

Module 5: Next Steps as Community Educator

Module 5: Introduction & Overview

Introduction – Short Description of the module

Being a Community Educator means that you are someone who wants to share your knowledge, experience and culture with communities, companies and public sector. You can be anyone from any country, with any background who feels that you want to contribute to a better understanding of the benefits of diversity and as a part of that especially create awareness about the loneliness among many migrants/refugees that in many cases can be easy to prevent.

During the other four modules we have given you the tools to learn about how to approach, share and present. While in this module we want to give you the basic knowledge on how you are going to be using these skills to actually be able to charge for what you're contributing too.

The material and lectures will help boost your skills so that when reaching out to businesses, public sector or NGOs you know how to sell your services, how to pitch it and what to charge for it.

You will be introduced to the theoretical knowledge about the business models and methods that we have chosen and practically how to use them. Always in relation to the topic of cultural awareness and support people facing loneliness

Benefits/Competences/Skills/ Learning Objectives of the Module

1. Participants will get an idea of how a Community Educator could make a living
2. Participants will explore different business- and organization-tools and models that can be adapted to the role of Community Educator. Raise cultural awareness among businesses, public sector and NGOs by supporting people facing loneliness.
3. Participants will learn how to take the next step to turn their knowledge into a service that could be sold to businesses, NGOs and the public sector.

Theoretical and Contextual Background of topics /Theories discussed in module

In order to create a sustainable platform for being a Community Educator for tackling loneliness problems you need to be able to plan and describe your business organisation. Experiences from social and cultural entrepreneur's shows that the business model Generation tools from the book "Business Model Generation" by Alexander Osterwalder, Yves Pigneur, Alan Smith works very well regardless the type of business.

A business model describes the rationale of how an organization creates, delivers, and captures value, in economic, social, cultural or other contexts. This module will use the tool In theory and practice, the term business model is used for a broad range of informal and formal descriptions to represent core aspects of a business, including purpose, business process, target customers, offerings, strategies, infrastructure, organizational structures, sourcing, trading practices, and operational processes and policies including culture.

This module will include general information about the benefits of following business models, and specifically about the Business Model Canvas and the NABC.

A business plan is a formal written document containing business goals, the methods on how these goals can be attained, and the time frame within which these goals need to be achieved. It also describes the nature of the business, background information on the organization, the organization's financial projections, and the strategies it intends to implement to achieve the stated targets. In its entirety, this document serves as a road map that provides direction to the business. "Business Plan Definition - Entrepreneur Small Business Encyclopedia". Entrepreneur. Retrieved 2018-10-29.

Business Model Canvas is a strategic management and lean start-up template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances- Barquet, Ana Paula B., et al. "Business model elements for product-service system". Functional Thinking for Value Creation. Springer Berlin Heidelberg, 2011. 332-337

The NABC method was originally developed in the USA by the Stanford Research Institute for the business world but has later adapted to several other sectors. The method had been developed in order to acquire a more systematic approach to the understanding of value propositions. The creators of the NABC felt that a great number of good ideas are sometimes lost because entrepreneurs are often specialists deeply involved in their field of interest who sometimes have a hard time explaining it to the world in a simple way.

Budgeting and pricing are two very important aspects of entrepreneurship that is often considered difficult but with some training can become much more tangible and easy to understand. Using a simple template for budget can lower the threshold to start your own budget.

Six reasons why you need a budget: <https://www.investopedia.com/financial-edge/1109/6-reasons-why-you-need-a-budget.aspx>

The main goal of a motivational story is to inspire the listener with an emotion of positivity. When we hear inspiring stories that resonate with us we start to imagine ourselves in different scenarios and futures, the brain is wired to respond to storytelling and it is a method that has been used for thousands of years.

