



[www.digitizeenterprise.org](http://www.digitizeenterprise.org)

# The youth practitioner Handbook

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## Partners



### South West College

UK

South West College is a vocational and technical college based in Northern Ireland. You can view more about the college by visiting [www.swc.ac.uk](http://www.swc.ac.uk)



### DRAMBLYS

Spain

DRAMBLYS is a non-profit youth organization in Spain that works for the promotion of social innovation. You can view more about DRAMBLYS by visiting [www.dramblys.org](http://www.dramblys.org)



### Citizens in Power

Cyprus

Citizens in Power is a non-profit non-governmental youth organization based in Cyprus. Learn more about CIP by visiting [www.citizensinpower.org](http://www.citizensinpower.org)



### Donegal Youth Service

Ireland

Donegal Youth Service is an independent youth service agency that operated from Donegal, Ireland. You can learn more about DYS by visiting [www.donegalyouthservice.ie](http://www.donegalyouthservice.ie)



### Institute of Entrepreneurship Development

Greece

IED is an organization committed to enhancing the entrepreneurial spirit within the youth sector in Greece. Learn more about IED by visiting [www.ie.eu](http://www.ie.eu)

## Introduction

The realization of the positive potential of digital media to achieve improved youth entrepreneurship & employability competences, depends on a number of preconditions & competences, including the respective training of youth practitioners. Youth workers need to have the skills & knowledge required to deliver digital youth work, being aware of the continually changing digital environment & the need to adapt content accordingly. The Digitize Enterprise project simultaneously targets two issues; the insufficient integration of digital youth work & the lack of effective youth initiatives that foster young people's entrepreneurship & employability competences. Consequently, this will have a dual impact on young people. 'Digitize Enterprise' aims to collectively design, test, implement new digital tools & materials to foster youth enterprise skills & enhance the competences of youth-workers embrace digital youth work.

We had focused on the creation a bespoke Digitize Enterprise Youth-Work Toolkit to address policy recommendations calling for the development and implementation of SMART digitally enhanced youth work. The toolkit is directed at youth practitioners, to simultaneously support digital youth work approaches and the delivery of non-formal enterprise and employability learning opportunities. The Digitize Enterprise Youth-Work Toolkit provides a package of 30 bespoke digital resources, designed around the concept of 'Micro-learning', short and concise learning nuggets, delivered in multi-media formats to promote blended learning approaches. The toolkits 'learning nuggets' include a mix of resources (interactive games, infographic resources, podcasts, bite-sized eLearning videos, interactive case studies, interactive tests & tasks) that can be integrated into existing youth work activities including group work, discussions, role plays & energizers.

# Chapter 1:

## How to access and integrate the Digitize Enterprise Youth-Work Toolkit

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### Steps for entering the Toolkit

This chapter consists of clear steps on how to enter and how to use the Digitize Enterprise Youth-Work Toolkit.

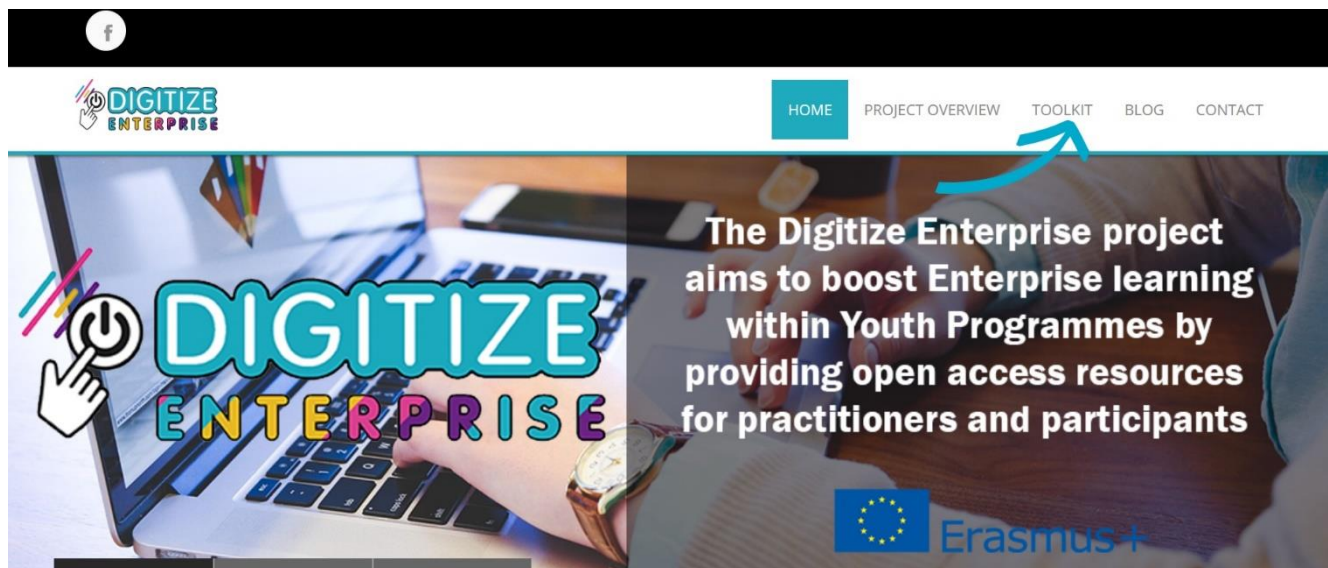


## Step 1: Visit the project's website

The first step is to visit the project's website:

[www.digitizeenterprise.org](http://www.digitizeenterprise.org)

## Step 2: Enter the Toolkit



After you have entered the website, you will find five different sections in the front page from which you can choose. You should choose the section "Toolkit" and you will be redirected to the Toolkit's environment.

