DIGENYOU
DIGITAL ENTREPRENEURSHIP FOR YOUTH

DIGITAL ENTREPRENEURSHIP FOR YOUTH

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WP3
DigEnYou curriculum

Module 4
"Transversal Skills for Success"

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DigEnYou Blended Training Course

Module 1 – Transversal Skills for Success

Learning Unit 1: Online Communication, Leadership & Teamwork

Learning Unit 2: Life-long Learning & Trend Awareness

Learning Unit 3: Pitching & Digital Tools for Digital Entrepreneurs

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Aim of Module 4 – Transversal Skills for Success

The module's aim is to empower young adults in the EU with essential skills and mindsets crucial for thriving in the dynamic realm of digital entrepreneurship.

Learning Unit 1 - ' Online Communication, Leadership & Teamwork' aims to:

- Develop interpersonal and leadership abilities.
- Emphasise on effective communication, teamwork, adaptability, and problem-solving skills.

Learning Unit 2 - 'Lifelong Learning & Trend Awareness' aims to:

- Instil a proactive attitude towards learning and personal growth.
- Foster resilience and adaptability in the ever-evolving digital landscape.

Learning Unit 3 – 'Pitching & Digital Tools for Digital Entrepreneurs' aims to:

- Equip future digital entrepreneurs with the necessary skills to present their digital business ideas persuasively.
- Familiarize them with a range of digital tools and platforms essential for digital entrepreneurs.

By the end of this module, participants will be better equipped to embark on their digital entrepreneurial journey with confidence and a holistic set of skills that transcend industry boundaries.

Learning Unit 1
Online Communication, Leadership & Teamwork

Introduction

'Foundational soft skills have become even more important given the rise of remote and autonomous work and are growing in importance among industries, levels, and work environments. In fact, soft skills were featured in 78% of jobs posted globally over the last months' - Rohan Rajiv, Director of Product Management at LinkedIn

Soft skills are defined as non-technical skills that highly relate to how a person works. Some of the most important soft skills are collaboration, communication, emotional awareness, creativity, problem-solving, leadership, resilience building and lifelong learning. The main reason soft skills are considered a 'must' in today's business world is that people who have them are more likely to be independent in their job and already have a growth mindset that will be beneficial not only for keeping the job, but also for the development of the company. As the Learning Units of this Module evolve, we will discover how we can better cultivate these skills and use them for succeeding in the digital entrepreneurship field.

Online Communication

Online Communication refers to exchanging information and ideas through electronic communication technologies, such as the internet, social media, platforms, and messaging apps. As technology evolves people tend to use online communication means more than the traditional ones, and of course when referring to digital entrepreneurship, online communication is an essential part of working.

* Check you communication skills below:
Communication skills quiz - https://www.mindtools.com/a3y5cte/how-good-are-your-communication-skills

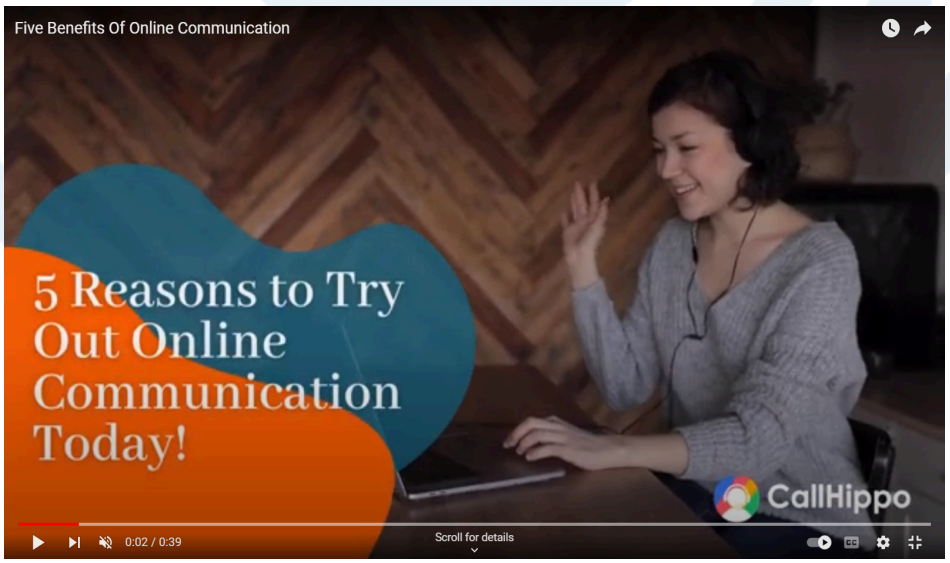
There are two types of online communication, depending on how the participants choose to communicate with each other:

- Synchronous, when communication takes place in 'real time', for example video call, instant messaging.
- Asynchronous, when participants can communicate in their own time, for example responding at an online forum.

The most acknowledged forms of synchronous and asynchronous online communication are:

- **Email** - The first form of online communication that was developed. They are quick, easy, and almost free of charge. Some of the most popular platforms are Gmail, Yahoo mail, Microsoft Outlook and Proton mail.
- **SMS** - The common short and instant messaging service via phone or via the internet.
- **Instant Messengers** - More popular among young people, since it is direct, more expressive, and free of charge. Some of the most known platforms are WhatsApp, Facebook Messenger and Viber.
- **Forums** - Also called discussion boards, forums are usually conducted online, and they encourage interaction among many users. Often forums are used to have online debates on different topics.
- **Whiteboard** - An application that functions as a physical board, only digitally and by many people at the same time.

- *Video Inspiration:* Youtube Video on the advantages of online communication - https://youtu.be/CiDT-dCO1P0



How to communicate effectively?

The 7 Cs of Communication

When communicating with someone (either in writing or verbally):

- Try to be **Clear** about your intentions. A way to achieve this is to use small sentences that contain one idea each, so it's easier for your 'reader' to understand.
- Be **Concise**, try to stick to the point of your idea and be brief. If your 'audience' needs more information they can ask for it, try to not repeat yourself.
- Be **Concrete**, try to give as much detail as needed and support your ideas with vivid facts, so that your 'audience' has a clear picture of what you are referring to.
- Try to use the **Correct** arguments to support your ideas. Ways to do that include identifying your audience, checking for spell/grammar errors and carefully reading your document/ rehearsing your speech.
- Be **Coherent**, try to follow a logical order and connect your points and ideas, your tone and flow of speaking.
- Be **Complete** ,try to give your 'audience' all the relevant information, so they are informed about the next steps -if any- and understand your message.
- Be **Courteous**, try to keep a friendly, open and honest tone in your communication, so that your message is conveyed easily, and the reader is not confused.

