

KEEP 50+



Cooperative training for senior entrepreneurs

KEEP50+ MEETING,
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Training models

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- ▶ « Personalized pedagogy workshop » model
 - ▶ Missions
 - ▶ Objectives
 - ▶ Responsibilities
- ▶ Suggested Keep50+ model
 - ▶ Concept
 - ▶ Implementation



Personalized pedagogy workshop (PPW)

- ▶ A PPW labeled area is a training venue whose educational activity is organized around a resource center designed and run by professionals of individualized training
- ▶ Within this space is implemented a specific pedagogical approach, centered on the person, based on the pedagogical mode of coached self-training: each person benefits from a specific caching, formalized in an individual training protocol.
- ▶ The entire PWP operation contributes to facilitating access to training:
 - ▶ quick response: entry into training at any time,
 - ▶ response tailored to individual needs: personalized learning track,
 - ▶ proximity response: possibility of training using distant learning means



Missions of PPW

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- ▶ An educational approach on three pillars
 - ▶ Individualization
 - ▶ Coaching
 - ▶ Training contents
- ▶ A tailor-made service
 - ▶ A personalized welcome
 - ▶ An adapted training plan
- ▶ A national educational label
 - ▶ A label delivered after a quality audit
 - ▶ The dynamic of a network



Objectives of PPW

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- ▶ The aim of the PPW Label is to define the outlines of a pedagogical approach which, in its daily implementation, is much more than an acronym, but the conception of a specific training.
- ▶ The label is anchored in a system of values stemming from lifelong education and the deployment of founding principles that guarantee every citizen access to recognized and certified spaces, places where training and education are not products but are part of a right of access to knowledge for everyone.



Our proposal

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- ▶ Revisit the Personalized Pedagogy Workshop approach
 - ▶ by taking over for the Consortium a large part of the missions of the Association for the promotion of the PWP.
- ▶ Create an approach for senior entrepreneurship training
 - ▶ decline it in each country and perpetuate it
- ▶ Define Keep50+ specifications
 - ▶ according to the contributions of Keep60+ consortium members



Keep50+ model: fondamentals

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- ▶ Personalization of the training;
- ▶ Accompaniment of the learner;
- ▶ Territorial anchoring;
- ▶ The diversity of audiences
- ▶ Training domains referred to the 8 key European competencies
- ▶ Diversified sources of financing
- ▶ Network operation



Keep50+ model: implementation

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- ▶ Labelization PPW
 - ▶ A brand and a charter
 - ▶ Owner recognized by INPI (French Intellectual property organization)
- ▶ Certification
 - ▶ Each training center if audited (Quality audit)
 - ▶ Certification body is AFNOR (French Standardization Association)
- ▶ Launching group training by a Creathon



Keep50+ model: implementation



Example of training contents

Module	Title of module	Themes
M1	SEE Creathon	Brain storming Filtering ideas Oral Pitch
M2	Entrepreneurship seminar Part 1	* Creativity * Marketing * RH
M3	Entrepreneurship seminar Part 2	* Finance * Executive Summary * Oral defence
M4	Innovation management	* Intelligence * creativity * R & D
M5	Marketing	* Products & services * Market research * Business Models
M6	Business & communication	* Commercial activity * Communication * international strategy

Module	Title of module	Themes
M7	Legal issues management	* Legal * Competitive intelligence * Patents
M8	Organization & HR Management	* Organisation * HR * Management
M9	Intercultural management	* Intercultural * Management of intercultural teams
M10	Finance management	Business management * Steering, dashboard * Financing engineering
M11	International business strategy	* Strategy of companies * international strategy
M12	Orale defence	Oral defence before a jury

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Thank you for your attention !