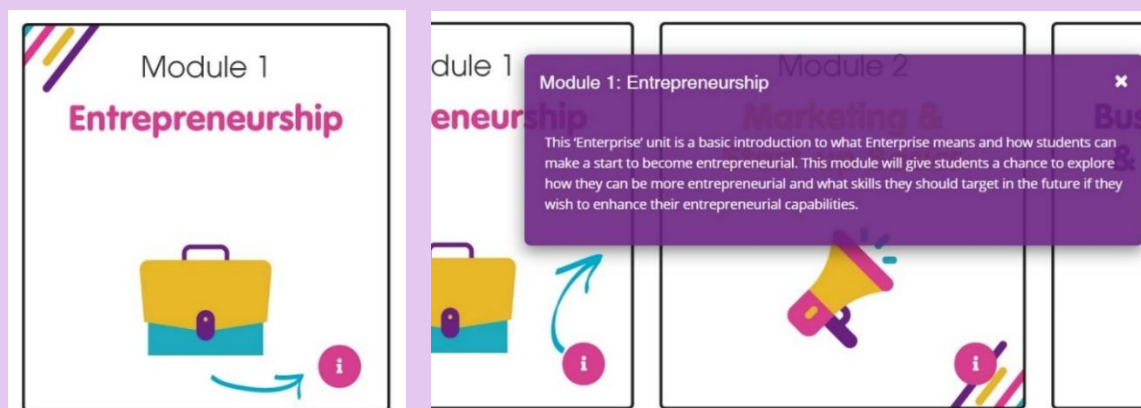


## Step 3: The Toolkit

After you have clicked on the Toolkit section you will be redirected to the Toolkit's front page. Here you can see the 10 different modules that have been developed. Each module has an info button. By clicking on it you can read what the module is about and choose the one that you are interested in the most or begin from the first one and review all of them.



e.g.



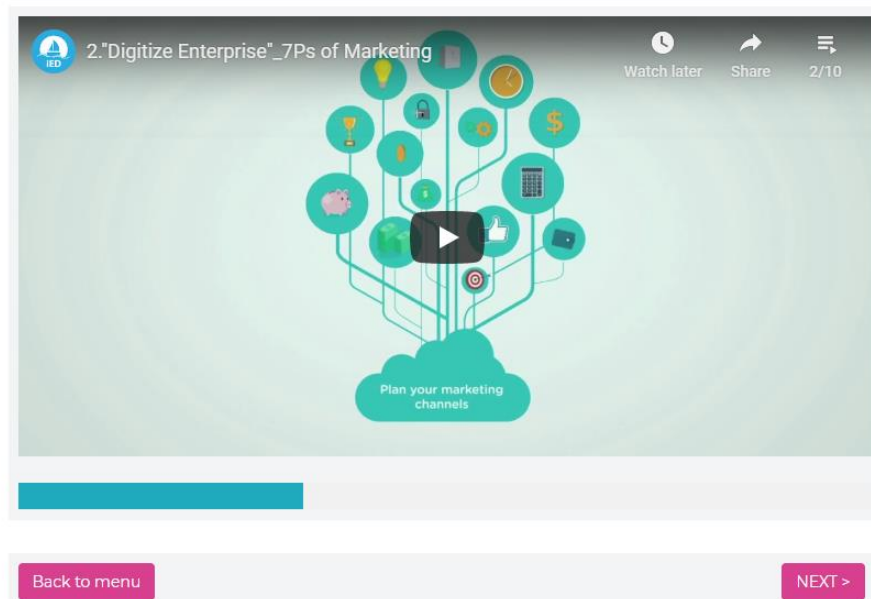


## Step 4: Choose a Module

[Download module overview](#)

### 2.1. 7PS OF MARKETING

This learning nugget will give you an overview of how to create a simple and effective marketing strategy, understanding the pros and cons of technology for start-ups, what makes a start-up, and the benefits of thinking outside of the box. Also, it will provide you information on social media and email marketing.



After you have entered the environment of one specific module, you will see that there are a lot of features. First, you can see a short description of the learning nuggets that the specific module consists of.

Then, there is the option to download the module overview, in order to study the theory that all digital learning nuggets are based on.



Finally, in each module there are the buttons “**Back to menu/Back**” and “**Next/Next module**”. By clicking on them you can go back to the main menu of the toolkit or see the previous digital learning nugget in each module. Also, you can choose to see the next one or if you are reading the last learning nugget of the module you can choose to continue to the next module automatically, without returning to the main menu.

## The modules:

The Toolkit of the Digitize Enterprise project consists of 10 different learning modules, all connected with entrepreneurship and digital skills. Each module contains at least 3 different digital learning nuggets. The digital learning nuggets are bite-sized videos, infographics, interactive presentations, interactive case studies, interactive tests, podcasts, etc. Bellow, you will find a detailed description of the modules and their learning nuggets.