Apart from the above-mentioned characteristics, online communication, as all forms of communication, should follow some **basic principles** related to stakeholder engagement that are further analysed below.

- Active listening - How to !

One side - **How to be a more active listener?**

- *Rethink how to add value* to what the other person is telling you - Sharpen his/her thoughts.
- *Paraphrase without judgement* - Understand deeper the issue of the speaker.
- *Ask questions* that help the speakers think and rephrase any concerns or clarify their opinion on the topic.
- *Interrupt politely* so that the speaker wants to continue the conversation and explain more of the common topic.

Other side - **How to keep audiences engaged when you speak?**

- Be relevant: The content you are presenting should be relevant to the topic and the audience, so it's easier and actually possible to keep their interest alive!
- Be concise: *'Concision is a leap of faith. The faith in your own preparation and that your delivery is clear.'* By being concise you show your respect for the time your audience has devoted to you, while also proving you are confident and well-prepared for the conversation.
- Leave spaces for the audience to fill: It is important to leave some silent moments, so your audience has time to 'digest' what you are talking about and ask questions. In this way you will be able to cover their needs better and have a more fruitful conversation.
- Treat pushback as openings, not obstacles: Be prepared that your audience may not always be ready for what you are presenting, so it could be hard to convince them of the necessity of your preposition. Try to avoid reflexive defence answers and instead ask follow-up questions that can actually provide you with a better understanding of your target group.

Most used digital communication tools to keep stakeholders engaged	
Tool / Way	**Tip!**
Website, so your business' information is always easily accessible.	Try to update your website's information frequently.
Search Engine Optimisation, so it's easy for people to find out about your business.	Make sure your page is easy to stand out by adding keywords, images and videos.
News/Newsletter & Blog, to broadcast your updates.	Be consistent on your updates, for example they can be weekly or monthly.
Social Media is of course a great tool to foster a relationship with your target group.	Through your market research try to discover which Social Media channels are more popular with your target group, so you can maximise the effect.
Quick Polls are a newly popular way to instantly gain feedback on your work.	Keep your quick poll informal, informative and simple.

Email is the most known and popular form of online communication you can use a form everyone uses.	It is better to segment your target groups, so people will not get information that is not relevant to them.

Leadership

With the rise of remote working, especially after the pandemic, a change in **leadership** styles was mandatory to be able to face the arising challenges and survive in the field of digital entrepreneurship. Employees expect to be more autonomous and flexible and that requires a change in leadership style. Communication, feedback, and recognition (CFR) are key factors when referring to powerful and inspiring leaders. The above-mentioned characteristics can ensure an effective connection between managers and employees, even when face to face communication is not an option.

Leadership styles

- Transactional
  The more traditional leadership style, where rules and roles are strongly enforced. Employees are rewarded for succeeding and punished if they fail. In the context of this leadership style success has a quite narrow definition, since it simply means to follow the given instructions, and there is no room for innovation or suggestions to act differently than what one is told to.
- Authoritarian
  A quite stiff leadership style, authoritarian leadership has one person holding all the power. Kind of autocratic, using this style means that the leader is closely supervising their employees to achieve the corresponding tasks.
- Delegative
  The leadership style that gives the power to the people because the leader tends to rely heavily on the employees to follow up their work. On the other hand, employees are free to express their opinions and really contribute to the work done. The dangerous part may be regarding the control the leader has on everyday operations, since leaders are essential for any business.
- Transformational
  This is the most effective leadership style regarding change management. Transformational leaders are the ones than encourage their employees to own their work, not sticking to traditional boundaries, and have the best results.
- Participative
  Participative management is the one style that mostly involves employees in important decisions of the business. They have space to share personal experiences with the leader and that make them feel more important for the

business and gives them purpose. Key-part for the participative leadership style to be successful is for the leader to be transparent with their employees.

But which is best when leading a virtual team?

The best leadership style, when leading a virtual team is a combination of both Transformational & Participative leadership styles. The reason is that flexibility is an essential part of remote work and supporting employees in owning their work can only lead to success.

Why is digital leadership important?

While digital leadership is the strategic use of a company's digital assets for success, a digital leader is the actual individual that tests and uses these assets to better track the business success.

An effective digital leader will:

- Have a good understanding of the business goals of the enterprise.
- Be able to explore new possible uses of technology to better cater to the needs of the customers and suppliers.
- Be able to drive the business forward.

However, digital leadership is not only about innovation in the market and tracking the technology trends. It also means being a leader in the digital age, in a time when more and more people work from home and whole teams need to be managed remotely. Learn how you can become a great virtual leader and lead your employees to success!

Leading virtual teams

It is not easy to be a good leader in general: someone who would guide their teammates while also having their extensive trust. It is even harder to become an effective digital leader, as remote work bears its own challenges.

In order to check your leadership skills, try to ask yourself the following questions:

- Am I checking in with my employees enough?
- Are they using their skills in the best way possible?
- What is the best way to keep my people engaged?
- What is the most organised way to get projects done?

- What tools do I have to make everyone feel more connected?

* Virtual Team Building Activities -

https://museumhack.com/virtual-team-building-for-remote-teams/#can-you-hear-me-now

Teamwork

Teamwork is very important in digital entrepreneurship initiatives for a lot of reasons. First, teamwork enhances collaboration and communication among the employees and helps them achieve their goals and solve problems. Secondly, it helps battle the feelings of isolation, especially in cases of remote work, since working in a team can create a sense of belonging and make you more engaged. Finally, teamwork can assure better business outcomes, as it has proved that it makes employees more productive.

Tips for a successful virtual team

- Define your values → Create a sense of purpose and direction!
- Hire for culture fit → Look for people with whom you share values!
- Foster collaboration → Create opportunities for common activities!
- Recognise & Reward → Acknowledge and reward teamwork! Give your team the right incentives to aim higher!

Working as part of a virtual team

Virtual teams are on the increase, especially after Covid, whether a business operates fully remotely, or they have combined on-site with remote working. In the majority of the cases, while flexibility and high productivity levels are some of the great advantages, being part of a virtual team can often cause some frustration.

'Virtual team is a group of people that works across time and space and organisational boundaries using technology to communicate and collaborate.'

The key to relationship building, while working in virtual teams is to manage to build and maintain trust. Colleagues need to be able to rely on each other and respond with consistency in order to build a strong foundation.