The Science of Inspiration (and How to Make It Work for You):

<https://lifehacker.com/the-science-of-inspiration-and-how-to-make-it-work-for-1467413542>

Overview and timeline

1. Activity 1: Inspirational stories from communities and/or companies: 30 minutes
2. Activity 2: How to use the Business Model Canvas in my role as a Community Educator: 90 minutes
3. Activity 3: Learn how to create a pitch with NABC (Need, Approach, Benefit and Competition): 60 minutes
4. Activity 4: The importance of getting income and how to put a price on what you do: 90 minutes

TOTAL: 4 hours 30 min

Module 5: Activities

Activity 1 – Inspirational stories from communities and/or companies

Introductions of why seeing success stories from other organizations or communities could help the participant to feel inspired and see new possibilities.

Videos of success stories (You will find a list of examples under “supporting materials” but you are encourage to use find/use your own)

- Examples of refugees/immigrants who have successfully started their company. Projects that has been targeting diversity/loneliness/culture awareness
- Discuss in groups of four

Instructions:

Explain that showing success stories will help to encourage and inspire students to take the next step.

Show videos of how companies or communities that have been working with diversity and inclusion.

Divide the group four and four and discuss:

- What do I bring with me?
- What can I learn?
- How can I use X in my role as a CE and prevent loneliness?

Duration

30 min

Materials needed / tips for applying the methods

- Computer
- Internet Access

Advice for the teacher

With the examples you should be able to create a understanding of how social entrepreneurship can make an idea from a single person or a small group of persons into something big. By thinking as an entrepreneur you can create an business and income that will make it possible to sustain the work.

Supporting material for practicing/understanding/implementing the method (Exercises, Case studies, Videos, Interactive resources)

Inspirational videos of how to work with diversity and inclusion

How to tackle loneliness among refugees in Britain? Match them with friends

<https://www.youtube.com/watch?v=A7xW4w3CTcM>

Tackling loneliness with refugees

<https://www.youtube.com/watch?v=I6lJoZn4tQQ>

Changing the Face of Startups: Emma

https://www.youtube.com/watch?v=62E7zgusmFo&feature=emb_logo

Bibliography

Getting to Equal 2019:

Creating a Culture That Drives Innovation

<https://www.accenture.com/cn-en/about/inclusion-diversity/gender-equality-innovation-research>

L'Oréal - Our Commitment on Diversity and Inclusion

<https://www.loreal.com/en/videos/commitments/loreal-groups-commitment-on-diversity-and-inclusion/>

Activity 2 - How to use the Business Model Canvas in my role as a Community Educator

Introduction of the business model canvas (theoretical information) and how this model can be adapted for Community Educators (practical inspiration / successful examples)

Exercise in pairs or groups of 4 people (creating an own model canvas)

Instructions:

- Explain what it is and the benefits of using business models/ plans to clarify ideas and create better business/ projects (power point presentation)
- Present the video Business Model Canvas Explained (2'): <https://www.youtube.com/watch?v=QoAOzMTLP5s>
- Explain how to adapt the Business Model Canvas to the role of Community Educator using the visual chart (power point presentation and document)
- Give examples of inspirational / successful business/ projects using this model (power point presentation and case studies)
- In pairs or groups of 4, create an own model canvas using the visual chart
- Briefly presentation by the students of their business model canvas

Duration

90 min

Materials needed / tips for applying the methods

- PowerPoint presentation
- Videos (YouTube)
- Document Business Model Canvas visual chart
- Computer and Internet connexion

Supporting material for practicing/understanding/implementing the method (Exercises, Case studies, Videos, Interactive resources)

Bibliography

Business Model Canvas Explained (2'):

<https://www.youtube.com/watch?v=QoAOzMTLP5s>

The Business Model Canvas - 9 Steps to Creating a Successful Business Model - Startup Tips

<https://www.youtube.com/watch?v=IP0cUBWTgpY>

Activity 3 – Learn how to create a pitch with NABC (Need, Approach, Benefit and Competition)

The purpose of this exercise is to practice your skills of pitching an idea.

NABC stands for Need, Approach, Benefit and Competition, these are the four elements you as a participant will base your pitch on.

The pitch will begin with a short introduction that catches the audience's interest. This could for example be a short story, a description of a situation where you experienced loneliness or any other example you feel appropriate.

The purpose of this exercise is practice on how to capture an audience's attention.

