Training proposal

Entrepreneurship training for people over 50

Keep50+ project

2018

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Introduction

For the last decades the population in the European Union is ageing. The proportion of the population in the EU who are aged 55 and over rose from 25 % in 1990 to 30 % in 2010 and is expected to reach 37 % by 2030 (Eurostat, 2012). Consequently, the workforce is also getting older as well – the proportion of the labour force between 55 and 69 years old increased 26.5 % between 1987 and 2010. European Union is facing the situation how to utilise and transfer the experience of ageing employees and how to give new opportunities to those who become too old for their current jobs. And the entrepreneurship itself could be the answer.

Entrepreneurship is seen as the process of wealth creation through participation in any part of establishing, operating and investing in business ventures[1]. Keep50+ project collects the ideas and good practices in Entrepreneurship training for people 50+ to support an activity and initiative for entrepreneurship itself among this target group.

The training proposal for entrepreneurship training for people over 50 provides a general training program idea for various training organisations as job centres, unemployment agencies, business development centres and other organisations which are developing and delivering entrepreneurship courses or trainings. In the following parts of training proposal will be suggested some methodological recommendations as well as detailed training structure.

The target audience

Project Keep50+ described our target group as people over 50 years old either unemployed, facing career change or having an idea they want to turn into business. During the project work we have recognized that among this group it is possible to define several different sub-target groups with slightly different needs, such as, unemployed, retired people, people with a business Idea, people without a business idea looking for a job opportunities and investors. We are also aware of that the education level of the group does differ. Despite the possibility of defining all those sub target groups the goal of this project is to find a Training programme proposal which would fit to all those groups. To meet the different needs, it has been added a customized individual support in form of coaching after different needs of the participants. The individual coaching will be done to meet the different needs of the target group while trying to keep the basic common design of the training programme proposal's general structure which fits to all.

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[1] Rogoff, 2007

Target group 50+	A) Unemployed people
	B) Retired people
	C) People with a Business Idea
	D) People without a Business Idea
	E) Investors
	F) 50 +

Methodology and main principles of adult education

In the project proposal, the secondary target group were mentioned job centres, unemployment agencies, business development centres and other association supporting entrepreneurship in the countries. These organisations will adapt specific local versions of the entrepreneurship education for our target audience people over 50.

Below are listed up the main principle of adult education, which were kept in mind during the development of the training programme proposal for people over 50.

Main principles

- The focus should be on experience-oriented activities and exercises
- Reflection and relating the training experience to own experience
- Experienced educators
- Adults need a good reason to learn something new
- Presenting and training one skill or idea at time and help people master them
- Ensure that the self-esteem of the learners is preserved in any time

Specifications for people over 50

- Need to see the reason for training or education
- Need to see the whole picture and connections
- Greater gains for older adults when performing procedural (action on hands-on) activities
- Trainers need to be the authorities respected by the target audience (especially difficult for the

younger trainers)

- Small groups
- Self-pacing (the speed of training adapted to the individual) (1,5 - 2 times the training expected to young adults), also not all trainees need to pass whole training course, they can rather adapt the training program according to their needs
- Ensure that the training environment allow the individual to focus on the training material
- Provide a learner with simple support materials such as graphic aids or reminders of procedural steps to minimize the demands on working memory
- The learner should be actively involved in the learning process, and learner's attention engaging environment should be created
- Keep demands on working memory to a minimum, and where possible, capitalize on the learner´s pre-existing knowledge base
- If the task is complex, training demands can be reduced by using part-task training techniques
- If possible use relevant past experience of the learners in the training (Árnason, magazine)

Training programme proposal

The training programme has been divided to 4 modules. Firstly, we have defined the basic needs in each module and then we distinguish the special needs for the target group which fits to adult learning principles and training in Entrepreneurship.

Module 0 – Self -assessment

The first module is the pre-module and is called **Module 0**. It contains the self-assessment for the trainees. The self-assessment itself can be proceeded by the structured questionnaire/online tool or an interview where a specialist prepares the participants to participate in the Entrepreneurship training and getting clarification of whether the applicant is ready to join the training.