- *Video Inspiration:* How to collaborate effectively on a remote team - https://www.youtube.com/watch?v=vradYqcXfGQ

Tools & Platforms for remote collaboration

Tool	Features & Functionality
PollEverywhere	Online application that allows users to create and present digital polls, quizzes, and contests within meetings.
Slido	Online application to make meetings interactive, voting and quizzes easier.
Prezi	Digital presentation tool, similar to PowerPoint, but designed to be more visually oriented, conversational, and interactive.
Trello	Online platform to keep everything in the same place, help with organising your team's tasks.
Google Sites	Allows an individual or a group of individuals without web development capabilities to build and collaborate on the development of a custom website.

Social Media Groups	Social media platforms allow users to form different types of groups for messaging, networking coordination, and communications.

Glossary of Terms

Term	Definition[1]
Soft Skills	personal qualities that enable you to communicate well with other people
Stakeholders	a person or company that is involved in a particular organization, project, system, etc., especially because they have invested money in it
Leadership	the state or position of being a leader
Resilience	the ability of people or things to recover quickly after something unpleasant, such as shock, injury, etc.
Teamwork	the activity of working well together as a team

[1] Definitions based on Oxford Learner's Dictionaries: https://www.oxfordlearnersdictionaries.com/

Exercise: Quiz on Online Communication, Leadership & Teamwork

1. Which of the following is a key aspect of clear online communication?
   A) Using jargon
   B) Ambiguous language
   C) Conciseness and clarity
   D) Avoiding feedback

2. Online communication doesn't require active listening skills.
   True - False

3. Which communication tool is best suited for real-time collaboration?
   A) Email
   B) Video Conferencing
   C) Social Media
   D) Forums

4. What is a characteristic of a transformational leader?
   A) Micromanagement
   B) Delegating all tasks.
   C) Inspiring and motivating others
   D) Avoiding risks.

5. A leader should always make decisions without consulting the team.
   True - False

6. What is the role of a leader in fostering innovation within a team?
   A) Discourage new ideas.
   B) Promote a risk-averse culture.
   C) Encourage creativity and experimentation.
   D) Avoid change.

7. What is a potential challenge in virtual teamwork?
   A) Overcommunication
   B) Lack of trust
   C) Face-to-face interactions
   D) Strict hierarchy

8. Diversity in a team has no impact on creativity & problem-solving.
   True - False

9. How can a team effectively manage conflicts in a virtual environment?
   A) Avoiding conflicts
   B) Open communication and collaboration
   C) Ignoring conflicts
   D) Micromanaging

10. Team building activities are irrelevant in the context of virtual teams.
    True – False

Solution key: 1-C, 2-F, 3-B , 4-C, 5-F, 6-C, 7-B, 8-F, 9-B, 10-F

Interactive Exercise – How good are your communication skills?

Format	Face to face, online, hybrid
Learning Objectives	Assessment of the communication skills, Realise areas of improvement
Material/ Equipment needed	Computer/ Smartphone with internet access
Description of the exercise	Trainer shares the link of the online test Participants take the test (10 mins) Discussion on results and areas for improvement (15 mins)
Debriefing Questions	What did you get out of this exercise? Did it helped you assess your communication skills?
Allocated time	Approximately 25 minutes
Notes for the trainer/ facilitator	Devote time into the conversation
Source	https://www.mindtools.com/a3y5cte/how-good-are-your-communication-skills

Checklist: Your Learning Outcomes

What I know on the subject of "Online Communication, Leadership & Teamwork"		
#	**Theme/Question**	**YES / NO**
1	Did the training module enhance your communication skills and abilities to express ideas effectively?	
2	Were you able to improve your interpersonal skills, such as active listening and empathy?	
3	Did you learn how to adapt your leadership style to different situations and team dynamics?	
4	Did the training emphasize the importance of self-awareness and self-regulation in leadership?	
5	Were you able to enhance your time management and organizational skills?	
6	Did the training module provide you with insights into motivating and inspiring your team members to achieve common goals?	

Resources for M4-LU1

The following learning material is provided:

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Links & Videos on M4-LU1

European & international level:

- The 7 must have business communication skills for entrepreneurs - https://www.youtube.com/watch?v=5F0DkOIK-Q8
- Communication skills quiz - https://www.mindtools.com/a3y5cte/how-good-are-your-communication-skills
- Best virtual team events - https://www.bluejeans.com/blog/online-team-builders
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- Virtual Team Building Activities - https://museumhack.com/virtual-team-building-for-remote-teams/#can-you-hear-me-now
- The advantages of online communication - https://youtu.be/CiDT-dCO1P0
- The 5 best online collaboration tools - https://www.youtube.com/watch?v=UmQSZtWGntg
- The 5 practices to create trusting teams - https://www.youtube.com/watch?v=W5qQJhe7sLE
- How to collaborate effectively on a remote team - https://www.youtube.com/watch?v=vradYqcXfGQ
- Cooperation vs. Collaboration - https://www.youtube.com/watch?v=Gr5mAboH1Kk
- The 7 must have business communication skills for entrepreneurs - https://www.youtube.com/watch?v=5F0DkOIK-Q8
- The 7 keys to creative collaboration - https://www.youtube.com/watch?v=2DmFFS0dqQc
- The 5 practices to create trusting teams - https://www.youtube.com/watch?v=W5qQJhe7sLE

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- Article on the 5 Must-Have virtual leadership skills - https://www.arielgroup.com/virtual-leadership/
- Report on building a digital resilient workforce - https://digitalus.org/wp-content/uploads/2020/06/DigitalUS-Report-pages-20200602.pdf

Learning Unit 2

Lifelong Learning & Trend Awareness

Lifelong Learning

Lifelong learning can be defined as self-initiated education, primarily focused on personal growth and development. Another definition of the term might be that lifelong learning is the learning that occurs outside of the formal educational system, for example school, university, or other forms of formal learning institutions. A very important characteristic of it is that it is voluntary, and its purpose is to achieve personal fulfilment and development of further skills that go beyond someone's formal or compulsory education. On a different scope, lifelong learning can have a positive effect not only on your personal, but also on your professional development, since it increases your competitiveness and employability.

Let's mention some **types of lifelong learning**, so we can get a better understanding of it:

- Developing a new skill: for example, knitting, gardening, or storytelling!
- Self-taught study: it can be learning a new language all by yourself (even only a little bit!) or researching a topic of your interest (sea life, modern architecture, or anything you are intrigued by).
- Learning a new sport or taking up a new activity: i.e. martial arts, indoor climbing, or tango.
- Learning to use a new technology: in today's fast-changing world, it is essential to stay up to date with the newest technology so as not to lag behind. Make sure to explore a new program, device or an app once in a while!
- Acquiring new knowledge either as a part of formal or informal education: make sure to always stay curious!