## 1. Entrepreneurship

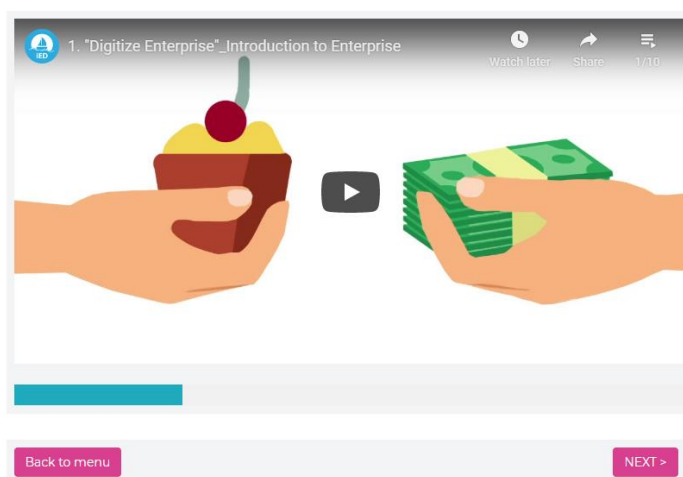
This 'Enterprise' unit is a basic introduction to what Enterprise means and how students can make a start to become entrepreneurial. This module will give you a chance to explore how you can be more entrepreneurial and what skills you should target in the future if you wish to enhance your entrepreneurial capabilities.

This unit consists of four different digital learning nuggets.

The first learning nugget of this module is a bite-sized video. By clicking on the play button, you will watch a video on entrepreneurship and enterprises and have an overview on the key principles of these topics. To see the next learning nugget, click on the "**NEXT**" button.

### 1.1. INTRODUCTION TO ENTREPRENEURSHIP

This learning nugget will introduce the theme of entrepreneurship and enterprise and give you an overview of the key principles linked to these topics.



### 1.2. TRAITS OF AN ENTREPRENEUR

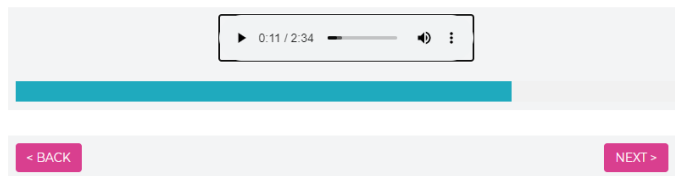
This learning nugget will introduce the theme of entrepreneurship and enterprise and give you an overview of the key principles linked to these topics.



After you have clicked the "**NEXT**" button, you will be re-directed to the module's second learning nugget. It is an interactive presentation and the topics discussed

### 1.3. PODCAST

This learning nugget will introduce the theme of entrepreneurship and enterprise and give you an overview of the key principles linked to these topics.



The third digital learning nugget is a podcast. By clicking the play button, you will have the chance to hear an interview of a real entrepreneur – owner of a café.

### 1.4. CASE STUDY 1

This learning nugget will introduce the theme of entrepreneurship and enterprise and give you an overview of the key principles linked to these topics.



The last learning nugget is an interactive case study. It contains information about a successful female entrepreneur from Albacete, Spain.

In case you want to see the previous learning nuggets, you just have to click the “**BACK**” button. But, let’s now continue to the next module. You can do that by just clicking on “**Next Module**”.

## 2. Marketing and Start-Up Basics

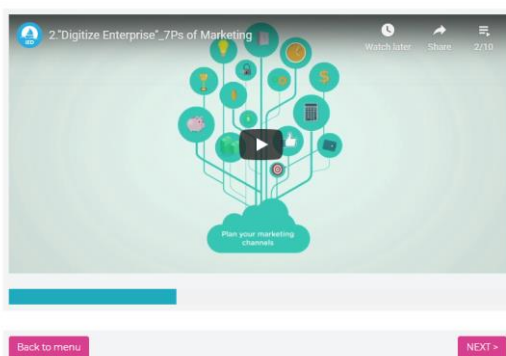
The Marketing & Business Start-Up Basics unit aims to give you an overview of how to create a simple and effective marketing strategy, understanding the pros and cons of technology for start-ups, what makes a start-up, and the benefits of thinking outside of the box. It will also cover a little bit about social media and email marketing to emphasise the importance of utilising free and highly effective marketing techniques.

This module consists of 3 different digital learning nuggets.

The first nugget is a bite-sized video, which gives you an overview of what a marketing strategy is and how to create it. Also, describes the 7 Ps of marketing. To see the next digital learning nugget, just click “**NEXT**”.

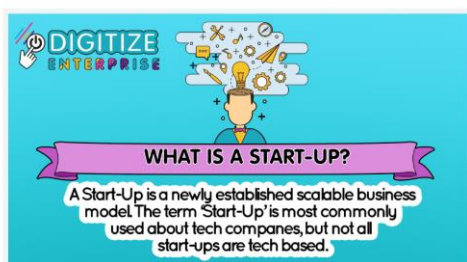
### 2.1. 7PS OF MARKETING

This learning nugget will give you an overview of how to create a simple and effective marketing strategy, understanding the pros and cons of technology for start-ups, what makes a start-up, and the benefits of thinking outside of the box. Also, it will provide you information on social media and email marketing.



### 2.2. UBER INFOGRAPH

This learning nugget will give you an overview of how to create a simple and effective marketing strategy, understanding the pros and cons of technology for start-ups, what makes a start-up, and the benefits of thinking outside of the box. Also, it will provide you information on social media and email marketing.



