

Certified Entrepreneurial Coach Workshop - Internal

Feedback & Evaluation Report

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Marketing effort and training enrollment

Marketing effort

As this training was only offered to LUMS faculty and staff, the marketing invite was only sent out within the LUMS community.

Emails with details about the training workshop and application instructions were sent to the LUMS community (faculty and staff).

The workshop registration was open for 3 days, however, due to the sudden influx of applications and the limited number of participants we could select, the registration was closed after 3 days.

Enrollment and participant demographics

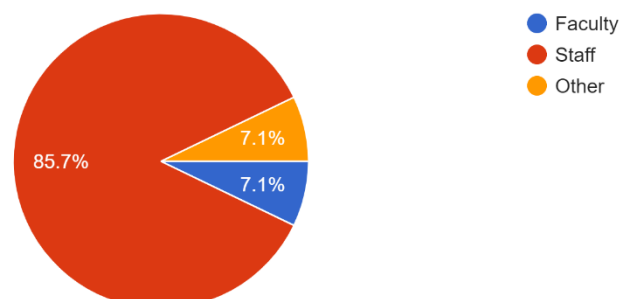
After the marketing campaign was closed, since the number of applications was beyond the capacity of the training, the workshop organizers had to select participants for the training. The selections were based on the level of commitment and interest displayed in the applications. If the applicants had prior experience in any capacity related to coaching or mentoring and put some thought into writing their motivation to join the training or showed enthusiasm for learning the entrepreneurial coaching techniques, they were selected. However, all the candidates selected did not successfully complete the training program. The numbers are given below.

- Number of applications: 54
- Number of candidates selected: 20
- Number of candidates graduating: 16
- Number of candidates dropped out: 4

The group of participants selected was quite diverse, as they hailed from different schools, departments and centers at LUMS.

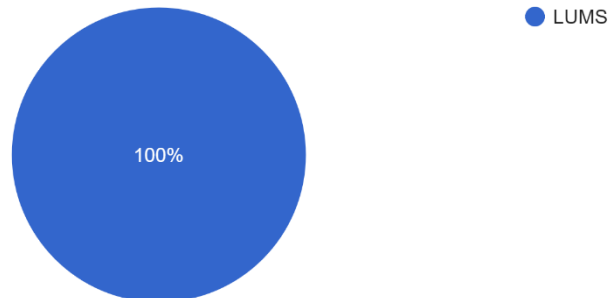
- 35% of the participants were females
- The breakdown of participants based on their job category is given below

Category
14 responses

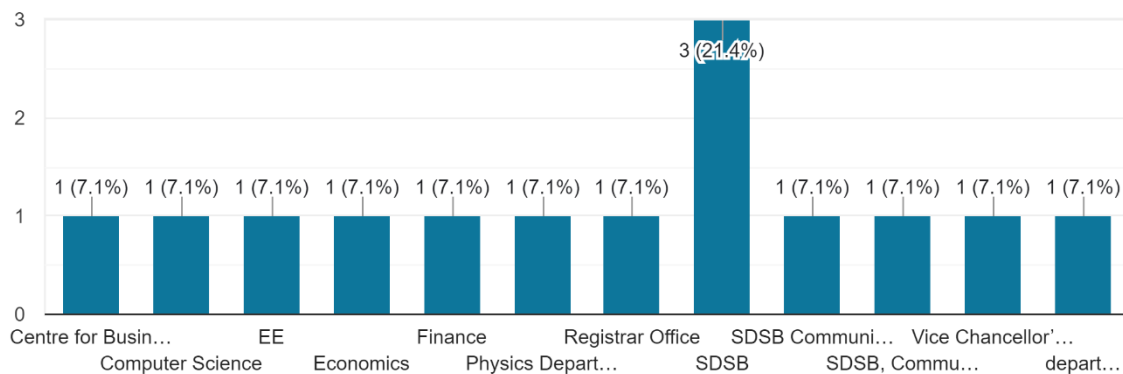


- The breakdown of participants based on their organization/schools/departments is given below

Organization
14 responses



Department
14 responses



Reasons for dropping out

Throughout the duration of this training, a total of 4 participants dropped out from the program. One of the participants expressed her inability to attend due to an unforeseen personal emergency during the pre-training phase. The remaining three participants, two of whom held positions as assistant professor and adjunct faculty at the LUMS Business School (SDSB) and one as faculty for undergraduate program at the LUMS Economics School (MGSHSS), possessed extensive expertise in coaching and mentorship. Unfortunately, they found the training content to be overly generic, leading to a waning of their interest after the first and second day.