- *Video Inspiration:* Watch this inspiring video to learn why and how you can incorporate lifelong learning yourself: *How to Embrace Being a Lifelong Learner* (7'54''): https://www.youtube.com/watch?v=cqRoGpSGFwk&t=111s

How lifelong learning enhances adaptability and competitiveness in the digital entrepreneurship field?

How can lifelong learning and its long-term benefits boost your career in the digital entrepreneurship field? To answer this question, we must first focus on the above-mentioned long-term benefits, and then link them with the professional aspect of someone's life.

Over the past years employers have seemed to understand and recognise the power of lifelong learning as a desired trait of the employees they want to hire, and that formal education is not the only way to gain knowledge. Businesses are seeking employees that would engage in personal learning, so that they could be more adaptable and flexible in their professional life too, to be more competitive and relevant.

Often, when referring to personal learning in the business sector we call lifelong learning continuous learning. Continuous learning is the process of acquiring new skills on an on-going basis, from formal course taking to casual social learning. The critical difference between the two is that lifelong learning is part of the lifestyle of a person, whereas continuous learning is a formal commitment to achieve new skills.

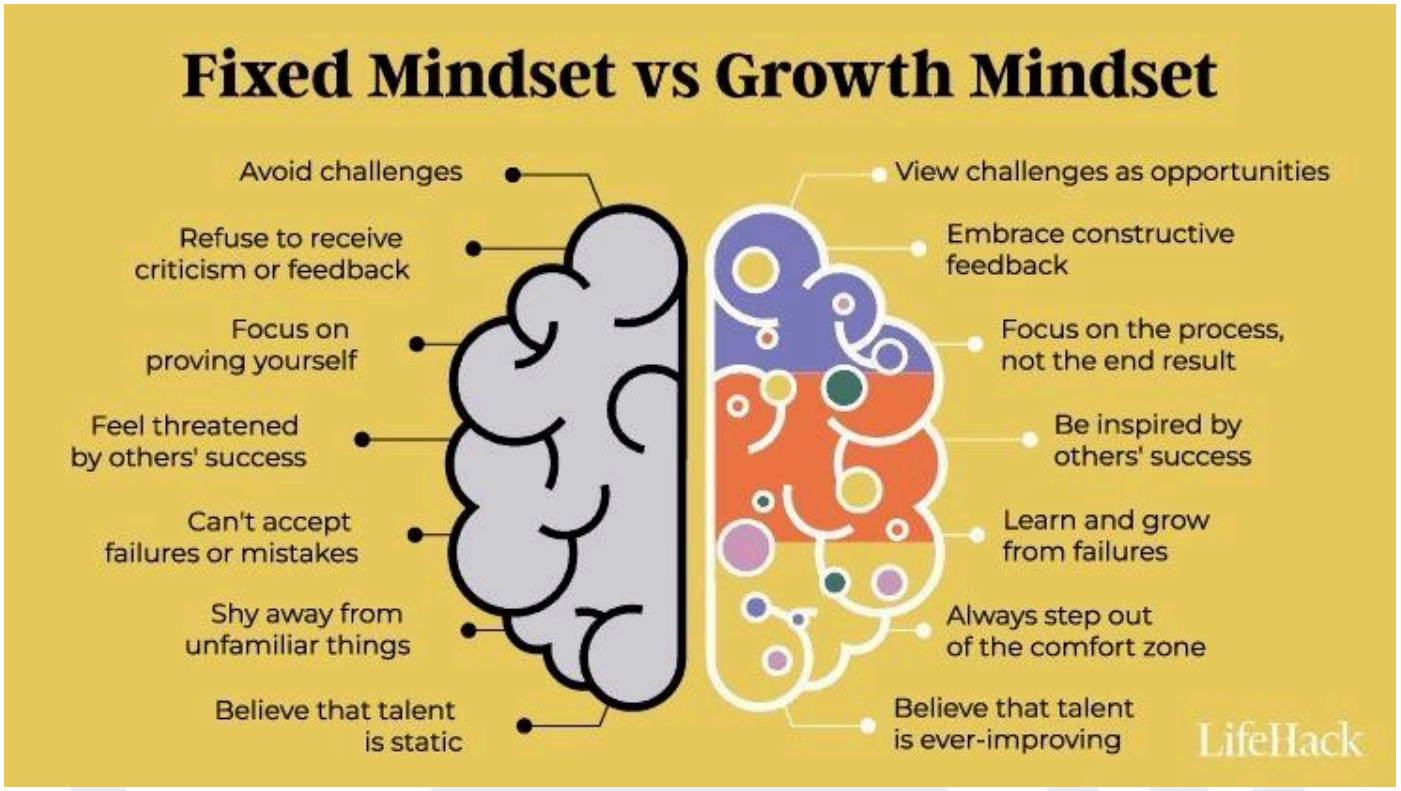
Mindset

"Your mindset is a powerful tool for achieving behaviour change. We can identify two main types of mindset: growth mindset and fixed mindset" - Carol Dweck, PhD

* Activity: Check if you have a growth or fixed mindset with the online test: *Growth Mindset Test*: https://www.idrlabs.com/growth-mindset-fixed-mindset/test.php

A **growth mindset** is the conviction that someone can further develop their skills by putting effort, embracing learning, and being able to accept constructive input. On the other hand, a fixed mindset entails the belief that one's talents are fixed and unchangeable - they excel in certain areas and struggle in others and that is a reality that cannot be changed.

A **fixed mindset** is less open to learning new things and more inclined to reject feedback. A difference of perspective is noted also regarding the way they react to challenges. A fixed mindset will very early decide that there is no reason to put effort in something you are not good at -that could result in career stagnation-, whereas a growth mindset will see it as an opportunity to grow, since failing is actually a form of learning.



If you consider yourself as a person with a fixed mindset - which is more common than you may think - do not fall into despair! There are ways to change it by challenging yourself - find out how.

- *Video Inspiration:* Listen what Carol Dweck, the term's author, has to say about growth mindset: *Developing a Growth Mindset with Carol Dweck* (9'37''): https://www.youtube.com/watch?v=hiiEeMN7vbQ

Common myths about fixed mindsets

Myth 1 - You are either born with talent, or not
This is not the case though, hard work always pays off when people are focused on their goals. Deliberate practice can lead to significant improvements in performance, regardless of initial talent levels.

Myth 2 – Failure is a mirror of your abilities
In reality failure is a natural part of the learning process. People who embrace failure as an opportunity to learn and grow are more likely to succeed in the long run. Through reflecting on mistakes, people can think of new ways to approach problems more effectively.

Methods to develop a growth mindset.

