

Pink Eminence

MEMO/WG 2: Working methods, definition of participants' own projects or business ideas

AHEH Pre pilot, Alcala de Henares
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WORKING GROUP 2 (4.30PM-5.30 PM) COMMENTS & IDEAS

Comments/wishes on the participants background

- We do not know their age group.
- They may have some entrepreneurship skills lacking, but we must remember that they already have other great skills to build on.
- We must ensure their motivation to participate of their own will. Genuine interest is needed. Is a motivation letter applicable?
- Artistic work is also risk taking and uncertain. Participants know how to cope with that. Creativity is a resource also for entrepreneurial skills.

-> **AHEH must be able to communicate: What's in it for them!**

WORKING GROUP 2 (4.30PM-5.30 PM) COMMENTS & IDEAS

Discussion: definition of participants' own projects or business ideas.

-> Entrepreneurship must be seen in a broad sense.

Methods need to be thought out. Starting points:

- Participant's own values. Crossing one's own values. Integration. Self reflection. Way of thinking is matchmaking. Working with /for others. Different skills needed and valuable. Team building is the key for integration. "Integration is about being part of a team and communicating in a team." Learning: How to develop arguments and how a decision making process works. What kind of leadership is needed?

-> First part of the hub needs to be motivational and matchmaking!

Offering a menu of working methods is the key:

- Translating creative risk taking into learning how to assess business risks. Looking into historical models also. It may be interesting to recover some tools. Give challenges, trends, gap's analysis! Present!

-> AHEH should take **risks in methods** -> makes us different. *"Our hub is not business classes as usual."*

WORKING GROUP 2 COMMENTS & IDEAS

What we should consider too:

- Psychological issues:
 - AHEH should be able to help the participants in building confidence, dealing with ambiguities and risks. How to deal with frustration, making compromises and emotions? How not to depend on other peoples work?
- Giving skills for project management and resource planning/budgeting is always a must. Giving team challenges with the need of project management would be a good way to teach this: e.g. How to create an exhibition?
- Visually talented people often have difficulty in writing vs. people in writing.
 - Cognitive expression skills needed: How to make a project definition? Can AHEH help with this?
- **What we can achieve in 5 days? It is a short period of time. We shouldn't be overoptimistic.**
- Value of the AHEH hub pilot? Can AHEH help the participants to create a look on their career opportunities with different eyes?

WHAT CAN WE ACHIEVE IN 5 DAYS?

- In five days it is impossible to address all techniques or strategies. One day is needed to recognize the actual needs. After a 2,5 day start, we should provide them with tools customized for their projects, mentoring, project development that ends up to pitching! Also hints on where to find more knowledge. The size of the idea is not important. AHEH provides a scalable process.

Eventually:

- AHEH needs to be pointing out the route for their future. A start of a continuous process!
- An experience created so that the participants should start valuing their own skills and actually putting financial value on the work they do. Helping them to manage risk and IPR.

-> It is about planting a seed!

Thank you!

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