Course content and execution

Existing content and method of instruction

The training was majorly executed following the content and structure provided in the entrepreneurship coaching manual designed in WP6.1 of TAKE-UP project. The presentation slides were taken from project website (takeup.eu) that were also used in the previous training by the

team of Saarland University. Some additional material was also used by trainers in order to customize the coverage of content and topics according to the interest of the participants.

The mode of instruction included presentations, explicit teaching, brainstorming tasks, group activities, interactive discussions involving real cases, entrepreneurs, coaches, and mentors, comparison and contrast exercises, as well as practice exercises followed by feedback on learning outcomes.

The printed manuals were distributed among all participants at the start of the training, also handouts were provided during the workshop to facilitate the execution of different exercises and group activities. Session slides and all the training material (in soft form as well) were shared after the completion of the workshop upon the request of participants.

Presented below is the list of trainers/moderators/facilitators actively engaged in the facilitation of the training program:

- **Dr. Faiza Ali**, Associate Professor SDSB, Associate Dean Research & Scholarship, Project Lead (LUMS), and a core member of the entrepreneurial coaches training team for TAKE-UP
- **Dr. Jawad Syed**, Professor SDSB, and a certified entrepreneurial coach for TAKE-UP
- **Ms. Minahil Zia**, AM-Community Engagement & Investor Relations NICL, and a certified entrepreneurial coach for TAKE-UP
- **Mr. Arslan Akhtar Khan**, Analyst Learning & Development NICL, and a certified entrepreneurial coach for TAKE-UP
- **Ms. Mishel Azhar**, Analyst Learning & Development NICL, and a certified entrepreneurial coach for TAKE-UP
- **Dr. Samnan Ali**, Assistant Professor, Management Studies Department (GCU), and a certified entrepreneurial coach for TAKE-UP
- **Ms. Moeeza Nisar**, Research Associate SDSB and Project Coordinator TAKE-UP (LUMS)

Training schedule and pictures

The following program schedule was developed and shared with the participants before the start of the training workshop. Pictures of each day are attached below.

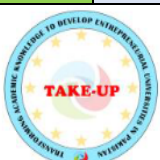
DAY 1				
Date	Timing	Session/Topic	Trainer(s)	
24.07.23 Monday	09:00am - 10:00am	Session 1: Introduction <ul style="list-style-type: none"> • Why supporting entrepreneurs 	Dr. Faiza Ali Mr. Arslan Akhtar Khan	
	10:00am - 10:45am	Session 2: Who are entrepreneurs and how do they operate? (Part-1)	Ms. Mishel Azhar	
	(Tea Break)			
	11:15am - 12:00pm	Session 2: Who are entrepreneurs and how do they operate? (Part-2)	Ms. Mishel Azhar	
	12:00pm - 01:00pm	Session 3: Phases of starting a business	Ms. Minahil Zia	
	(Lunch Break from 1:00pm - 2:00pm)			
	2:00pm - 3:30pm	Session 4: Entrepreneurial coaching (Part-1) <ul style="list-style-type: none"> • GROW Model 	Ms. Theresa Zimmer Ms. Minahil Zia	
	(Tea Break)			



	4:00pm - 5:00pm	Session 4: Entrepreneurial coaching (Part-2) • Group activity or exercise	Ms. Minahil Zia
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DAY 2			
25.07.23 Tuesday	09:00am - 10:30am	Session 5: Assessment of specific challenges of entrepreneurs (Part-1)	Ms. Minahil Zia
	(Tea Break)		
	11:00am - 12:00pm	Session 5: Assessment of specific challenges of entrepreneurs (Part-2)	Ms. Minahil Zia
	(Break - 15 mins)		
	12:15pm - 01:00pm	Session 6: Challenges related to the business idea (Part-1) • Business Model Canvas (BMC)	Ms. Minahil Zia
	(Lunch Break from 1:00pm - 2:00pm)		
2:00pm - 3:30pm	Session 6: Challenges related to the business idea (Part-2)	Dr. Samnan Ali	