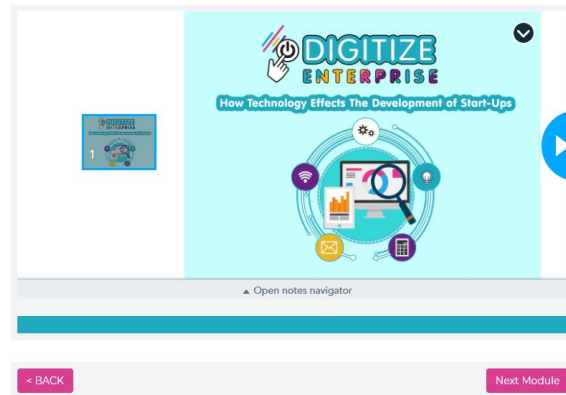
The second learning nugget is an infographic, which contains information on start-ups and marketing. You will have the chance to educate yourself in an interactive way on this topic and see some real-life examples. Finally, there is an activity on marketing, which you can complete. If you want to continue to the next nugget, scroll down and click on the “**NEXT**” button.



Finally, the third digital learning nugget is an interactive presentation which consists of information about how the technology effects the development of the start-ups as well as some real examples and interactive tests. In the end, you will find a task for you. It is to create a viral marketing strategy. Now, click on “[Next Module](#)” and see what is next.

## 2.3. NEARPOD LESSON

This learning nugget will give you an overview of how to create a simple and effective marketing strategy, understanding the pros and cons of technology for start-ups, what makes a start-up, and the benefits of thinking outside of the box. Also, it will provide you information on social media and email marketing.



### 3. Business Planning & Sustainability

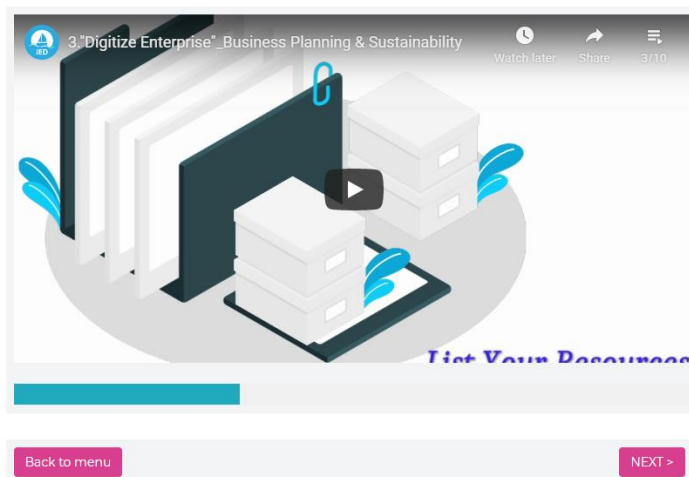
This module gives you an overview of what business planning and sustainability in business means. Throughout the material theory and several activities on those topics are presented. By completing this material you will be able to develop your own business plan, to develop a business sustainability strategy, as well as to use several online tools, which will help you to develop an e-business plan.

The module consists of three digital learning modules – 2 videos and one test.

It is a bite-sized video about business planning and sustainability. The video shows what the business plan includes and what kind of information should be filled in it, as well as information on what sustainability means. Click **"NEXT"** and see what continues.

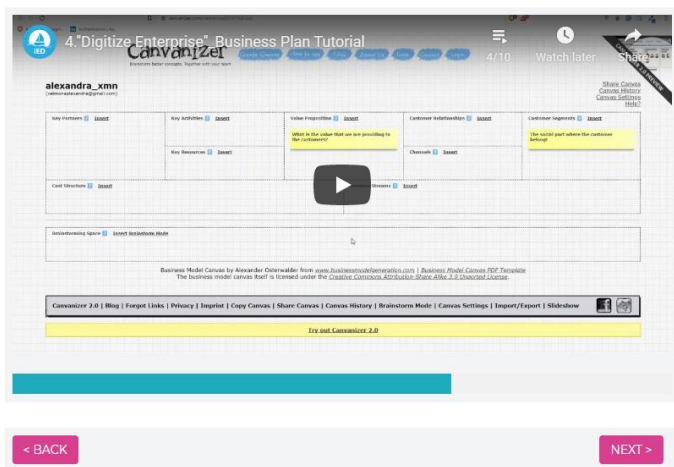
#### 3.1. BUSINESS PLANNING & SUSTAINABILITY

This learning nugget will give you an overview of what Business Planning and Sustainability as well as it will show the way to fill a basic business plan.



### 3.2. BUSINESS PLAN TUTORIAL

This learning nugget will give you an overview of what Business Planning and Sustainability as well as it will show the way to fill a basic business plan.



The next digital learning nugget is again a bite-sized video. This video is a tutorial on how to develop a business plan. The template used in the tutorial is from the canvanizer platform. The video contains detailed information on what exactly needs to be filled in each section of the business plan. Now that you have completed the video, click on the “**NEXT**” button and continue to the next digital learning nugget.

The last learning nugget of this module is a test. This digital learning nugget will give you the chance to assess the knowledge you have gained, after you have completed the module. Now, click “**Next Module**” and see the next one.

### 3.3. BUSINESS PLANNING & SUSTAINABILITY

This learning nugget will give you an overview of what Business Planning and Sustainability as well as it will show the way to fill a basic business plan.