Activity description (method) in steps:

- Introduction of the NABC method (theoretical information) and how this model can be used.
- Example of a pitch/story for inspiration
- Identify the four elements of the pitch/story
- Reflect on situations, experiences and memories that could be useful for your personal story to create culture awareness.
- Exercise in pairs or groups of 4 people (creating your own pitch by using the NABC method)

Instructions:

- Explain the theory and the background of why to use NABC as a method for storytelling and creating a pitch.
- Explain the four elements of NABC, Need, Approach, Benefit and Competition and why it is useful.
- Explain how to adapt the NABC model and how it could be useful to a Community Educator.
- Present a video of a pitch/story that uses all of the four elements.
- Create your own NABC pitch/story
- Present your pitch two and two
- Feedback and Q&A round (Did I use all of the four elements?)

Duration

60 min (20 min preparation, 30min presentation by each participant 3-5 min, 10 min feedback exercise)

Materials needed / tips for applying the methods

- Computer and Internet connexion

Advice for the Community Educator

It is better to provide the students with a short time limit as this forces them to deliver their message in a sharp and precise manner and it also leaves more time for feedback and questions.

The pitch is useful when the final solution needs to be presented to an audience, but it is also useful earlier in the process when the students present their preliminary solutions to each other and receive feedback.

Let each participant present their pitch followed by a 3 min Q&A/Feedback
Let the word be open for anyone who listened to ask questions and/or give feedback on what could be improved with the pitch.

Supporting material for practicing/understanding/implementing the method (Exercises, Case studies, Videos, Interactive resources)

The NABC approach to structure new business ideas

<https://www.unibz.it/assets/Documents/Faculty-Economics/unibz-Econ-Entrepreneurship-NABC-Intro.pdf>

Activity 4 – The importance of getting income and how to put a price on what you do

Students will familiarise with some ideas on pricing, what value they could create for the potential customer, what to charge for their services and how to make a simple income and costs estimate.

Activity description (method) in steps:

Two parts one on Budget and one on Pricing
Introduce the topic and area first in a lecture
Exercise individually starting on budget and price setting. Discuss in group

Instructions:

The value of inclusion and diversity -
Go through and discuss the “Diversity Matters” report by McKinsey or another report you find relevant.
(<https://www.mckinsey.com/~media/mckinsey/business%20functions/organization/our%20insights/why%20diversity%20matters/diversity%20matters.ashx>)
Describe how your work as a CE could help the business, NGO and/or public sector to save money and increase sales.
Remind yourself to not be afraid to put an economic value on the service you will provide.

Exercise 1:

Divide the group in four and four and calculate on what a potential customer would “save” in terms of money if the company/organization would work with diversity and inclusion.

Go through fundamentals of budgeting, breaking down into smaller blocks over time and deliveries

With the possible income identified above create a budget

Identify the cost you have, including your salary

Show how a simple budget is made up using the template Catlid_budget

Exercise 2:

Let students start thing about their own budget – using the Catlid budget template

Let the participants think for 5 minutes on how they would price their service then present and discuss with the group. Write down different suggestions on a whiteboard.

Duration

90 min (30 min preparation, 30-40 min presentation, exercise 1, 15-20 min, exercise 2 15-20 min.)

Materials needed / tips for applying the methods

- Computer with google spreadsheet
- White Board
- Internet Access

Advice for the teacher

It can be important to understand why budgets work, that estimating cost and income, even with big uncertainties in the end makes a better guess than just estimating the total result, The so called Fermi Problem:

https://en.wikipedia.org/wiki/Fermi_problem and

<http://web.pdx.edu/~pmoeck/pdf/The%20classic%20Fermi%20problem.pdf>

Help the students to argue for the economic value they create when they work as Cultural Educators.

Supporting material for practicing/understanding/implementing the method (Exercises, Case studies, Videos, Interactive resources)

This Is the Best Budget Template for New Business Owners

<https://gusto.com/blog/business-finance/best-small-business-budget-template>

How To Create a Business Startup Budget

<https://www.thebalancesmb.com/how-to-create-a-business-startup-budget-397500>

How to Create a Budget for Your Startup

<https://www.entrepreneur.com/article/244990>