		<ul style="list-style-type: none"> Supply chain management of your product/idea 	
	(Tea Break)		
	4:00pm - 5:00pm	Session 6: Challenges related to the business idea (Part-3) <ul style="list-style-type: none"> Action plan for your product/idea 	Dr. Samnan Ali



DAY 3			
26.07.23 Wednesday	09:00am - 10:30am	Session 7: Obstacles in social interaction	Dr. Jawad Syed
	(Tea Break)		
	11:00am - 12:00pm	Session 8: Own identity as entrepreneurial coach (Part-1)	Ms. Minahil Zia
	(Break – 15 mins)		
	12:15pm - 01:00pm	Session 8: Own identity as entrepreneurial coach (Part-2)	Ms. Minahil Zia
	(Lunch Break from 1:00pm - 2:30pm)		
	02:30pm - 04:00pm	Session 9: Practice and transfer to individual working context <ul style="list-style-type: none"> Guest Speaker Session: Empowering entrepreneurs through real-world cases in entrepreneurial coaching 	Dr. Faiza Ali Mr. Amin Piracha-Mentor Stanford Seed Spark & NICL Foundry Program
	(Tea Break)		
04:15pm - 05:00pm	Closing: Feedback and Distribution of Certificates	Dr. Faiza Ali	





Graduation and certificates

The certificates of successful training completion were customized for the LUMS participants by workshop organizers, reviewed and approved by the University of Saarland (UDS) and Athens University of Economics & Business (AUEB) to handed over to the participants after printing.

The certificate template is as follows.



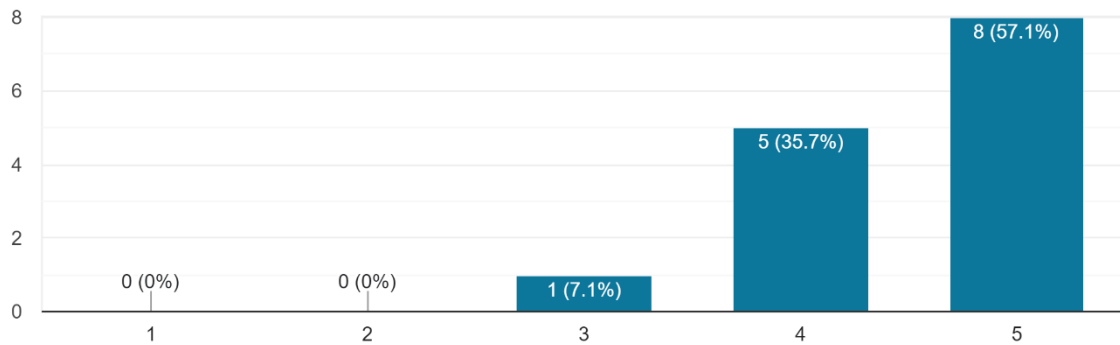
Training feedback

Feedback from participants

The participants were asked to fill out a feedback form at the end of the training workshop. The results from that form are as follows.

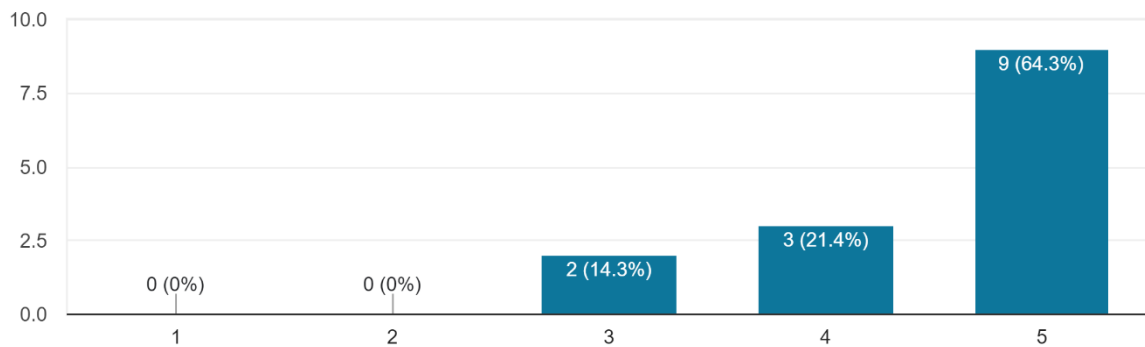
1. On the following scale, mark your overall level of satisfaction with the training