- **Go beyond your limits.**
  Welcome feedback, criticism, and suggestions for improvement. Do not feel discouraged only because someone found flaws in your actions or your work. Take it as an opportunity for making amendments to finally reach your goal.

- **Embrace failure.**
  Replace the word "failing" with "learning". Most of the today-successful entrepreneurs had experienced failures at the beginning of their business development, or even at later stages, when introducing a new product or making changes in the organisation strategy. The reason why they finally succeeded is because they took every failure as a lesson that could make their company stronger and more competitive.

- **Build a support network.**
  It is easier to take on any challenge and foster development when you are surrounded by people with a similar mindset. You can cheer up and learn from each other and support each other in the periods of self-doubt and low motivation.

- **Stop seeking approval from others.**
  It is crucial in your development of a growth mindset to focus on yourself and your own challenges, without thinking about other people's opinions. Especially comparing yourself to others is counter-productive; everyone learns at their own pace, and it is not the time that is the most important, but finally accomplishing the goal.

- **Become a lifelong learner.**
  Lifelong learning comes hand-in-hand with a growth mindset; use the guidelines mentioned at the beginning of this section to never stop learning and developing your growth mindset!

Trend Awareness

Trend awareness is a very important part of initiating a digital business. Keeping up with the latest trends needs both time investment from staff, and also clear guidance

from the head of the business. They should gather resources and facilitate their teams in acquiring the necessary support to follow the emerging trends and technologies.

Below are some examples of how you can stay up to date with industry trends:

- *Join a professional organisation* focusing on the trends and new technologies in your industry.
- *Find a mentor*. You can pair with someone who is tech-savvy or a professional within your industry; you can meet with them in person to discuss the latest trends or, if you don't have the possibility for that, follow them on social media to keep up to date with news they repost and check out what sources they use.
- *Attend industry conferences and events*. Conferences are one of the best ways to keep up to date with the technology, as they are mostly fully focused on one industry, product, or type of technology. You can observe new technology being introduced and use it as an opportunity for networking.
- *Devote time daily to tech news*. The easiest way to not let any information slip is to read the news for at least 15 minutes a day. Use technology-focused presentations and tech news sites online as your sources.
- *Watch TED talks*. Those are great sources of news in a tech world, delivered in an accessible and fun manner by professionals. TED Talks are relatively short, and you can watch them for free. Staying up to date does not have to be costly!
- *Subscribe to websites* to receive relevant reports and newsletters. Getting all the news delivered to your mailbox at first may feel bothersome, but you will soon appreciate the convenience that keeps you informed!
- *Simply Surf the Internet*, including YouTube, to gain extra data. Make sure to use the right key words to make it effective!
- Last but not least, *attend courses, seminars or even training sessions* that have trend awareness as their main scope.

Remaining current with contemporary technologies empowers enterprises to enhance their sales, transform their business models, introduce groundbreaking products and achieve higher customer satisfaction. Unfortunately, monitoring these technologies is exceptionally time consuming due to the numerous sources, but with the right research tactic one can be sure to have tremendous results.

Why is it important to stay updated with emerging trends?

Staying up to date with emerging trends in the technology sector is **essential for business competitiveness** in today's fast-paced world. Technologies like AI, IoT, blockchain and VR are strongly shaping the field's future and can guarantee a strong competitive advantage to whoever embraces the trends.

Moreover, also on a personal level there are reasons for keeping up with the technology trends: it may help you with landing a job and advance your career, improve your communication through the knowledge of tech jargon, develop new organisation techniques, and reach out to a bigger group of customers.

Trends play a major role in chasing market opportunities. There are many risks of not taking into consideration the current trends in the market, namely: loss of relevance, missing opportunities, the costs being added up, and loss of operational efficiency.
With those it will be harder for your company to stay on the market; remember to never let yourself lag behind!

Glossary of Terms

Term	Definition[2]
Lifelong Learning	learning that continues throughout somebody's life
Storytelling	the activity of telling or writing stories
Adaptability	the quality of being able to change or be changed in order to deal successfully with new situations
Mindset	a set of attitudes or fixed ideas that somebody has and that are often difficult to change
Trend	a general direction in which a situation is changing or developing

[2] Definitions based on Oxford Learner's Dictionaries: https://www.oxfordlearnersdictionaries.com/

Exercise: Quiz on Lifelong Learning & Trend Awareness

1. Which statement about lifelong learning is **false**?
   A) It can have long-lasting positive effects such as increased employability, career development, and resistance.
   B) It is an obligatory part of i.e. school curriculum or commencing a new job.
   C) Its main goal is personal fulfilment and development.
   D) It can be pursued independently, i.e. by conducting own research or listening to podcasts.

2. Lifelong learning occurs exclusively in formal education, i.e. through university courses, certified training, and various school classes.
   True - False

3. Is continuous learning beneficial for businesses?
   A) No, because an employee who gains more skills will demand higher pay, and it can be damaging to the company's finances.
   B) Yes, because an employee who engages in continuous learning is more likely to be bored and look for another job.
   C) No, because paying for employees' training and education is an unnecessary expense, especially if it is not connected to the job they are doing.
   D) Yes, because investing in the development of current, reliable employees is less costly than hiring new ones with the desired skills.

4. What is an example of a *growth mindset*?
   a) Trying new ways to overcome a challenge, even if it means numerous attempts and getting out of one's comfort zone.
   b) Giving up when faced with a problem.
   c) Asking someone who is a professional in the field to deal with the problem.
   d) Being discouraged when trying to complete a task a few times and failing.

5. A growth mindset can be learned also in adulthood.
   True - False

6. Is being up to date with technology news profitable for your business or at a personal level?
   A) It is profitable for your business.
   B) It is beneficial only for you as a person, i.e. when talking to industry people.
   C) It is profitable both for your business and at a personal level.
   D) None of the above.

7. What are the risks of not taking into consideration the current trends in the market?
   A) Loss of operational efficiency.
   B) Missed opportunities.
   C) Loss of relevance.
   D) All of the above.

Solution key: 1-B, 2-F, 3-D, 4-A, 5-T, 6-C, 7-D

Interactive Exercise – Do you have a growth mindset or a fixed one?

