

BECOMING AN ENTREPRENEUR

Duration: 3 days (21h)

Date: on demand

Price general public: EUR 1725 net /pers. (no VAT)

Price in-house: on demand (4-12 pers.)

OVERVIEW

"A ship in harbour is safe, but that is not what ships are built for."

Entrepreneurship is a certain way of conducting ones professional, economic or public life. Starting one's own entreprise affects every aspect of life. The decision to become self employed can be triggered by a strong intrinsic motivation or by demanding external circumstances. In any case the original idea, determination and hard work do not guarantee success. To grow the business other skills are required.

This course focus on three main aspects: 1) creating an initial business plan; 2) Practical skills that are important for building the business; 3) Social skills to successfully build relationships with customers and employees.

AUDIENCE & PRE-REQUISITES

Pre-requisites: First draft of a business idea.

Audience : Anyone who...

- has completed basic education
- is rejoining the workforce after a break
- wants to start a business

LEARNING OBJECTIVES

- Assessing the types of effort required to develop a functioning business.
- Drawing up a quantified and qualified business plan.
- Understanding hard skills (finance, marketing, management...) and soft skills (communication, interpersonal relations, negotiation...).
- Outlining the start-up process and establishing a roadmap for follow-up and key milestones.
- Managing relationships with internal stakeholders (staff, partners, suppliers, customers...).
- Managing relationships with external stakeholders (accountant, tax authorities, chamber of commerce...).
- Building resilience (patience, perseverance, goal pursuit).
- Strengthening character and confidence
- Identifying market opportunities and analysing competitors.
- Understanding legal requirements and regulatory frameworks for starting and operating a business.

BECOMING AN ENTREPRENEUR

PROGRAMME

- Analysis of the fit between the business idea and yourself.
- Analysis of the fit between the business idea and the context and market for it.
- Elaboration of the business plan
- Choice of legal status
- Stakeholder mapping
- Analysis of risks and opportunities
- Action and evaluation plan
- Exact definition of the offer
- Justification of the price range
- Setting up a brand identity.
- Product/service catalogue
- Distribution channels
- Communication plan
- Cultivating personal mastery and continuous improvement

METHODS & EVALUATION

Rich and flexible training design: theoretical input, discussions, reflection and sharing of experience, role-plays and simulations, practical exercises.

Training assessment:

- Short term impact
- Long term impact

Learning assessment :

- Self-evaluation
- Questionnaire after the training

Recognition : EUROBOGEN certification

OTHER RELATED TRAINING

- Becoming a manager
- Managing Teams effectively
- Public speaking

For people with disabilities, the organization is committed to being accessible.

CONTACT

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