14 responses



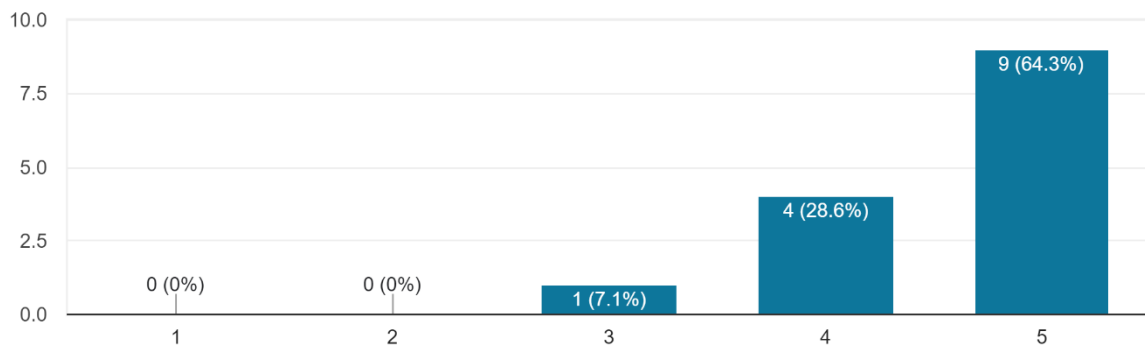
2. How satisfied are you with the trainers?

14 responses



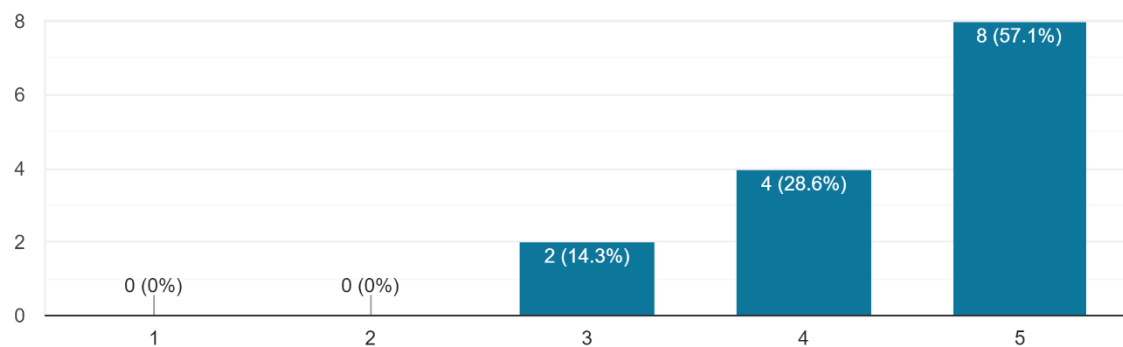
3. How satisfied are you with the management of this training in terms of sessions, activities and communication?

14 responses



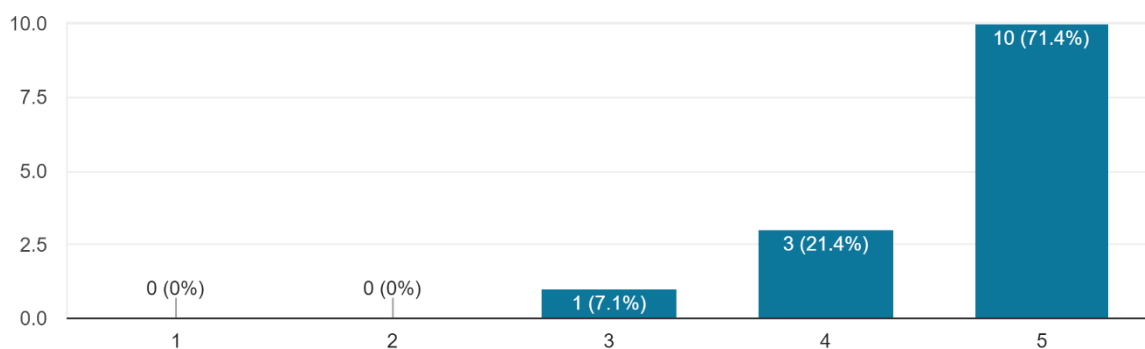
4. How satisfied are you with the content of this training?