Format	Face to face, online, hybrid
Learning Objectives	Assessment of the mindset you have
Material/ Equipment needed	Computer/ Smartphone with internet access
Description of the exercise	Trainer shares the link of the online test Participants take the test (8 mins) Discussion on results and areas for improvement (18 mins)
Debriefing Questions	What did you get out of this exercise? Did it helped you assess your mindset?
Allocated time	Approximately 25 minutes

Notes for the trainer/ facilitator	Devote time into the conversation
Source	https://www.idrlabs.com/growth-mindset-fixed-mindset/test.php

Checklist: Your Learning Outcomes

What I know on the subject of "Lifelong Learning & Trend Awareness"		
#	**Theme/Question**	**YES / NO**
1	I understand the concept of lifelong learning.	
2	I recognise the importance of continuous learning for personal and professional development.	
3	I am aware of the benefits of adopting a lifelong learning mindset.	
4	I can understand the concept of trend awareness in entrepreneurship.	
5	I can recognise the importance of early adoption in responding trends.	
6	I recognise the significance of staying informed about industry trends.	

Resources for M4-LU2

The following learning material is provided:

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Links & Videos on M4-LU2

European & international level:

- How to Embrace Being a Lifelong Learner (listed reasons why) - https://www.youtube.com/watch?v=cqRoGpSGFwk&t=111s
- Developing a Growth Mindset with Carol Dweck - https://www.youtube.com/watch?v=hiiEeMN7vbQ
- Growth Mindset vs Fixed Mindset - https://www.youtube.com/watch?v=KUWn_TJTrnU

Bibliography – discover more

European & international level:

- Article on how to commit to learning - https://extension.psu.edu/programs/betterkidcare/news/cultivate-a-commitment-to-learning-ideas-to-embrace
- Article on how to cultivate a growth mindset - https://www.zellalife.com/blog/they-taught-me-some-new-things-today/
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Learning Unit 3

Pitching & Digital Tools for Digital Entrepreneurs

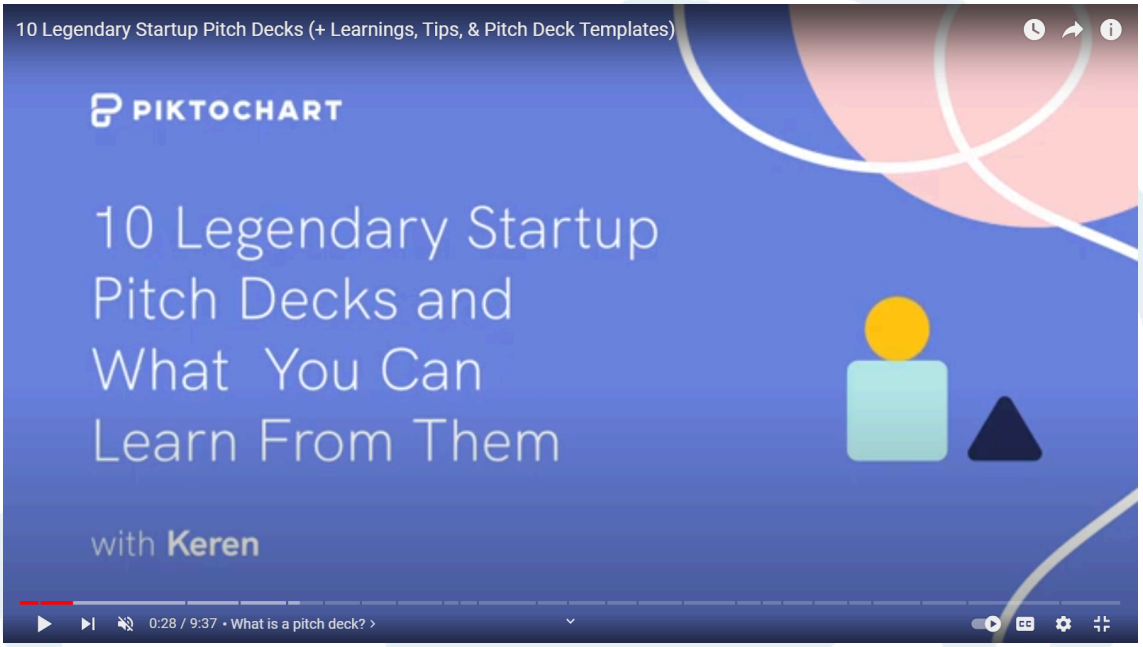
Pitching

A **business pitch** is a concise and persuasive presentation, and it is used to communicate the key elements of a business idea or project. It is often delivered to potential investors, partners or even customers to reassure them of the value of the business idea. **Pitching** is the presentation of your business ideas in order to persuade the audience to believe in you and fund you.

Do not forget to include this crucial information in your pitch:

- Info regarding the product/service itself; the investors need to know what they are asked to fund!
- Info on the target group; this way you convince the investors that you did your research.
- Info on why there is a market need for your product; it allows the audience to determine whether your product has potential.
- Info on your team; make the investors know that there are reliable people ready to support you with the business development.
- Info on financial projections (shortly); investors are number-oriented people and need some data! Remember to not flood anyone with stats during your pitch though: it is the worst thing to bore people.

- *Video Inspiration:* Youtube Video on Legendary startup pitch decks - https://youtu.be/Go94W8ClBcU



Have you heard of the *elevator pitch*?

The name indicates its goal: **it is a pitch that you are able to deliver impromptu, during a single elevator ride**; it's between 10 and 60 seconds long, but some forms of this pitch can last up to 10 minutes. What is the motive for such a short speech? Well, you never know when you are going to meet a famous investor, a professional in your field, or even a celebrity with some money to spare. You have to use the occasion then and present them your business idea or product, but you have to do it in a very concise and interesting way - no one sits on a train, goes shopping, or attends a cultural event with the goal of finding a new start-up to invest in.

When preparing your elevator pitch, follow a simplified pitch structure:

1. Lead with the **need** that your product will fulfil.

2. Sell the **solution**; how your product will succeed in fulfilling it.

3. End with the **result**; what the customers will gain from the product and how it will transform the market.

Work on your elevator pitch beforehand, so that you are always ready to attract potential investors wherever you go!

Crafting a compelling speech - How to!

You may consider using some digital tools to make your pitch more convincing; you are a digital entrepreneur after all!

- In case you want to be more creative, instead of going with the good old PowerPoint, try making your presentation with **Prezi** or **Canva**. Prezi allows you to create highly engaging, interactive presentations that follow your mind map. Canva on the other hand is an easily accessible graphic tool, where you can make your slides aesthetically pleasing and tailor it to your needs.

- We talked about the importance of visuals in your pitch: it means not only that your slides should look pretty, but also that you need to include data and present it in a readable way. Use the free **Google Sheets** for tables and graphs!

- After having created a presentation, you can make it accessible in **SlideShare**, so that your audience can refer to it before, during, or after your pitch.

- We cannot stress it enough how important time discipline is when delivering your speech. It can be especially challenging when you have a limited time slot, for example 3 or 5 minutes. Here time measuring apps can come in handy, for example **Timery**.

