

MAKING SPACE 365 CREATIVE SKILLS & ENTREPRENEURSHIP YOUTH TRAINING TOOLKIT

Maximising the Potential of Young
People through Creative and
Cultural Entrepreneurship in the
Community

Entrepreneurship
Competencies
Module T5
**Planning and
management**



2020-1-PT02-KA227-YOU-007635

Module T5: Planning and Management

In this module, you will find a compendium of modular, active learning resources and activities that will support you and your learners to develop competencies in *planning and management*.

Namely, this module contains:

- Description of a 3-hour face-to-face learning activity
- Activities for a 2-hour self-directed learning
- Fact sheet
- Learner handout
- Self-reflection exercises

Aim and learning objectives of this module

The main aim of this module is to develop the entrepreneurial and creative skills of young people by providing a set of tools that support the development of competencies in planning and management.

Through this module, the learners are expected to develop the following knowledge, skills, and attitudes:

TOPIC	KNOWLEDGE	SKILLS	ATTITUDE
Planning and management	<ul style="list-style-type: none"> ★ Basic knowledge of what is project management and its basic aspects ★ Knowledge of tools and methods that facilitate the development of a good project management as well as a good business plan ★ Understanding of how to go about creating performance indicators that will allow the monitoring of the progress of the management plan and support the timely taking of measures/adapting steps in order to ensure the success of an endeavor 	<ul style="list-style-type: none"> ★ Ability to develop a comprehensive project management plan that reflects the goals/objectives ★ Ability to effectively manage unexpected situations and adapting the plan accordingly ★ Ability to define priorities ★ Ability to develop performance indicators that will facilitate the monitoring of the progress ★ Ability to adapt and change the plan, according to the results of the monitoring as well as successfully communicate the reasons for the changes to other interested parties. 	<ul style="list-style-type: none"> ★ Flexibility ★ Adaptability ★ Ability to deal with ambiguity

Part 01: Planning and management f2f Learning Activity

In this part of the module, you will find a comprehensive learning activity that is designed for face-to-face group training. The duration of this learning activity is around 3 hours. The aim of this activity is to support the trainers/facilitators in providing a holistic learning experience to groups of learners that will support them to develop their planning and management competence.

The activity uses different tools that can be used with different target groups and adapted to fit the needs of each group of learners.

Summary

Name of tool/ estimated time		Type of tool	objective of the tool
Part 01			
1	Getting to know each other. 20 mins	Icebreaker / getting to know each other	Getting to know the participants among themselves and with the facilitators. Team building that will be needed for the next group work.
2	Asking preparatory questions and invite responses / theoretical presentation. 30 mins	Brainstorming / Presentation by facilitator and active participation.	Recognise participants' state of knowledge and encourage them to think outside the box. Introduction of theoretical concepts needed for the practical part.
3	Presentation based on a sample business plan. 40 mins	Presentation by facilitator / brainstorming	Familiarise participants with the steps to create their own business plan.
Break			
Part 02			
4	Preparing a business plan in groups. 50 mins	Development of ideas and active participation in groups.	Application of theoretical knowledge in the creation of your own business plan. Distribution of tasks within the group, identification of a possible leader.
5	Project presentation. 25 mins	Presentation of each group's business plan.	Getting to know other participants' projects and ideas.
6	Final discussion and reflection. 15 mins	Discussion, sharing and problem solving.	Giving time to reflect on potential problems and find solutions.

Detailed Description:

Part 01	
Title of the session	“If you fail to plan, you plan to fail”
Approximate length	1 hour 30 minutes
Group size	6 – 36 depending on learning environment
Equipment, materials & space needed	<ul style="list-style-type: none"> ● Space to work in pairs or groups ● A small ball ● Boards or flipcharts ● Markers or chalk
Objectives	<p>The participants will:</p> <ul style="list-style-type: none"> ❖ learn to work in groups ❖ think outside the box ❖ express their opinion and discuss with others ❖ brainstorming ideas about planning and management ❖ acquire a basic theoretical knowledge of planning and management, including how to develop your business plan
	<p>Welcome everyone!</p> <p>Have you ever imagined what it would be like to be Elon Musk? Would you like to start a company as prosperous as Facebook? Today's workshop on planning and management will bring you closer to achieving your goals. We would like to start by introducing you to the basic concepts and the knowledge you will gain will be useful in the practical part.</p> <p>Part 1 - Let's get to know each other!</p> <p>1.1. Ball game – ask all of the participants to stand in a circle. Give one person a small ball and ask them to throw it to someone else in the circle. The person throwing the ball must say their name. After several rounds, the person throwing the ball must say the name of the person they are throwing the ball too.</p>

Detailed description

1.2. Island Survival - activate your imagination as we take you on a journey to a desert island. You can only take 5 things with you; think about what these will be?