14 responses



5. Please rate Dr. Jawad Syed as a trainer

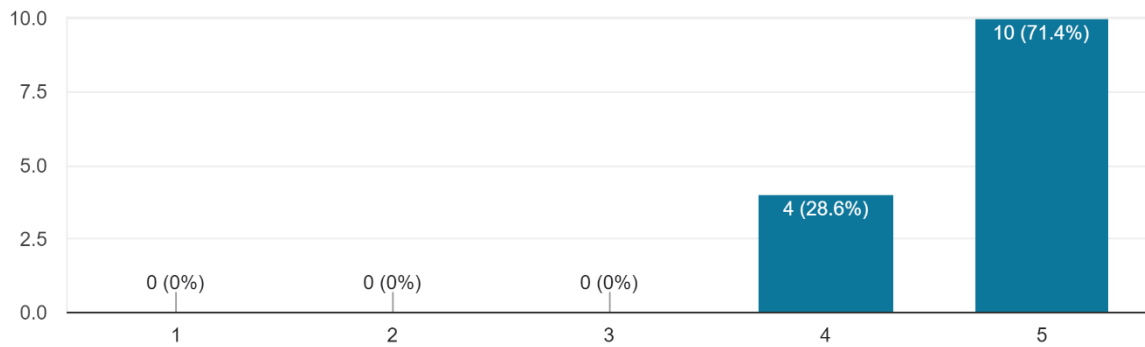
14 responses





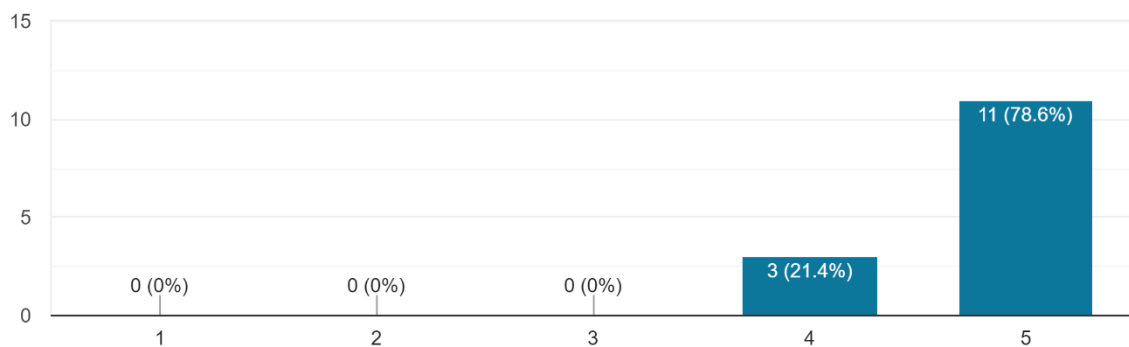
6. Please rate Dr. Faiza Ali as a trainer/moderator

14 responses



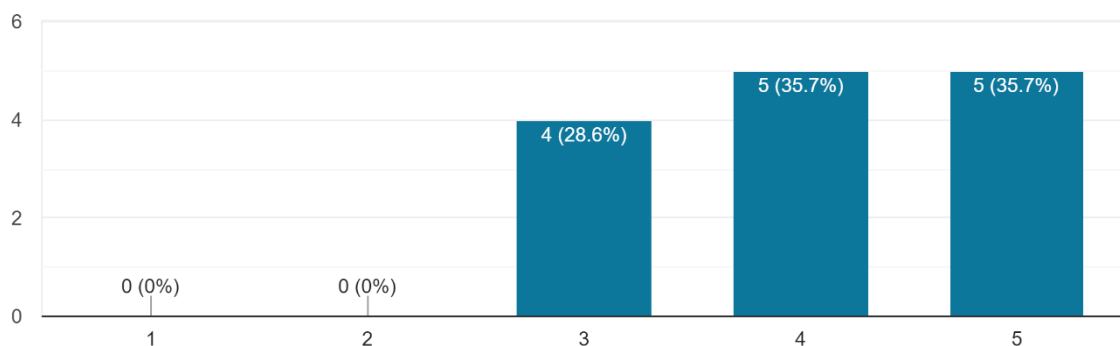
7. Please rate Dr. Samnan Ali as a trainer