- To make your pitch more innovative, you can also take a look at more advanced, paid tools, i.e. **PitchIQ** or **Screencastify** that allows you to record and analyse your pitches. You could also use videos in your pitches or use live streaming platforms. Remember that using innovative tools in your pitch shows that you are a creative person, and it will help you gain trust of the potential investors!

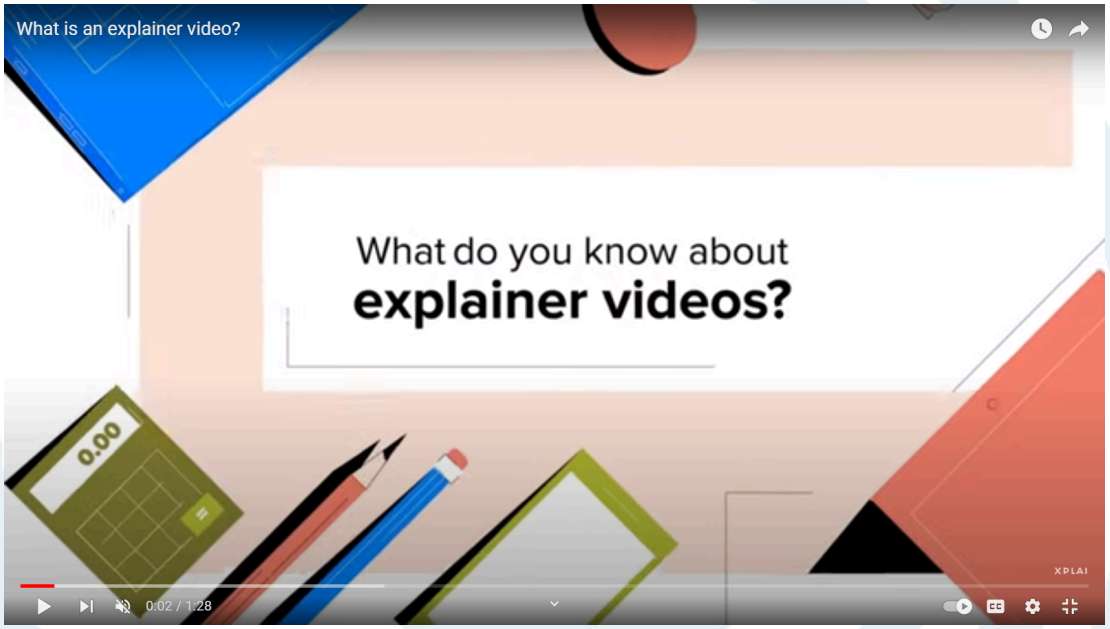
AI possibilities regarding the creation of pitch decks – Tools

Tool	Features & Functionality	Pricing Options (per month)
Upmetrics	Pitch deck generator, investment-ready business plan with AI assistant (generate text, rewrite content, shorten or expand it)	Starter: 7$ Premium: 14$
PitchBob	Investor pitch deck, sales deck, AI business plan & presentation generator	Basic: 14.90$ Advance: 29.90$ Pro: 49.90$
StoryDoc	Pitch deck & business presentation maker to make your presentations more interactive	Starter: 40$ Pro: 29.90$
Beautiful AI	Cloud-based tool designed to help you create impressive pitch deck and presentations	Pro: 12$ Team: 40$
SlideBean	Collection of presentation design templates, premium fonts and high-end color palettes – visually appealing pitch decks	All access: 199$ per year Accelerate: 499$ per year
Canva	Graphic design platform with AI-powered features and hundreds of professionally designed templates	Free Canva Pro: 6.49$ Canva for teams: 8.49$ (five members)
Beemerdocs	AI-powered tool to convert your ideas	Free pitch

	into visually appealing pitch decks	Base Package: 10$ per pitch
Pitch Grade	AI pitch deck generator that provides on-demand feedback or suggestions to help entrepreneurs perfect their pitches and secure funding	Monthly: 7.99$ Yearly: 4.99$
Visme	Graphic design platform similar to Canva, but more refined	Basic: free Starter: 29$ Pro: 59$
Prezent AI	Innovative AI presentation productivity platform for teams to overcome struggles and create the perfect pitch	No details provided

Explainer Videos

As an introduction, watch this short video: *What is an explainer video?* (1'28''): https://www.youtube.com/watch?v=6h28_iry9u0



If you stumbled upon a product's website, what would you be more eager to do: read a 2 000-word blog article, or watch a 90-second video?

You would probably answer with the latter one, and you are not alone: in fact, most people are more likely to watch (the entire!) explainer video and then buy the product. **Explainer videos** are the marketing tool of our times: we like information to be present in a visually attractive, easily accessible, and most importantly: short and concise way. Explainer videos are generally 1 to 2 minutes long clips, either animated or not, whose main goal is to present a product, a service, a brand or simply an idea, in order to promote it to a specific or broader audience.

Basic Contents of an Explainer Video

- Animation representing the ideal customer, his problem and the solution product.

- Voiceover telling the story; it's good to engage various senses for effective communication!
- Screenshots of the product.
- Screencasts of the product in action.

- *Video Inspiration:* The techniques for creating an explainer video are outlined here: *What is the best explainer video style for your business?* (2'14''): https://www.youtube.com/watch?v=dp3NK7TMMzw

An explainer video should be made using **clear and concise script** in order to convey the main (simple!) message, **engaging visuals** (no data display here!), **clear voiceover** (if you use one), a **catchy soundtrack**, and, most importantly: **storytelling**. Storytelling is proven to be super effective in marketing; instead of relying solely on data and facts, try to include some simple but captivating plot in your video.

Tools

There are various tools that help you create an explainer video. For an animated video you can use the free online services:

- PowToon
- GoAnimate
- RawShorts

For a screencast, you may consider the following screen recording tools:

- Screenflow
- Camtasia
- Jing

You can use them in more than one place, for example:

- On the landing page for your product or service; that's how DropBox made it big!
- On your Facebook page as the featured video.
- On your Twitter profile as the pinned tweet.
- On YouTube as your channel trailer.
- On your SlideShare profile as the featured presentation.

Explainer videos are **most commonly used in product or service demonstration**, marketing and promotion, fundraising, recruitment, and education and training. However, the usage is inexhaustible, and you can come up with your own idea what to use your explainer video for!