Then divide the participants into groups (depending on the size of the group from 2 to 5 people). The participants in the groups have to discuss and choose only 3 things they will take with them to the desert island. Each group has to present and justify their choice.

Part 2 – Introduction

2.1. Brainstorming:

- What do you associate management with?
- What effects does planning have?

This is the time to recognize participants' state of knowledge and encourage them to think outside the box on the workshop topics. Participants may go beyond the topic of business – associations may be correlated with everyday life, school, etc. (e.g. managing leisure time, studies, household duties). Write down participants' answers on the board or flipchart.

2.2. Explanation of basic concepts:

- Define what is a project?
- Define what is management?
- What are the basic steps in project management?
- A description of project phases (start, planning, execution, completion, monitoring of project progress).

In addition to the theoretical lecture, try to get the group actively involved. Ask if they have ever been interested in the topic, if they know the terms given or what they associate them with. However, try to convey in a simple and clear way the factual knowledge which participants will need for the practical part of the workshop. Don't hesitate to use the board, create mind-maps and write down ideas.

	<p>Part 3 – Business plan – project charter:</p> <ul style="list-style-type: none"> • What is a business plan? • Explain how to make your own business plan based on a business model canvas. • Show a sample business plan and explain each step <p>In this section, try to show as clearly as possible how to create your own business plan based on a chosen model. Use a sample business plan, take into account that for some participants this may be their first experience with planning and management.</p>
Tips, recommendations for the facilitator	<p>Encourage thinking outside the box. Make sure everyone has the opportunity to express an idea or opinion. This part of the workshop can be led by one facilitator, but one more person is recommended to help, especially with larger groups.</p>
Break	
Part 02	
Title of the session	Create your own business
Approximate length	1 hour 30 minutes
Group size	6 – 36 depending on learning environment
Equipment, materials & space needed	<ul style="list-style-type: none"> • Space to work in pairs or groups • Flipcharts • Markers
Objectives	<p>The participants will:</p> <ul style="list-style-type: none"> ❖ Learn how to prepare their business plan based on a business model canvas. ❖ Learn how to work in a group and make decisions together. ❖ Present their idea to others. ❖ Find potential problems and be creative in finding solutions.

Detailed description

Part 1 – Let's plan this business

Participants join groups, the same ones in which they worked during *Island Survival*. The task for each group will be to create their own business and develop a plan according to the business model canvas presented earlier. Ideas can be unconventional, so don't feel restricted and let your imagination run wild.

When trying to create a business, suggest that the group uses the brainstorming method to choose the best idea together. Suggest that each group can identify a leader and distribute responsibilities among themselves. Remind participants to remember all nine components of the business model and try to describe them in as much detail as possible.

During the activity, don't hesitate to approach each group, give directions and make sure everyone participates and can express their opinions.

You can also suggest that the groups think of a company name and create a logo.

Part 2 – Project presentation

In this part of the workshop each group presents their business and its plan in front of the others. Before the presentation, ask each participant of the group (not only the leader), to take an active part in talking about their project. The presentation time of each group depends on the size of the whole workshop group.

Ask all participants to listen carefully to each group. You may also suggest taking notes. Inform them that there will be a discussion at the end about potential problems that may arise in the process of creating each project and possible solutions.

Part 3 – Final discussion and problem solving

After listening to all the presentations, ask what comments they have on the other drafts. Have they noticed what potential problems might arise during the implementation of their colleagues' business plans? Then brainstorm possible solutions. Point out that despite the plan, not everything can go according to plan and they need to be flexible and creative in your management and planning.