14 responses



8. Please rate Ms. Minahil Zia as a trainer

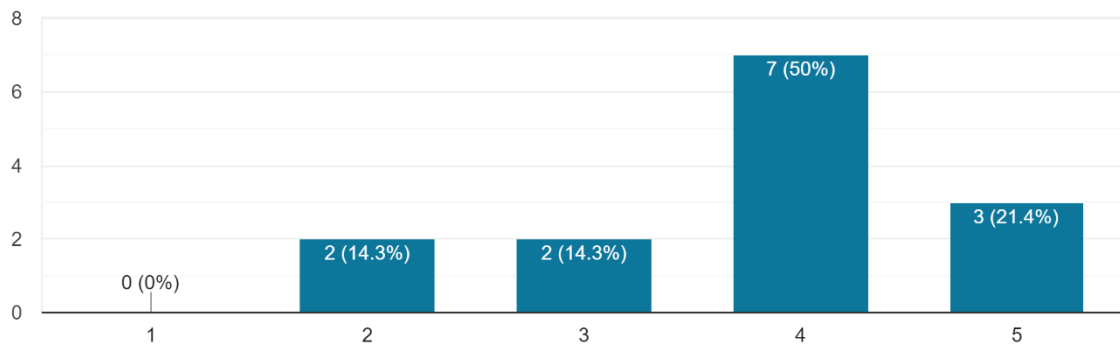
14 responses





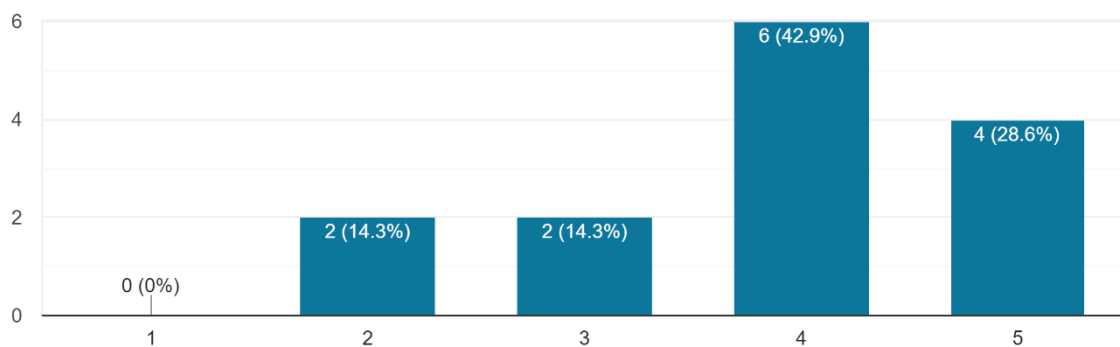
9. Please rate Mr. Arslan Akhtar Khan as a trainer

14 responses



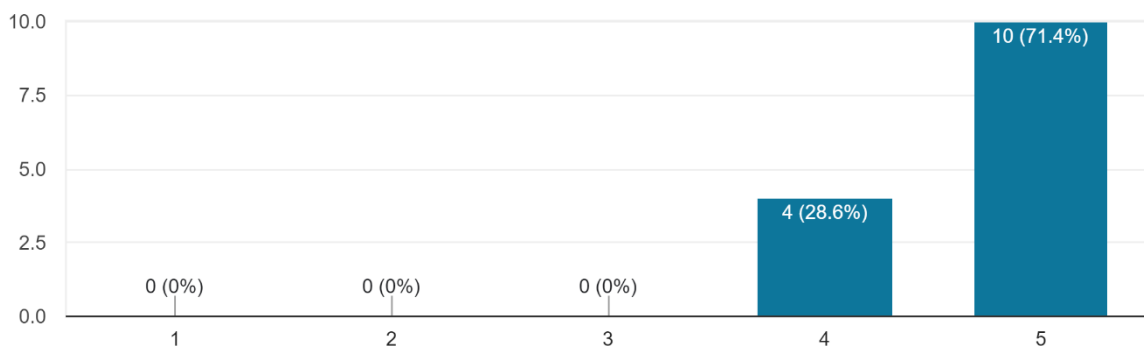
10. Please rate Ms. Mishel Azhar as a trainer