At this stage the participants get guidelines regarding possibilities to establish their own company and at the end the trainees can decide if they have the personality as well as the idea ready for a realistic business.

Module 1 – How to start

Module 1 is called the start-up phase. The participants will be introduced for what it takes to start-up a company, both practical things and do some consideration about own motivation for establishing their own businesses.

The special emphasis in Module 1 for the target group will be: an extra focus on exit strategy, the participants must realize and plan their own exit after the time which they have planned to run the company. Because of a different competence level among the target group it will be a special emphasis on individual couching during this module, this will be done after the participants requests. Like mentioned earlier, some of the participants will already have developed business idea while others are still looking for an idea which can create a job for them. It´s obvious that those who work at the idea generation will need more coaching than the other group. The different educational background will as well influence different need of coaching. The focus will be on practical issues avoiding being too academical, according to the main adult education principles, the training will focus on experience-oriented activities and relating the training to participants own experiences. Through combinations of different methods as well as relaxed and supporting environment the participants will get all necessary help to gain confidence and motivation to participate in the training. Enough time will be given to ask questions and adapting the training. Efforts will also be made to strengthen the relationship between the participants, so they can support each other during the training and possible will there be some participants who well establish cooperation in future business adventures.

The activities/training methods which have been chosen and considered to support the special emphasis needed in entrepreneurship training for the target group are, e.g. experience sharing where participants can present their earlier experience from their work life, for each other's and for the teacher. It will give the other participants opportunity to see possible cooperation in the future and the teacher will be able to relate the participants earlier work experience to the training material. E.g. for another activity, a successful entrepreneur will be invited to present their success story which will show the participants the use of the training and the possibility to become successful themselves.

Module 2 – The enterprise

During **Module 2** the participant will receive comprehensive introduction of all the necessary tools and knowledge they need to have before they start their own businesses. The participants will get some training in doing Business plan and try out different tools such as, making SWOT analysis, Need Analysis and making a marketing strategy. To prevent an overflow of information the information flow will be adapted according to the need of the participants.

The special emphasis in module 2 is to have the training practical and hands on but not too theoretical. The basic content in Module 2 includes a lot of information which must be taught in small steps and enough time given to understand the content. The participant will be given enough time to relate their own ideas to the training material. According to the adult education principles, which have been defined earlier, adults need a good reason to learn something new, by relating the training to their own business idea, it will be easier to keep the participant motivated.

Like mentioned earlier, the participants will require different level of support during the training programme, e.g. some will be highly educated with relevant work experience while others will be unskilled without appropriate work experience that could be useful for their business idea. The only thing the group will have in common, will be their interest in establishing own company and create their own jobs.

Because of this, during the training an individual coaching will be provided to support them and provide them the extra knowledge which they need in the process of launching their own companies. As an example, a carpenter who wants to run his own company and wants to use own website to introduce his competences and receive orders from customers, he will require more support in IT than a person who have been working with computers in earlier jobs. By providing individual coaching the participants will get better understanding of their own competences and their weak areas. It will be important for them to realize in which areas they will have to get assistance and get information about where and how they can search for it.

Other methods, that will be used to make the training more practical and related to the business world, will be like module 1. The tools such as presentations from successful entrepreneurs, hand on exercise,

introduction of practical tools, presentations from a company showing how the business tools are used in practice and experience sharing among the training group will be used.

Module 3 – On going coaching

In **Module 3** it´s expected that the companies have been established and the Entrepreneurs can be provided appropriate support for the first months of the operation of the companies.

The special emphasis in module 3 will be to find a suitable mentor for each participant who can help them during the first year of the lifetime of the company. The thoughts behind the mentor methods is to support the companies in a longer time than just during the training, in that way, the possibility for success will increase. The statistic shows that the survival rate within new businesses are not very high, but with good education during the start-up phase and with more support after the training, we assume that the survival rate will arise among the participants.