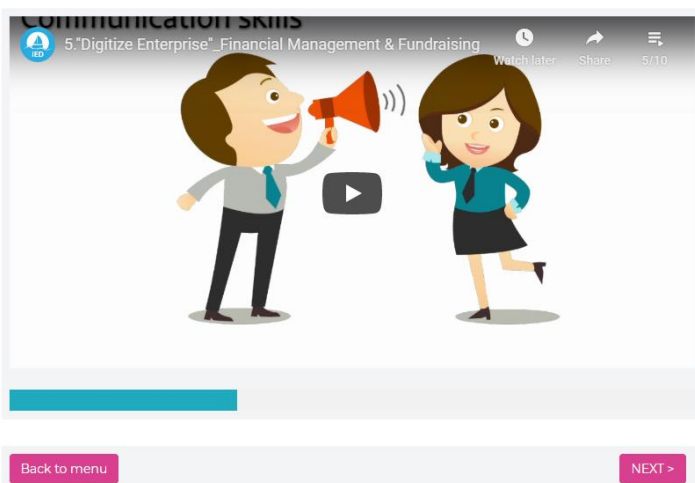


## 4. Financial Management & Fundraising

In this module you will get familiar with terms like financial management, fundraising and online fundraising. Financial Management is one of the most important actions a company has to undertake. Through financial management all the company's financial resources can be planned, controlled and monitored. Fundraising is a way one to get financial support for his/her organization. There are different types of fundraising and people who want to be successful in this sector need to have a set of suitable skills.

### 4.1. FINANCIAL MANAGEMENT & FUNDRAISING

This learning nugget is an overview of the Financial Management and Fundraising. Also, it will show you what crowdfunding is.



This learning nugget is a bite-sized video, which contains information about what financial management is and what kind of skills are necessary for a successful financial manager as well as information on fundraising. Click **"NEXT"** and see the next learning nugget.

The module's second learning nugget is an infographic, which contains information on fundraising and its different types, as well as information on crowdfunding. To see the next digital learning nugget, scroll down and click **"NEXT"**.

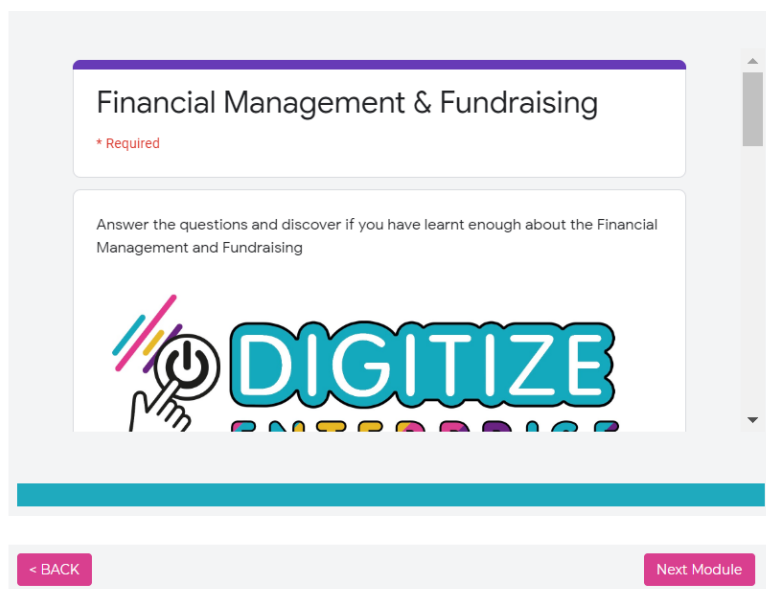
### 4.2. FUNDRAISING INFOGRAPHIC

This learning nugget is an overview of the Financial Management and Fundraising. Also, it will show you what crowdfunding is.



### 4.3. FINANCIAL MANAGEMENT & FUNDRAISING

This learning nugget is an overview of the Financial Management and Fundraising. Also, it will show you what crowdfunding is.



Finally, the last digital learning nugget of this module is a test. Now, you will have the chance to assess your knowledge. Click “*Next Module*” and continue your reading.

## 5. Leadership

Through this module you will understand what leadership is, you will know how to communicate effectively and at an emotional level, understand emotions and emotional situations and how to deal with complexity. Finally, you will be able to lead a good decision-making process.

The module consists of 4 different digital learning nuggets.

### 5.1. TIPS FOR ACTIVE LISTENING

Through this learning nugget you will understand what leadership and teamwork leadership is. Also, you will have the chance to get some tips on active listening and read some true leadership stories.

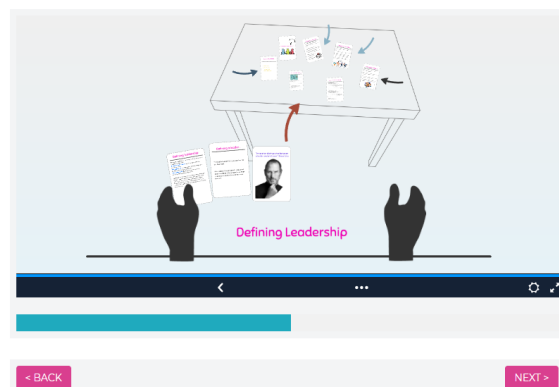


The first nugget is an infographic, which contains information and tips about active listening skills, one of the most important features of a potential leader. After you read the infographic, scroll down and click **"NEXT"**.

The second digital learning nugget is an interactive presentation which aims to define leadership and show its different styles. Click **"NEXT"** and see what's coming!

