

Abilități & comportamente întreprinzătoare personale

Sesiunea II

Introducere



**GREEN
ENTREPRENEURSHIP
TRAINING**

Puterea cunoașterii



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Instrumente



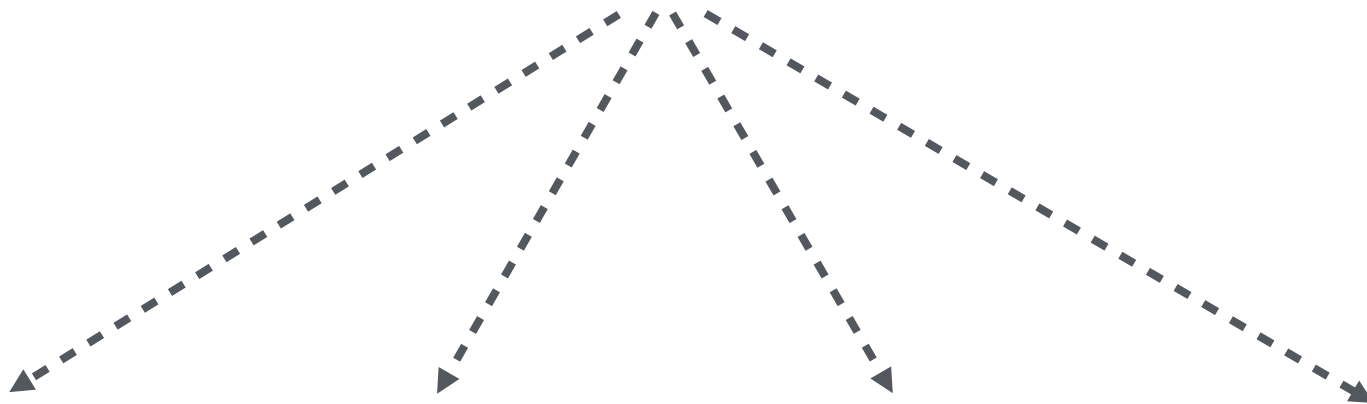
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4 puncte cheie



Cercetare

Analiza comparativă

Colaj (Moodboard)

Gândire sistematică



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Cercetare



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Cum să transformați
informațiile de masă în
perspectivă



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Manual Thinking
www.manualthinking.com

Analiza comparativă





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Utilizarea benchmarkingului pentru a analiza piața, poziționarea unei companii



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NATURA

SALUD

BELLEZA

DEPORTE

ESTRES

Colaj (MoodBoard)

¿QUÉ
BUSCA?

FELICIDAD

BE DELICIOUS

PAZ

EQUILIBRIO



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Metodologia gândirii sistematice

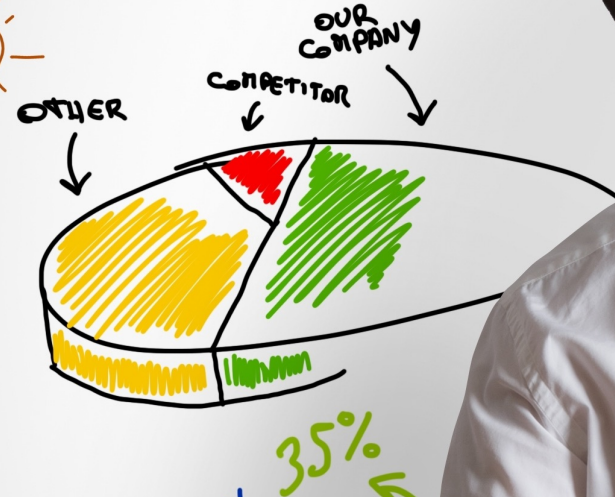
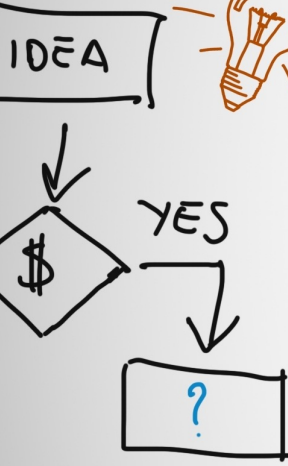


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MEDIA VIDEO
PICTURE



CLIENT 2

CLIENT N.

1010001

1010100

1010100

1010100

SEARCH ENGINE

DESIGN

WEB SITE

MEDIA

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Ce este?

Pentru ce este?



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Exercițiu



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Concluzii



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The End



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