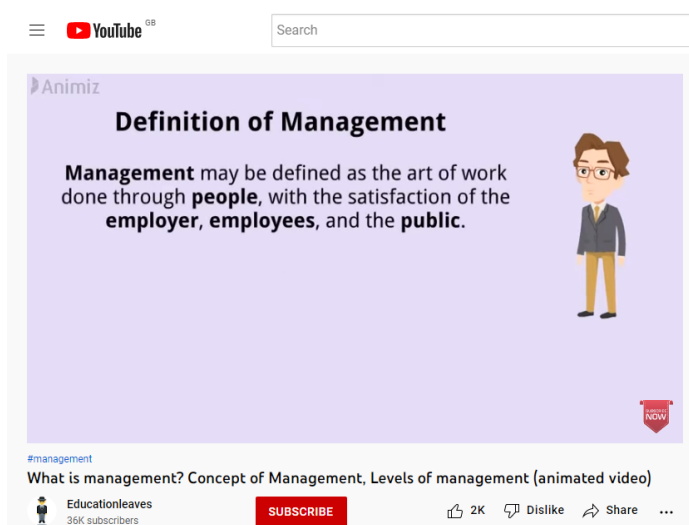
Tips, recommendations for the facilitator	<p>Encourage thinking outside the box. Make sure everyone has the opportunity to express an idea or opinion. This part of the workshop can be led by one facilitator, but one more person is recommended to help, especially with larger groups. Try to approach each group and give support when in doubt.</p>
Sources/bibliography	<p>Project Planning for Beginners - Project Management Training https://www.youtube.com/watch?v=ZWmXi3TW1yA</p> <p>What is management? Concept of Management, Levels of management (animated video) https://www.youtube.com/watch?v=GZ2dmbDmB5I</p> <p>Practical Guide to Entrepreneurship Training – Youth Entrepreneurship Support (YES) https://yesbiz.eu/wp-content/uploads/ROHU_YES_Practical-guide_final_en.pdf</p> <p>https://www.businessmodelsinc.com/about-bmi/tools/business-model-canvas/</p>

Part 02: Planning and management – activities for self-directed learning

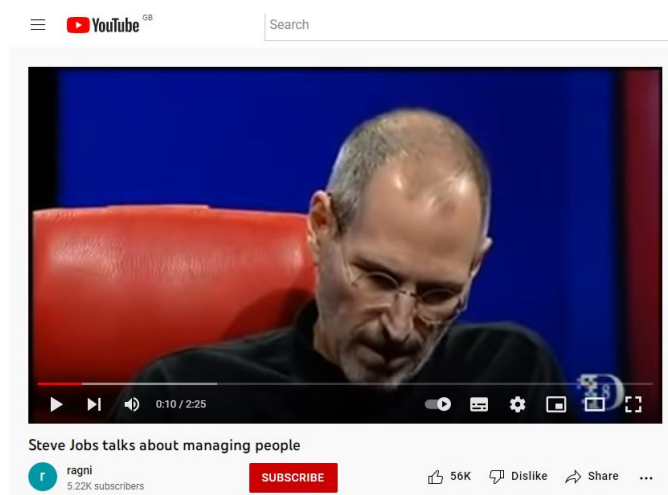
In this module, you will find a set of activities for self-directed learning that will support the learners/users to consolidate their knowledge on Planning and Management. The tasks will develop the workshop participants' skills through creative thinking and will help them to apply the acquired knowledge in real life activities.

Activity 01:

After watching the following materials, put yourself in the role of an entrepreneur / manager and think about what is important in leading a team/project.



Video link 1 - <https://www.youtube.com/watch?v=GZ2dmbDmB5I>



Video link 2 - <https://www.youtube.com/watch?v=f60dheI4ARg>

What impact does task sharing and good team communication have on effective business management?

Activity 02:

After watching the following video, consider what qualities a successful entrepreneur should have.



Video link - <https://www.youtube.com/watch?v=QoqohmccTSc>



Reflect on what is important in management to those who speak in the material and reflect about this.

Module T5: Planning and Management

Fact Sheet

Management is a set of activities (including planning and decision-making, organising, leading, i.e. directing people, and controlling) directed at the organisation's resources (human, financial, physical and information) and performed with the intention of achieving the organisation's objectives in an efficient and effective manner.

The five phases of project management are the following:

- 0.1. Project Initiation
- 1.1. Project Planning
- 2.1. Project Execution
- 3.1. Project Monitoring & Control
- 4.1. Project Closure

Planning is mainly about setting goals and corresponding activities. It can be understood as a project for the future and the selection of appropriate means for its organisation. We can consider planning as the process of why, what, when, who and how?