### 5.2. LEADERSHIP PRESENTATION

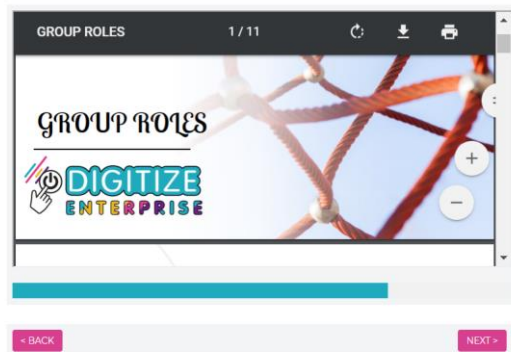
Through this learning nugget you will understand what leadership and teamwork leadership is. Also, you will have the chance to get some tips on active listening and read some true leadership stories.





## 5.3. TEAM WORK LEADERSHIP

Through this learning nugget you will understand what leadership and teamwork leadership is. Also, you will have the chance to get some tips on active listening and read some true leadership stories.

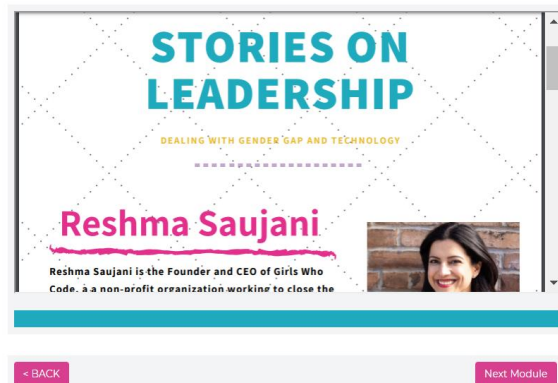


The third nugget is a presentation, which contains information and defines the team. This nugget also shares information on the roles of team members and how these can be divided according to the persons' features. To see the last digital learning nugget click **"NEXT"**.

The fourth and last digital learning nugget is a case study that contains the story of a female entrepreneur which aims to reduce the gender and technology gap, existing in the field of leadership. Scroll down and click on "Next Module" and you will be redirected to the sixth module of the toolkit.

## 5.4. STORIES ON LEADERSHIP

Through this learning nugget you will understand what leadership and teamwork leadership is. Also, you will have the chance to get some tips on active listening and read some true leadership stories.



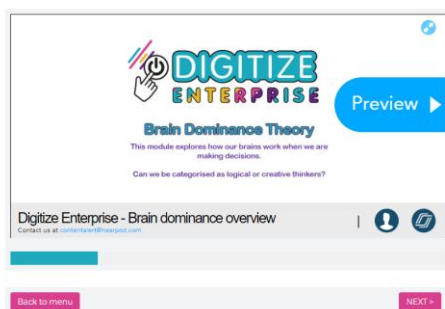
## 6. Problem Solving & Decision Making

This 'Problem Solving and decision making' unit is a look at what processes can be put in place when thinking about problem solving and decision making. The decisions which an Entrepreneur takes can either lead them to success or failure so it is vital have the right processes in place when being approached with a problem or decision.

This module consists of 5 different digital learning nuggets.

### 6.1. BRAIN DOMINANCE LESSON

This learning nugget will provide you with a brain dominance lesson and a problem solving decision tree. Also, you will have the chance to solve some problem scenarios and to collect some information on design thinking.



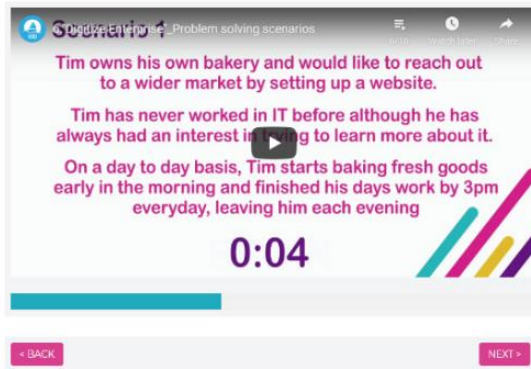
This is an interactive presentation on the topic of the brain dominance. The presentation contains information on how the two different parts of our brain (left – logic & right – creative) are functioning. Also, you can find some activities and tests, which will help you to find out which of these two parts you are mainly using. Now, click “**NEXT**” and continue.

These two learning nuggets should be used alongside, as they are vital for each other.

The first (6.2.1.) is a video, which contains activities on problem solving. These activities are problem solving scenarios, which you need to read and solve the problem within a certain period of time. Now that you have solved the problems, click “**NEXT**” and see the next one.

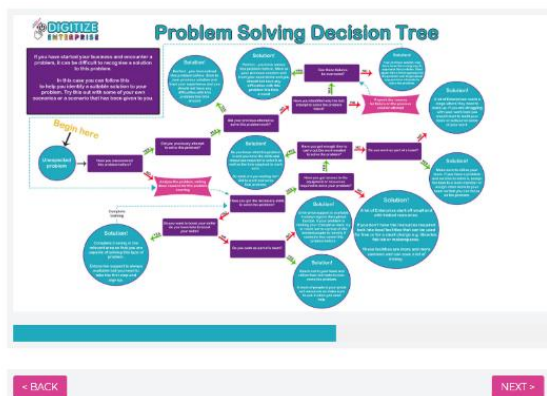
## 6.2.1. PROBLEM SOLVING SCENARIOS

This learning nugget will provide you with a brain dominance lesson and a problem solving decision tree. Also, you will have the chance to solve some problem scenarios and to collect some information on design thinking.



