



Entrepreneurial Coaching TRAIN THE TRAINER



A training, developed by Government College University, University of Gujrat, COMSATS University, Lahore University of Management Sciences, Saarland University

Session 1

Welcome!

Entrepreneurial Coaching ABC

Exercise

- What was different in this training compared to usual teaching?
- Note down all aspects that you remember!

Training content: DAY 1

SESSION 1

Why supporting entrepreneurs?

1. Getting to know each other and expectations about the training
2. Presenting the agenda
3. Exercise about past experiences with entrepreneurs of participants

SESSION 2

Who are entrepreneurs and how do they operate?

1. Are entrepreneurs born or made
2. Effectuation approach and principles

SESSION 3

Phases of starting a business

1. Introduction to phases
2. Exercise on entrepreneurial ecosystem at institutions of participants

Training content: DAY 2

SESSION 4

Entrepreneurial Coaching

1. What is entrepreneurial coaching
2. Different needs of entrepreneurs
3. GROW model
4. Question techniques

Training content: DAY 3

SESSION 5

Assessment of specific challenges of entrepreneurs

1. Person and project-related challenges
2. Communication as basis for good assessment
3. Levels of communication
4. Feedback
5. Non-verbal communication and active listening

SESSION 6

Challenges related to the business idea

1. Tools to structure a business idea
 1. Business Model Canvas
 2. 4 P's of Marketing
 3. Value Proposition Canvas
 4. Design Thinking Tools
2. Supply Chain Management
3. Evaluation of business models and ideas
4. Dealing with stress and frustration

Training content: DAY 4

SESSION 7

Obstacles in social interaction

1. Typical challenges of entrepreneurial teams
2. Conflict management
3. Resource-based goal-setting and project planning

SESSION 8

Own identity as entrepreneurial coach

1. Differentiating own strengths and roles as entrepreneurial coach
2. Networking
3. Enlarging personal network as entrepreneurial coach
4. Promotion of own skills as entrepreneurial coach

Training content: DAY 5

SESSION 9

Practice and transfer to individual working context

1. Coaching sessions with entrepreneurs and reflecting team
2. Gallery walk as recap of the whole training
3. Way forward
4. Feedback and evaluation

Slides and further material will be available on the TAKE UP website
(takeup.eu)

Training content: CAVE!

- Sessions and days are designed in relation to the content of the session
- Deviations in order and depths of topics is recommended in relation to the group of participants
- Most important: Keep objectives of each sessions in mind

Role of trainers

Goal: skill development

How this goal is achieved:

- **Structure of the training:** Short inputs, exercises, feedback to exercises and discussion
- **Integrating examples and experiences of the group** (they should relate new knowledge to their existing expertise in order to remember it better)
- **Include as many coaching sessions as possible** (live coachings, coachings of participants, in the whole group)
- Be careful with the content of coaching session: role play, example cases and private challenges have different effects for such an exercise

Different target group – different requirements

Content has to be **adapted to target group** (e.g. if group consists only out of faculty members of the business department/only psychologists/only practitioners etc.)



What knowledge is needed? What skills have to be developed?

Exercise: Marketing plan for the training of entrepreneurial coaches

- Form groups with the members of your own institution
- Discuss the following questions and prepare a presentation for the answers:
 - What is the value of training?
 - What is the market for the training?
 - What is the need of the market and what is the benefit of the training?
 - Collect 3 marketing opportunities!

Guest Speaker: Khadija Usman

- Own coaching experience
- Potential of coaching
- Marketing opportunities for entrepreneurial coaching

BREAK

Session 2

Certification procedure

Certificate requirements

- **Certified Entrepreneurial Coach**: 5 days training (Training can be split up/on weekends/on afternoons during week etc.), signature on attendance list
- **Certified Entrepreneurial Master Coach**: 10 session, report about meeting (participants signs sessions as well), delivered 2 trainings (5 day TAKE UP training) incl. 10 participants together with Core-TAKE UP team (training other entrepreneurial coaches)

Certification procedure

Monitoring of additional activities

- activity name (e.g. workshop)
- goal of activity
- attendance list of participants
- duration

Next steps TAKE UP project

- Goal until September 2023:
 - 20 trained entrepreneurial coaches per university from within university
 - 40 trained entrepreneurial coaches per university from non-partners universities
- Travel from Greek partners to Lahore in June/July

Exercise

- Plan the next steps as team of entrepreneurial coaches of your institution until June
 - Formulate a SMART goal of how you will get in touch with entrepreneurs (that you are going to coach)
 - What tasks do you have to accomplish for these goals?
 - How can you support each other, that these goals are achieved?

Co-Development

- Select a team member of your own team
- This team member will shadow at least 2 of your coaching sessions and give you feedback on the sessions
- You will similarly shadow at least 2 of the coaching sessions of your team member and provide feedback as well

Local network

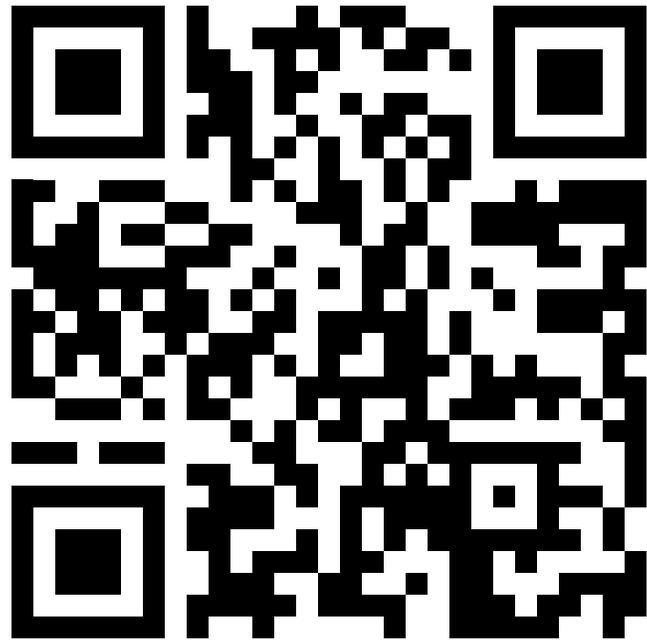
What kind of different members do we have here in our TAKE UP network of entrepreneurial coaches?

- Project coordinators
- Core-Team of trainers
- Participants of training in June
- Participants of training in February
- **... What is your role in our network/what competency is helpful for the goal to train more trainers?**

Local network

- How do you collaborate with each other?
- How do you stay in touch?

Evaluation link (TAKE UP project)



<https://www.soscisurvey.de/evalUdS/?q=TAKEUP3>