Glossary of Terms

Term	Definition[3]
Pitching	to try to persuade somebody to buy something, to give you something or to make a business deal with you
Elevator Pitch	a short speech used by a person who is trying to sell something or persuade somebody to do something
SEO	Search Engine Optimisation (the process of making a website appear high on a list of results given by a search engine)

[3] Definitions based on Oxford Learner's Dictionaries: https://www.oxfordlearnersdictionaries.com/

Exercise: Quiz on Pitching & Digital Tools for Digital Entrepreneurs

1. What is a pitch?
   a) A short presentation of a business idea, product, etc., mostly to potential investors.
   b) A detailed document with the company's analysis of financial condition aimed at getting a loan from a bank.
   c) A meeting of all shareholders.
   d) An offer of a merger presented to another company.

2. Where does the name 'elevator pitch' stem from?
   a) The pitch is supposed to elevate your business and make it successful.
   b) Nowhere, it is just a random name.
   c) It can be only delivered in elevators.
   d) It should be so short and concise to be able to be delivered during a single elevator ride.

3. When should you finish your pitch presentation?
   a) Right when you get to the end of your planned pitch.
   b) When people in the audience start looking bored.
   c) When you can see that your message was received positively, and the audience is engaged.
   d) None of the above.

4. Using a personal story and/ or emotions is not advised when delivering a pitch as it does not look professional.
   TRUE or FALSE

5. Why is storytelling important in a pitch?
   a) It adds unnecessary complexity
   b) It helps create an emotional connection
   c) It is irrelevant to business communication
   d) It prolongs the pitch duration

6. What is true about explainer videos?
   a) They include lots of data: charts, graphs, pictures.
   b) They are 5-10 minutes long.
   c) They are less effective than blog posts.
   d) They are not costly to make.

7. Which of the following is a common purpose of an explainer video in a business context?
   a) To confuse the audience
   b) To provide detailed technical specifications
   c) To simplify complex concepts for better understanding
   d) To keep the content lengthy and elaborate

8. An explainer video is a type of visual content that aims to simplify complex ideas and communicate them in a concise and engaging manner.

TRUE – FALSE

9. In the context of explainer videos, what is the purpose of a call-to-action (CTA)?
   a) To provide excessive details
   b) To confuse the viewer
   c) To encourage a specific action, such as making a purchase or signing up
   d) To skip important information

10. Which of the following is a potential benefit of incorporating visuals in a pitch or explainer video?
   a) Decreased audience engagement
   b) Increased retention of information
   c) Limited understanding of the content
   d) Lack of interest from potential investors

Solution Key: 1-A, 2-D, 3-C, 4-F, 5-B, 6-A, 7-C, 8-T, 9-C, 10-B

Interactive Exercise – Pitch Your Idea!

Format	Face to face, online, hybrid
Learning Objectives	Apply the pitching tips you learned during the Unit
Material/ Equipment needed	https://drive.google.com/file/d/1pyxj16IkBFjfS4y16IjwHbDVDY9R9O36/view?usp=sharing
Description of the exercise	Divide participants into small groups (2-3 people)* Give the teams 10-15 minutes and ask them to design their pitch based on the provided template Additional Questions for the participants What solution does your product/service offer and what problem does it solve? Who are the potential buyers/stakeholders? Which characteristics can convince people to invest in your idea? Which are the basic elements to pitch your idea? What kind of body language should you use during your presentation? Each team will have 3-4 mins to present their pitch *The activity can be also done individually
Debriefing Questions	What did you get out of this exercise? Did it help you evolve your pitching skills?
Allocated time	Approximately 40 minutes

Checklist: Your Learning Outcomes

What I know on the subject of "Pitching & Digital Tools for Entrepreneurs"		
#	**Theme/Question**	**YES / NO**
1	I understand the primary purpose for a pitch.	
2	I can identify the key elements of an effective pitch.	
3	I recognise the importance of pitching skills for various purposes, including securing funding, building partnerships, and attracting customers.	
4	I understand the concept and purpose of an explainer video.	
5	I recognise the benefits of incorporating visuals in pitches and explainer videos.	
6	I am familiar with best practices for creating visually engaging and informative explainer videos.	

Resources for M4-LU3

The following learning material is provided:

M4-LU3-01
Martinuzzi, B. (2013). 12 Easy Steps to a Perfect Pitch. Business Trends and Insights; one-amex. https://www.americanexpress.com/en-us/business/trends-and-insights/articles/12-easy-steps-to-a-perfect-pitch/

M4-LU3-02
Tomboc, K. (2021, October 29). How to Make a Successful Business Pitch: 9 Tips From Experts. Piktochart. https://piktochart.com/blog/business-pitch/?nowprocket=1

M4-LU3-03
Huckle, B. (2022, May 11). Pitching to Investors: Tips from The Presentation Experts. Secondnature Uk. https://secondnatureuk.co.uk/blog/presentation-tips-for-pitching-to-investors/

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Landry, L. (2020, August 27). How to Pitch a Business Idea | HBS Online. Business Insights - Blog. https://online.hbs.edu/blog/post/how-to-pitch-a-business-idea

M4-LU3-05
Innovative Tools for Enhancing your Pitches. (n.d.). FasterCapital. Retrieved October 19, 2023, from https://fastercapital.com/content/Innovative-Tools-for-Enhancing-your-Pitches.html

M4-LU3-06
Lopes, M. (2023, June 30). 5 Scientific Reasons Why Explainer Videos Are So Effective. The DVI Group. https://www.thedvigroup.com/video-production-blog/why-explainer-videos-effective/

M4-LU3-07
Jagtap, A. (2024, February 2). 10 Ai pitch deck generators for startups & Small Businesses [2024]. Upmetrics. https://upmetrics.co/blog/best-ai-pitch-deck-generators

Links & Videos on M4-LU3

European & international level:

- Legendary startup pitch decks - https://youtu.be/Go94W8ClBcU
- How to Pitch your Startup in 3 Minutes (5'12''): https://www.youtube.com/watch?v=XWRtG_PDRik
- *4 FREE Tools to Improve Your Next Presentation!* (7'34''): https://www.youtube.com/watch?v=5c9SapE_YNU
- How to make an explainer video - https://www.youtube.com/watch?v=hilYom8X7ew
- What is the best explainer video style for your business - https://www.youtube.com/watch?v=dp3NK7TMMzw
- What is an explainer video? https://www.youtube.com/watch?v=6h28_iry9u0
- How to Create Animated Videos With PowerPoint https://www.youtube.com/watch?v=DoyE48W3RUY
- Explainer Video: How to Make One? https://www.youtube.com/watch?v=1daQKRDm9AM

Bibliography – discover more

- Article with examples on Startup explainer videos - https://www.wowmakers.com/blog/startup-explainer-videos/