14 responses



11. Please rate Ms. Moeza Nisar as a facilitator

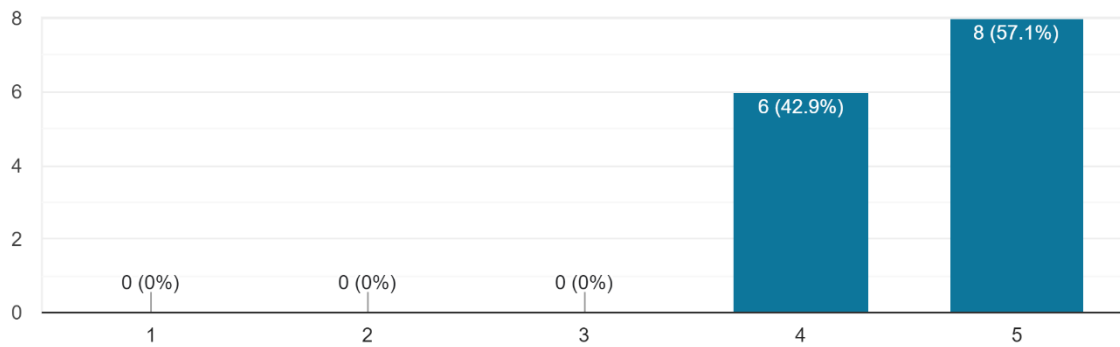
14 responses





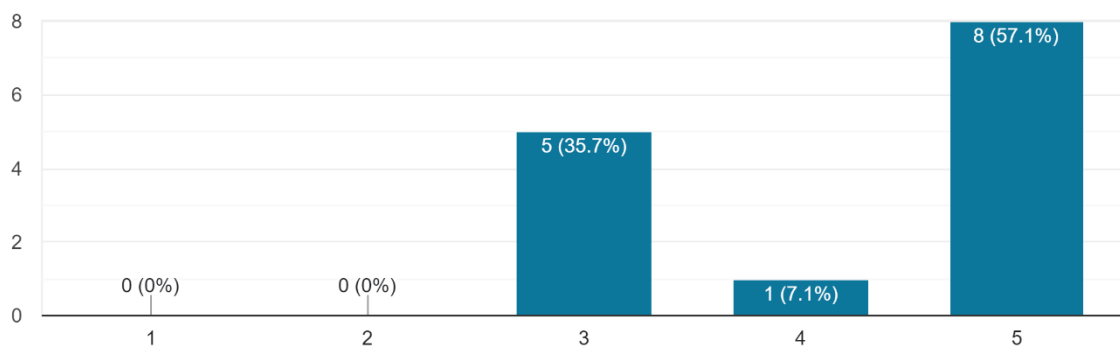
12. How do you feel about the timing of the training sessions?

14 responses



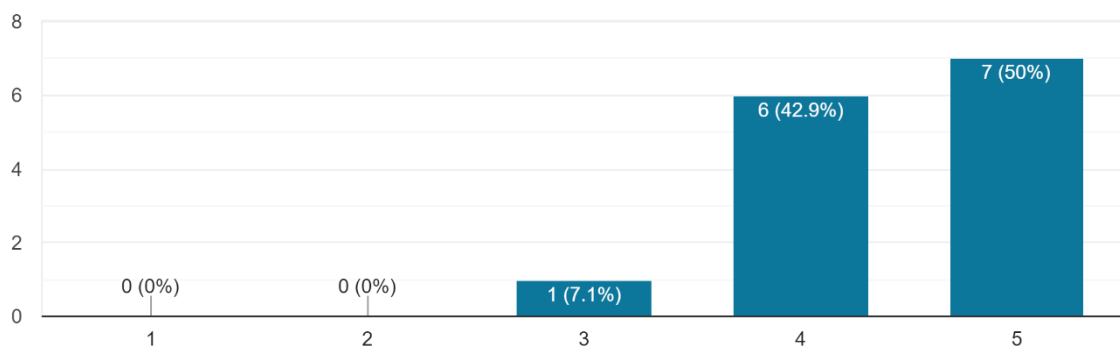
13. How do you feel about the duration of the training?

