

GET-UP Lesson Plan for Masterclass

Module 8: Managing and Leading Others

Unit 1 – Managing Myself and Leading Others

Learning Outcomes: On completion of this workshop, green entrepreneurs (learners) will be able to:

- ❖ Define management and leadership.
- ❖ Understand why management and leadership are important when starting a green business.
- ❖ Understand their strengths and blind spots in themselves.
- ❖ Understand how to use their strengths to motivate and lead others.

Content and Instruction Method	Timing (minutes)	Materials/ Equipment Required	Assessment/ Evaluation
<p><i>Introduction and Ice-breaker:</i></p> <ul style="list-style-type: none"> ❖ Trainer welcomes all learners to the face-to-face session and provides an outline of the topics to be covered in this short workshop. ❖ As today's workshop deals with the topic of what motivates and influences others, the trainer introduces learners to the ice-breaker: 'A Career Path, Vision and Dream' (see Annex 1) ❖ This activity will help the group to learn more about what motivates and influences everyone in the room. ❖ Following this, the trainer leads a short feedback session on some of the most common influencing factors in the room. ❖ Trainer takes notes of these factors on a flipchart for later discussion. ❖ Following this activity, the trainer presents some 	<p><u>20 minutes</u></p>	<ul style="list-style-type: none"> ❖ Agenda/Overview of the training content; ❖ Flipchart and marker for feedback. ❖ PowerPoint slides; ❖ Projector and screen; ❖ Laptop; ❖ Pens and note-taking materials for learners. 	<ul style="list-style-type: none"> ❖ Learners will engage in the ice-breaker activity and will contribute to the group feedback.

PPT slides which introduce the intrinsic and extrinsic motivations when motivating others.			
<p><u>Trainer presentation:</u></p> <ul style="list-style-type: none"> ❖ Using PowerPoint slides, trainer introduces learners to the topic of managing and leading others in entrepreneurship. ❖ This presentation includes some common definitions of both management and leadership, and discusses why it is important in starting and running a green business. ❖ The PPT slides will also provide a brief overview of the main skills required to be an effective leader and manager in entrepreneurship. 	<u>15 minutes</u>	<ul style="list-style-type: none"> ❖ PowerPoint Slides; ❖ Projector and screen; ❖ Laptop; ❖ Pens and note-taking materials for learners. 	<ul style="list-style-type: none"> ❖ Learners will take notes to support their learning.

<p><u>Individual Activity:</u></p> <ul style="list-style-type: none"> ❖ To empower learners to become competent leaders, they first need to develop their self-awareness – they need to be able to identify and assess their strengths and weaknesses. ❖ To help learners to develop self-awareness, the trainer leads the group in developing a personal SWOT Analysis to identify their personal strengths, weaknesses, opportunities and threats. ❖ To perform this task, the trainer gives each learner a flipchart sheet, markers and coloured sticky notes. ❖ Learners are asked to divide their flipchart sheet into 4 segments – representing a SWOT template – and to write their strengths and weaknesses on the sticky notes and stick them to the flipchart. ❖ Next, learners are asked to reflect on their strengths and weaknesses to identify how these can impact positively (as opportunities) and negatively (as threats) on their business. ❖ At the end of this activity, ask learners to briefly present their SWOT to the group. 	<p><u>30 minutes</u></p>	<ul style="list-style-type: none"> ❖ Flipchart sheets; ❖ Colour markers; ❖ Pens and note-taking materials for learners; ❖ Coloured post-its or sticky-notes. 	<ul style="list-style-type: none"> ❖ Learners will take notes to support their learning.
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<p><u>Case Study:</u></p> <ul style="list-style-type: none"> • Now that learners better understand their own strengths and weaknesses and which opportunities and threats are possible based on these personal traits, the trainer introduces learners to how different personality traits can increase and inhibit our abilities to manage, lead and motivate others. • To introduce this topic, the trainer distributes copies of the short case studies – see Annexes 2 and 3 – and asks all learners to review the case studies. • The trainer then leads a group discussion to determine the motivations of the green entrepreneurs in both case studies and to discuss how their different motivations may have shaped the entrepreneur’s management and leadership of the business. • Trainer notes main points of discussion on a flipchart. 	<p><u>15 minutes</u></p>	<ul style="list-style-type: none"> ❖ Flipchart and marker; ❖ Copies of case studies – Annexes 2 and 3 - for all learners. ❖ Pens and note-taking materials for learners. 	<ul style="list-style-type: none"> ❖ Learners will take notes to support their learning.
<p><u>Closing Session and Evaluation</u></p> <ul style="list-style-type: none"> ❖ Trainer closes the master-class with a short verbal feedback session. ❖ Trainer will distribute copies of the workshop evaluation form to learners and asks them to complete it. 	<p><u>10 minutes</u></p>	<ul style="list-style-type: none"> ❖ Copies of evaluation forms for learners; ❖ Pens and note-taking materials for learners; ❖ Flip-chart and markers for verbal feedback 	<ul style="list-style-type: none"> ❖ Learners will engage fully in the evaluation and feedback activities and will complete the evaluation form.
<p>Total Time</p>	<p>90 minutes</p>		