## 6.2.2. PROBLEM SOLVING – DECISION TREE

This learning nugget will provide you with a brain dominance lesson and a problem solving decision tree. Also, you will have the chance to solve some problem scenarios and to collect some information on design thinking.



The second (6.2.2.) reveals a problem solving method.

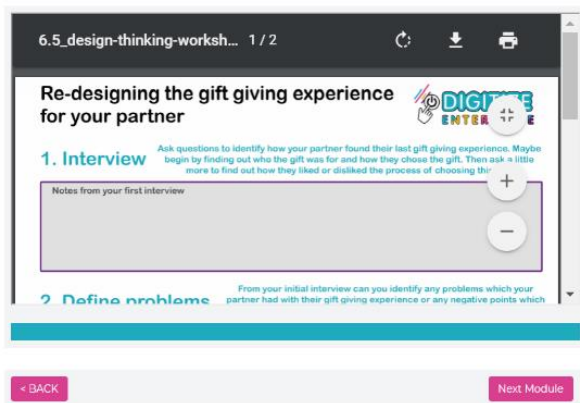
Read the information and try to understand how the method of Problem Solving Decision Tree functions. Now, you are ready to go further by just clicking on the “**NEXT**” button.

The same with the next two learning nuggets.

They are connected and should not be used separately.

## 6.3.2. DESIGN THINKING WORKSHEET

This learning nugget will provide you with a brain dominance lesson and a problem solving decision tree. Also, you will have the chance to solve some problem scenarios and to collect some information on design thinking.



The first (6.3.1.) is an **interactive presentation**, which aims to define problem solving and show you what design thinking and its features are. After you have completed reading, you can click “**NEXT**” and study the last nugget.

The other (6.3.2.) is a **design thinking worksheet**. It is an interactive activity that you can fulfill in order to understand better the concept of design thinking. Read the requirements and fill in the information. Once you have completed the activity, click “**Next Module**” and discover more!

## 6.3.1. DESIGN THINKING

This learning nugget will provide you with a brain dominance lesson and a problem-solving decision tree. Also, you will have the chance to solve some problem scenarios and to collect some information on design thinking.



## 7. Building Networks

This module will show you the potential and opportunities of networking in an entrepreneurial setting. In order to do that the module will introduce digital content, tools and activities that can be used in the delivery of the training

This module consists of 6 different digital learning nuggets.

The purpose of the next learning nugget in this module is to explain how the nuggets can be adapted in the training session. To find out more click **"NEXT"**.

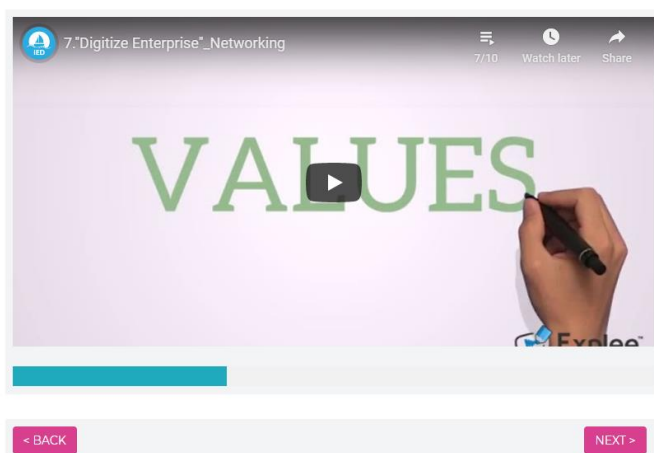
### 7.1. BUILDING NETWORKS MODULE INTRO

This learning nugget will give you an overview of Building Networks and Networking. Also, you will have the chance to understand what alliance matchmaker is.



### 7.2. NETWORKING

This learning nugget will give you an overview of Building Networks and Networking. Also, you will have the chance to understand what alliance matchmaker is.



It is a bite-sized video which gives you the chance to see in detail the steps towards a successful networking action. After you have completed watching the video, click **"NEXT"** and see what's next.

### 7.3.1. ALLIANCE MATCHMAKER INFOGRAPH 1

This learning nugget will give you an overview of Building Networks and Networking. Also, you will have the chance to understand what alliance matchmaker is.



### 7.3.2. ALLIANCE MATCHMAKER INFOGRAPH 2

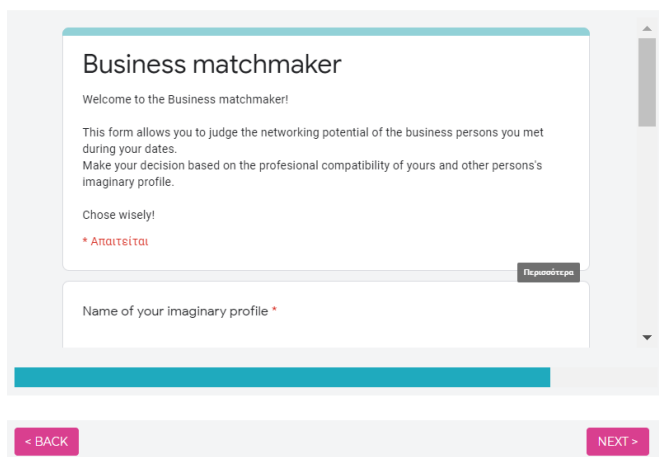
This learning nugget will give you an overview of Building Networks and Networking. Also, you will have the chance to understand what alliance matchmaker is.



