

Green Entrepreneurship a Training (GET-UP) Projec

Unit/Module: Being Creative and Innovative in a Green Context

Type of Document: Workshop Session Plan

Session 3: Real Entrepreneurs. Talent or Taught?

Date:		Time:	
Location:		Facilitated By:	
Title:			

Overall Aim:	To leave with a well defined understanding of the characteristics that make an entrepreneur successful, with a fully complete auto-analysis designed to give you a look into your own personal habits, strengths, and weakness, as well as a lesson in how to turn these characteristics into an opportunity.
Learning Outcomes:	LO1: Understanding the distinct leadership and personal skills which define an entrepreneur LO2: Uncover personal weakness and threats to success through an auto-analysis, and thereby turning them into strengths and opportunities. LO3: Immersion into a case study which highlights the decisions, attitudes, and knowledge of a group of doctors turned successful entrepreneurs.

Time	Learning Outcome	Input	Slides	Learning Assessment and Activities
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09:30-09:45 (10'min)	-	Workshop Overview <ul style="list-style-type: none"> An overall introduction to the theme, purpose, steps, and revelations of the 		Who is a successful entrepreneur and what characteristics yield their
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		<p>workshop to acutely define outcomes</p> <ul style="list-style-type: none"> • A review and breakdown of the Doctour Case Study to align students with appropriate and positive entrepreneurial practices • Complete a self analysis SWOT in order to provide personal insight to be applied to future actions 		successes?
09:45-10:00 (15'min)		<p>Doctour: Examination of a Case Study</p> <ul style="list-style-type: none"> • A lecture on the concept, development, and result of an entrepreneurial endeavor of Spanish doctors • Highlighting and defining the key decisions that led to the success of the enterprise • Understanding how to apply and define your vision, knowledge of market, ability, organization, user focus. 		Understanding the setting and context of key decisions and moments throughout the entrepreneurial process shown and examined through a case study
10:00-10:20 (20'min)		<p>Auto-Analysis SWOT</p> <ul style="list-style-type: none"> • Analysis the person themselves, following the definition of an entrepreneur through the use of a SWOT Analysis on personality • Refining answers 		Provide the tool and materials (in the form of SWOT, markers, stickers) to complete the exercise as well as written guidelines to

		<p>and defining clearly the habits, strengths and weakness, which reside in your habitual actions</p> <ul style="list-style-type: none"> • Putting all results on a highly visual SWOT tool in order to easily understand personal patterns and facilitate information summarization 		<p>cement the intention of the tool</p> <p>Complete the Exercise</p>

10:20-10:40 (20'min)		<p>Analization Process of SWOT</p> <ul style="list-style-type: none"> • breakdown of the results of the SWOT to reveal the overlapping characteristics of you with an entrepreneur • Examination of flaws and weakness through a cross interview of results with a partnering student • Sharing of ideas and identified concepts between students to filtered and provide alternate perspective to you in effort to alleviate negative habits 		<p>Completion of cross interview with partnering student</p> <p>Guided reviewing of personal results in order to generate a clear understanding of habits</p>
10:40-10:50 (10'min)		<p>How to convert Knowledge into Opportunity</p> <ul style="list-style-type: none"> • Additional explanation into the intention of the previous phases to ensure success of final step • Guiding you to actively turn 		<p>Guided look into the results of previous phases in order to change negative habits into positive opportunities and practices in the business place</p>

		<p>weakness and threats into a marketable or beneficial opportunity</p> <ul style="list-style-type: none"> • Develop a holistic understanding of personal characteristic versus entrepreneurial characteristics in order to operate more efficiently and positively. 		
10:50-11:00 (10'min)		<p>Review, Conclusion, Summary</p> <ul style="list-style-type: none"> • A review of the session and highlight of key lesson learned from the exercises and discussions • Focusing on the internal creativity of each person, restate the benefits of the processes explained 		<p>Allow time for personal question and answers over the auto-analysis phase of the session</p>
TOTAL: 90' min				