Annex 1 – Ice-breaker – A Career Path, Vision and Dream

(Ice-breaker source: <http://www.leadershiplime.com/free-leadership-games.html>)

A Career Path, Vision and Dream - This icebreaker is designed for creative individuals, entrepreneurs or people involved in a really interesting field of study or work. To implement this activity, learners are asked to share three particulars about themselves starting with:

- ❖ **A career path** you want to pursue or be involved with,
- ❖ **A vision** which is either related to your career path or life (usually what you want to achieve) and
- ❖ **A dream** about either your future career or life (usually something crazy and what others might think 'un-achievable' i.e. World Peace or Making Poverty History etc.).

Annex 2 – Case Study – Gabbett Wood Chipping

(source: <http://www.101greenbusinessideas.ie/ie/green-businesses/gabbett-wood-chipping/>)

Will Gabbett and his father Michael established Gabbett Wood Chipping in 2009 to provide locally-grown wood chip to local people to reduce the community's energy costs. LEADER funded the wood chipper, which is operated via CRESCo (Callan Renewable Energy Supply Company). LEADER also provided 50% funding for a weighbridge, which is essential for the business, and 50% funding for a forage trailer to deliver chip.

Will and Michael, who run a large farm in Co. Kilkenny, were motivated by the fundamental principles of local supply for local use and a desire to establish a sustainable, local and green energy source for the future.

Will says “With some of the fastest growing biomass in Europe, we should be looking to be net energy providers and not consumers. Wood chip needs to be delivered and sourced locally to keep haulage to a minimum.”

Gabbett Wood Chipping is very community-focused: providing an affordable, environmentally-sound, local alternative to foreign fossil fuels. The difference in price can be up to as much as 75% in favour of wood fuel over oil.

Will says “We feel that the Irish wood fuel sector has huge potential, and if we are to achieve our environmental goals as a society we need to look to green economic renewable fuel sources. The wood fuel we supply is nearly carbon neutral, roughly using 5-7 litres

of diesel per tonne of chip. With a larger, faster chipper we could reduce that further. We support the local forestry sector with our purchases. The local-focus of biomass boiler servicing, operating and supply of wood for heat means that the money stays in the locality.”

Will and Michael’s vision is to maintain a profitable and sustainable business that can continue to supply the market with a top quality Irish product.

Annex 3 – Case Study – The No Salt Chef

(source: <http://www.101greenbusinessideas.ie/ie/green-businesses/the-no-salt-chef/>)

Brian McDermott has become renowned for changing people’s lives for the better by teaching them that the healthier option of food without salt can be incredibly tasty. Known as The No Salt Chef, he is the resident chef on RTE’s The Today Show.

He was motivated to start his business out of necessity. After experiencing heart problems a few years ago, Brian took a hard look at his lifestyle and eliminated salt from his own diet. He wanted to ensure the same problems didn’t happen to his kids or anyone else. So he piloted 14 community gardens around the country. LEADER supported him to develop the idea and market it.

Brian advises people setting up in business to test the market, to network and to build a lot of relationships. After proving the uniqueness and sustainability of his business idea, LEADER gave him a mobile cooking unit.

Brian could then land in anyone’s ICA, shared parochial hall or GAA club. He was enabled to bring no salt cooking to anyone in a rural setting. He says he doesn’t regret selling his restaurant to become The No Salt Chef. “It’s the best thing I’ve ever done. The response is equal to the passion in a live kitchen. I can taste food. I wouldn’t go back. I love what I do.”

Brian has many accolades to his name, including the publication of his book in 2010 and broadcasting to up to 46,000 listeners in a weekly BBC radio slot. He was the Runner-Up for the Pride Of Place Award for getting people off salt. And that's what he is most proud of: improving people's health. Out of 800 participants on one of his 6-week HSE courses, 95% said they took salt out of their diet as a result of it. People at festivals approach him and say "You saved my husband's life!"

The No Salt Chef remains community-focused. Brian now has 4 mobile units and brings pop up cookery schools to rural communities nationwide. He uses his skills to raise funds for worthy causes and always promotes Inishowen in TV broadcasts and media coverage. He does a demonstration at the annual Blessing of the Fleet in Moville to get more people eating fish. One of the community gardens that he created is now providing fresh nutritious food to shops.