



Erasmus+

We-run Kurs

Lesson 8 and 9 Strategic Planning– Creative Methods - Time Management - Finance



The aim of Lessons 8 and 9 is to become more familiar with current methods of strategic planning and to apply them. New methods for the promotion of creativity are also practiced, and suggestions are finally made for a specific time management.

Our expert on finances will report in her presentation about her professional experience

A brief introduction of the coach, who offers individual coaching as part of the We-run project.

1. Strategic Planning

1.a. Why a plan?

Brainstorming

1.b. Methods of Strategic Planning

<http://thethrivingsmallbusiness.com/the-5-step-process-of-strategic-planning/>

<http://www.balancedscorecard.org/BSC-Basics/Strategic-Planning-Basics>

1.c. Application of various methods to practical questions from the group

Work in groups

1.d. Report from group work and assessment of methods

Presentations and group discussion

2. Creativity

2.a. How can creativity be aroused? We collect the experiences of the participants from their professional and private environment.

2.b. We deal with the methods:

6 hats:

<https://www.youtube.com/watch?v=UZ8vF8HRWE4>

<https://www.youtube.com/watch?v=CHl6X740OsU>

Walt Disney Method:

<https://www.youtube.com/watch?v=hE2fZYTdlqA>

<https://www.youtube.com/watch?v=hSMNzhnfBTg>

Design Thinking:

<https://www.youtube.com/watch?v=pXtN4y3O35M>

2.c. Practical testing of methods

3. Time Management

3.a. Presentation on the subject: <https://www.entrepreneur.com/article/219553>

Pomodoro technique: <https://cirillocompany.de/pages/pomodoro-technique>

Eisenhower Matrix: <http://www.eisenhower.me/eisenhower-matrix/>

3.b. Discussion of practical experiences in the group

4. Finance - input from and discussion with our expert

Input to learning organization“:

<http://infed.org/mobi/the-learning-organization/>

<http://infed.org/mobi/learning-in-organizations-theory-and-practice/>

<http://infed.org/mobi/david-a-kolb-on-experiential-learning/>

<http://businessballs.com/project.htm>

Input to „strategic planning“:

mosaica_10 steps of strategic planning.pdf

Videos:

Guided relaxation techniques: <https://www.youtube.com/watch?v=zgJ2OMwP2n4>

Relaxation technique for stress and anxiety: <https://www.youtube.com/watch?v=aGGHxcrm7FY>

Practice: individual visit of a founder's center and use of the consultation there

EXTRA: Visiting a businesswoman and exchanging with her about her experiences