Structure of the Training Programme

MODULE 0 - Self-motivation and preparation			
Entrepreneurship education for 50+	**Description**	**Activities**	**Hours**
Module 0 **Self-motivation and preparation**	• Clarification: Am I an Entrepreneur? Start the training or not start? • Self-assessment before the training	Self-assessment questionnaire/ Interview with coach	3

MODULE 1 – How to start			
Entrepreneurship education for 50+	**Description**	**Activities**	**Hours**
Module 1 **How to start**	• Idea generation – developing business idea • Motivation • Why? (start own business) • How to start a practice • Assertiveness and presentation training - first step	- Presentations from successful entrepreneurs - Hands on exercises - Group and individual coaching -introduction of practical tools - Experience sharing -Teambuilding activities	24 hours in training lessons 6 hours in coaching
Special emphasis for Module 1	• Extra focus on exit strategy, pension etc. • Individual coaching • Training on practical level • Create relaxed and supporting environment • Extra time give to ask questions and processing the training		

MODULE 2 - The enterprise			
Entrepreneurship education for 50+	**Description**	**Activities**	**Hours**

Module 2		Activities	Hours

Analysis, definition, selection and training	• Need analysis
	• Personal preconditions/ SWOT
	• Business plan/strategy
	   o Business idea /Concept
	   o Customers and Competitors
	   o Sales, channels and Marketing
	   o company operations
	   o Budgeting, account and finance
	   o Funding
	• Defining suitable type of company
	• Management
	• How to employ the right people
	• How to find the right business partners
	• IT
	• Legislative (basic facts)
	• Tax and VAT (basic facts)
	• Network
	• Where to get (free) help, advice launching the company
		Presentations from successful entrepreneurs
		
		- Hands on exercises
		
		- Group and individual coaching
		
		-introduction of practical tools
		
		- Experience sharing
		
		- Presentations from a company, showing how the business tools are used in practice.
			48 hours in training lessons
			
			+
			
			12 hours in coaching

Special emphasis for Module 2	• Use best practice in adult training • Individual coaching • Training on practical level • Relate participants own idea to the training material •		

MODULE 3 – Ongoing coaching			
Entrepreneurship education for 50+	**Description**	**Activities**	**Hours**
Module 3 **Operating**	• On-going Coaching • Network (social, training and professional) • Mentor training • Development	- Mentor match - Network meetings	30 hours in coaching

Time structure and size of each training group

To be able to adapt the main adult education principles, the training groups should be relatively small. In that way it will be easier to give participants extra time to ask questions and process the information given during the training. This Training programme proposal is recommended for small groups of maximum 12 participants in each training group.

A recommended time for each Module has been defined. The time schedule has been done in accordance to the adult education principles, recommending enough time to ask questions and to process what are been taught.

The total duration of the Training programme is estimated for 12 months. It will differ how intensive the training will be in relation to which sub target group will participate.

Module	Training hours	Coaching
Module 0		3
Module 1	24	6
Module 2	48	12
Module 3	0	30

Example of training time frame

As an example, below are drawn a training programme for unemployed 50+, using the recommended time structure. This will be an intensive training because of the situation of the group. They have the possibility to use their daytime for the education in contrast to the group of people who are working.

There will be an interview in the first week which clarifies whether the participant is ready to start the training. Module 1 will be taught over 4 weeks, with one training day for 6 hours each week. The participants will have enough time in processing the material taught at the training days and they will have possibility to receive 1 hour of coaching each week.

Between module 1 and 2, will be 2 weeks break. This is to give the participant possibility to work further with their idea and use the hours of coaching which will be available for them.

Module 2 will be taught over 8 weeks, with one training day for 6 hours each week. This will be same system as Module 1, where each participant will have right of 1 hours individual coaching each week but if it´s not use during Module 2, it will be possible to use the coaching hours between modules.

Module 3 do not include any training but 30 hours of coaching and a help from a mentor, found through organized mentor meetings.

Week	Module	Training hours	Coaching hours
1	Module 0		3
2-5	Module 1	6 hours, once a week	6
6-7	Break between Modules		
8-15	Module 2	6 hours, once a week	6
16-17	Break between Modules		
18-52	Module 3		30