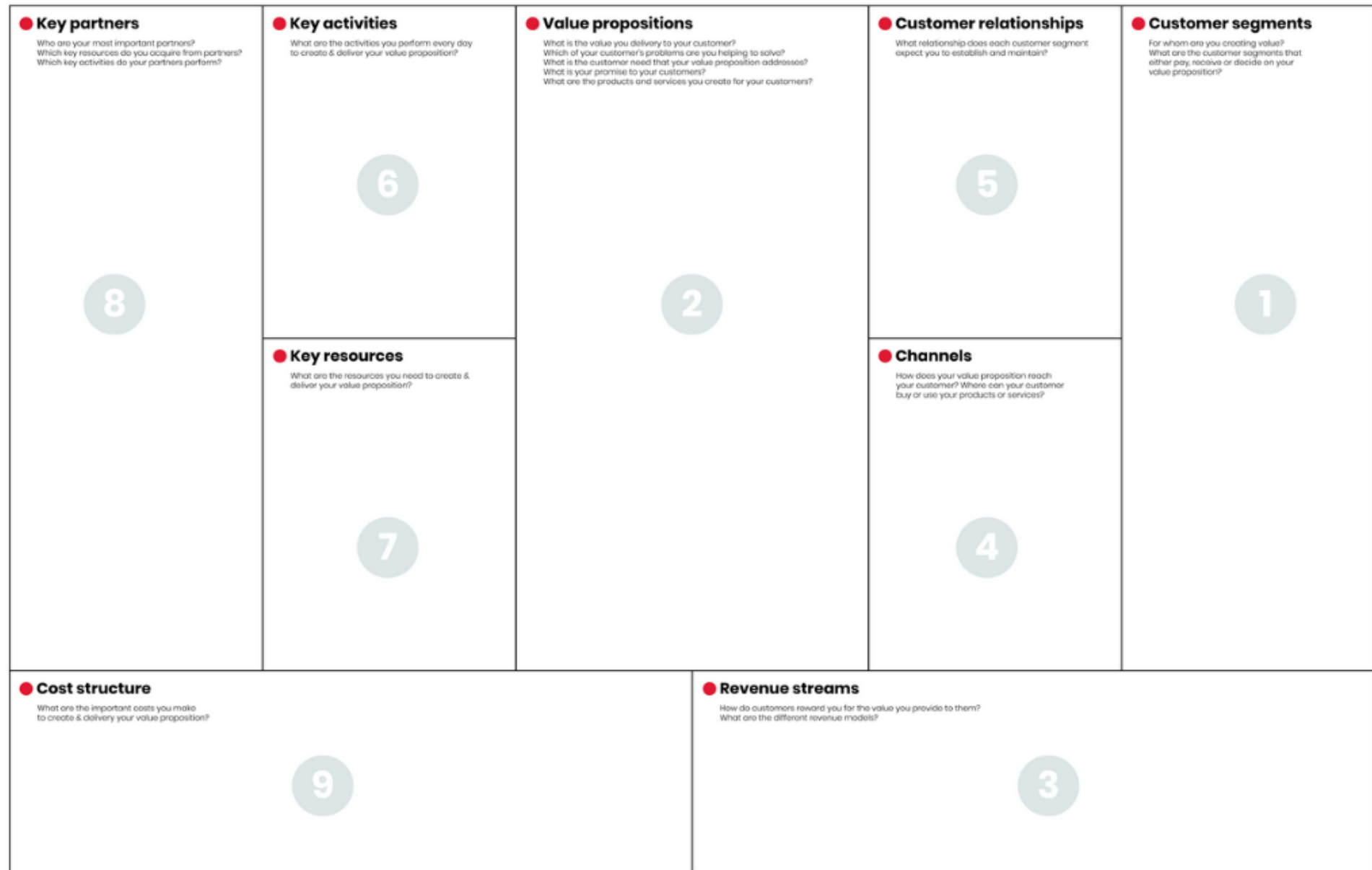


<http://www.gmacinnes.co.uk/management/planning-management-services>

Business plan is a comprehensive, long-term planning document related to the activities of an enterprise, the purpose of which is to indicate the objectives and the ways and means to achieve them. The business plan, as a set of documents and analyses, has a wide range of applications within and outside an organisation. It enables the preparation and implementation of projects, allows for the acquisition of financial resources and also plays a significant role in decision-making. Thanks to it, it is possible to verify the validity of previously made assumptions.

Business Model Canvas is a business model template developed by Alexander Osterwalder. It consists of nine main elements: customer segments, value proposition, sales and service channels, customer relationships, key activities, key resources, key partners, revenue streams and cost structure. These elements represent different aspects of how a business operates in creating a particular product or service.

BMI • Business model canvas



Brought to you by Business Models Inc

www.businessmodelgeneration.com

SELF-REFLECTION EXERCISES Module T5: Planning and Management

Now that you have attended a workshop on planning and management, reflect on the following:

- ❖ Can the knowledge you have gained help you to plan and manage tasks more effectively (not only in business but also in everyday life)?
- ❖ Do you feel more confident working in a group?
- ❖ Can the information you have learned about how to create a business plan help you with your project?
- ❖ Does management require certain skills, if so which ones?
- ❖ Can structured planning increase the chance of project success?
- ❖ What is the role of flexibility and adaptation to situations when you may encounter problems during project implementation?



MAKING SPACE



365



With the support of the Erasmus+ Programme of the European Union

This publication has been produced with the support of the Erasmus+ Programme of the European Union. The contents of this publication are the sole responsibility of the Making Space 365 Project consortium and can in no way be taken to reflect the views of the NA and the Commission.

2020-1-PT02-KA227-YOU-007635