving a solution, despite the critical objections (comments) of others.

5. Part: Identification of the (actual) problem that makes one "enthusiastic"

The part should clarify the following to each presenter.

- Which particular problem will inspire you most personally and what you can inspire yourself?
- How can your own view of the problem withstand first critical considerations and objections from the other participants?
- How can you find a (first) solution to a problem - despite resistance?

6. Part: Elaboration of the (first) idea for the solution of the problem which "inspires" the future entrepreneur

In this share it is a matter of developing the first idea for a solution. Besides, should be already central which concrete demands could be satisfied with potential customers with this solution (individual future planning)

7. Part: Present to the (first) solution for the problem with look at the satisfaction of potential customer's demands.

- Feedback discussion of the problems / challenges found with other participants.

In this part, the problems / challenges found as well as the previously known (inadequate) solutions should be presented to the other participants and discussed.

Possible guiding questions for the feedback discussion - in each case from the perspective of the presenter (participant) and from possibly another view of the other participants:

- • What is the real, central problem for the people concerned (future / potential customer)?
- • Why are the previous solutions (if known) not or only insufficiently suitable?
- • Which problems are not or insufficiently satisfied by the previous solutions?
- • Can the needs of the people concerned by the problem be solved with a product or service?
- • (...).

The critical comments of the other participants are hereby expressly desired.

• The aim of this last part of the training is to present (at least) one idea as a solution to a specific problem to the other participants and to "defend" against first criticism. In addition, the needs of potential customers should be presented, which could be satisfied with the solution.

• This view of the potential customers is very important as an entry into the necessary further discussion as a future entrepreneur in order to be able to develop a business idea from the first idea for a solution of a problem.

End of the training

Appendix

Online available materials for the support of motivation and creativity:

One assumes from the fact that the respective implementing partners dispose of materials specific for country for the realization of the Workshops or stand in contact with such organizations who dispose of it.

In addition and as a suggestion some predominantly German-speaking Internet sites on which a variety of useful materials and tips exists are stated in the following.

<http://www.existenzgruender.de/DE/Gruendung-vorbereiten/Gruendung-im-Ueberblick/inhalt.html>

(Various overviews, check lists and information which indicates the most important stations on the way in the professional independence and to your Start-up.in Germany.)

<https://www.fuer-gruender.de/blog/2017/05/ideenfindung/>

How to startup company [share 1]: Tips and methods of the ideas finding

<https://www.fuer-gruender.de/wissen/geschaeftsidee-finden/geschaeftsidee-beispiele/>

On these sides successful ideas are introduced by Start-ups from different industries. The consideration is that to find good business ideas must not be difficult, because often one must invent things not at all completely anew.

<https://www.einfachstartup.de/gute-geschaeftsideen/>

On these sides a founder reports about his to found often stony way a company and from his experiences. He also shows positive and less positive experiences

<http://www.asm-hh.de/links/index.htm>

In Hamburg there is the „study group of independent migrants (ASM)“ who stands also to founders of a new business with words and deeds aside. Such organizations can give valuable tips to the creation of motivation and creativity workshops. On the sides a progress report is also to be found on the subject „Founder of a new business with immigration background“.

<http://unesdoc.unesco.org/images/0014/001449/144935e.pdf>

In this English-speaking „Facilitator's guide “ to, subject: Among the rest, "Starting my own small business - A training module on entrepreneurship for learners in a non-formal setting" interesting and well understandable suggestions are included for finding and the removal of a business idea.