14 responses



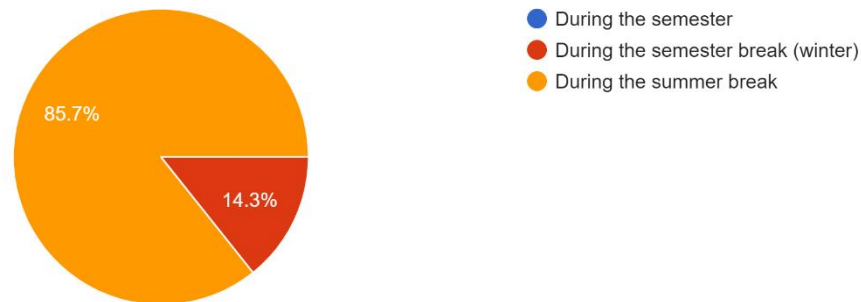
14. How capable were you to work on the tasks/activities, given the level of instruction?

14 responses



15. Suggest what would be the best time of year to conduct this training?

14 responses



The participants were also asked to share their thoughts on the training and if they wanted to suggest any improvements. The responses were as follows.

Suggest what was the best part of the training?	Suggest what was the worst part of the training?	Any suggestions to improve the training?
Last day sessions	Introduction session	More case studies
Looping in industrial experts	Could be longer with more role play activities	Sitting could be made more comfortable. More white board interactive activities should be included.
All interactive sessions with mentors ♡	Nothing	It was the best. Lots of appreciation to the team.
Dr. Samnan's session was very informative	Everything was good	More team building related activities that will help us to improve our networking.
The training process sought to address potential biases and improve overall performance, making me more reliable and capable of handling complex queries. It was a comprehensive and iterative process that aimed to refine and enhance my capabilities as a coach	There could have been more interactive and such that the audience was engaged throughout. There were a couple of sessions where the audience was lost and had no opinions or feedback to keep the ball rolling.	We can learn a great deal from ongoing feedback around real life experiences when applying new information and materials.
Every session was best in its own way.	Overall, there was nothing bad	No
The activities & group sessions. A cross-disciplinary brainstorming of ideas and knowledge sharing was very fruitful	I wouldn't rate anything as the worst part. It was a very thought provoking & a knowledge building workshop	Perhaps maybe increase the number of days for more sessions for more in-depth learnings.



Interacting the future coaches and building the new connections	everything was perfect	it must be at least for 4 days
Templates for coaching	Lack of clarity on some aspects	Time can be reduced for some sessions. More clarity and instructions for some activities
Practical experiences shared by trainers	Some sessions were too basic for some audience.	Reduce the basic knowledge sessions and focus on the practical sessions more
The interactive sessions and especially the exposure to this opportunity that I always thought about of structuring my ability to help others build a startup.	Nothing	Just provide soft copies of documents and PPTs
Dr Jawad's Session	Never a dull moment	Include real start up interactions
Overall experience	Nothing	Good one
Lecture on supply chain and BMC	NA	More activities especially related to engineering-oriented business ideas.

Conclusion and Way Forward

Training structure

To enhance participant networking and collaboration, we recommend integrating whiteboard interactive activities, team-building exercises, real startup interactions, and case studies. Adjust the balance between basic knowledge sessions and practical hands-on experiences to provide more meaningful learning opportunities.

Likewise, implementing ongoing feedback mechanisms and incorporating real-life experiences in the training program can also significantly improve the application of newly acquired knowledge and materials among participants.

Additionally, trainers and mentors from other partner universities can be exchanged or invited for different session(s) to add a new element and flavor to the training.

Timing

The coaches training can be offered during the summer break, for a period of 3-5 days, so that the participants are able to focus more energy and attention on this training and optimize their learning.

Pricing

Keeping in view of the dropout ratio as mentioned above, we suggest pricing this training workshop moving forward. It will help to cover the cost of marketing, logistics, trainers, mentors, staff, stationery as well as retain participants in the training. This will also improve the quality of ideas and work as the participants will have a higher stake in the training. During the current training the cost was divided between the TAKE-UP fund and SDSB, LUMS.



Audience

During the summer or winter break we propose opening the coaches training to externals (other non-partner universities in Lahore) as well. It will potentially require more screening of applications, but it will help develop the entrepreneurial ecosystem in Pakistan and add diversity to the training.