The third and fourth digital learning nuggets are infographics on the topics of alliance matchmaker. Read the entrepreneurial stories of around the world and comment with your peers what you think. Scroll down and click the **“NEXT”** button.

### 7.4. BUSINESS MATCHMAKER

This learning nugget will give you an overview of Building Networks and Networking. Also, you will have the chance to understand what alliance matchmaker is.

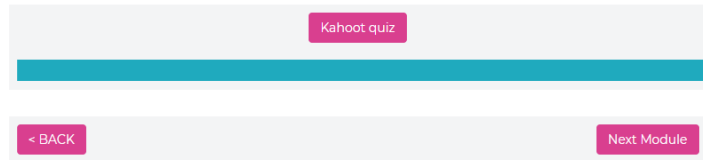


Use the information of the personalities listed in the previous infographics and answer the test that you will find in the fifth digital learning nugget. After you have completed and submitted the test click the **“NEXT”** button.



### 7.5. KAHOOT QUIZ

This learning nugget will give you an overview of Building Networks and Networking. Also, you will have the chance to understand what alliance matchmaker is.



Click on the button “*Kahoot quiz*” and you will be redirected to a quiz on networking and business alliances. Use the knowledge you have obtained by the previous digital learning nuggets and answer the quiz. Once you have completed the quiz, click “*Next Module*” and continue further on the toolkit.

## 8. Stress & Time Management

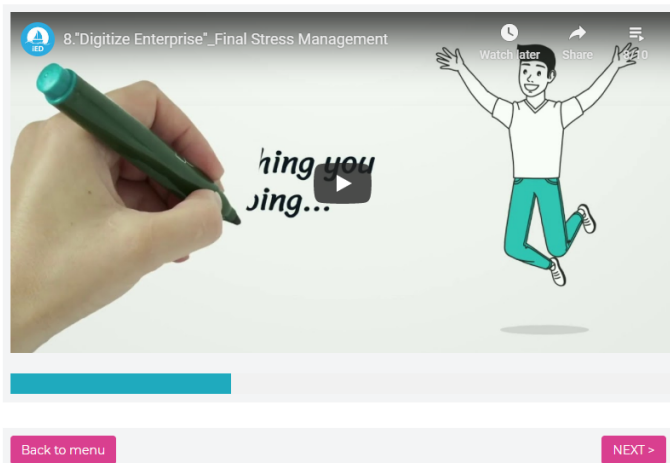
The Stress and Time Management module aims to give participants an increased awareness of a wide variety of stress and time management techniques, understand the importance of stress and time management, and how to plan to reduce stress in the workplace from the start. They will also have the opportunity to find out about their own stress levels through the activities.

This module consists of three different digital learning nuggets.

The first digital learning nugget of this module is a bite-sized video, which explains in detail how you can manage your stress. After you have watched the video click **“NEXT”** and discover the last two digital learning nuggets of this module.

### 8.1. FINAL STRESS MANAGEMENT

This learning nugget will give you an overview of the Stress and Time Management, and will give you the chance to read an interview of a real entrepreneur.



### 8.2. TIME MANAGEMENT

This learning nugget will give you an overview of the Stress and Time Management, and will give you the chance to read an interview of a real entrepreneur.



The second digital learning nuggets of the module is an infographic on time management. The infographic contains information on the definition of time management and techniques which you can use in order to manage your time. Once you have completed reading the infographic, scroll down and click the **“NEXT”** button and see the last digital learning nugget.

The last digital learning nugget of the module is a document that contains the interview of a young entrepreneur from Ireland. The topic of the interview is how technology can effect the management of time and stress. Now, discover more by clicking on the button “*Next Module*”.

### 8.3. INTERVIEW WITH AN ENTREPRENEUR

This learning nugget will give you an overview of the Stress and Time Management, and will give you the chance to read an interview of a real entrepreneur.



## 9. Critical Thinking

This module will show the potential and opportunities of critical ways of thinking in an entrepreneurial setting. In order to do that the unit will introduce some digital content, tools and activities that can be used in the delivery of the training activities through the NFE methods.

This module consists of four different modules.

The first digital learning nugget is an information sheet, which explains the digital learning nuggets of this module and how they can be used and applied in the training session. To explore the digital learning nuggets of this module click the “**NEXT**” button.

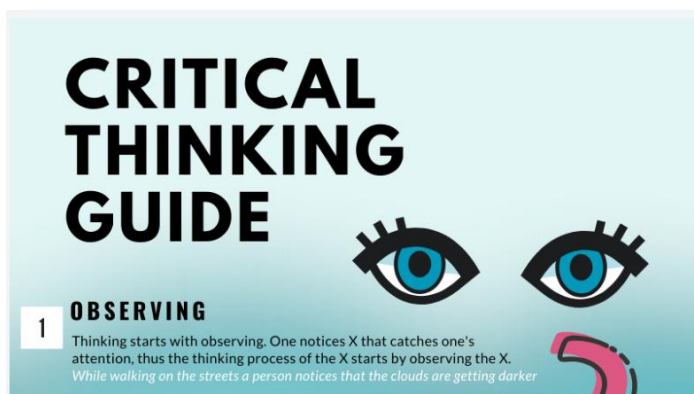
### 9.1. CRITICAL THINKING MODULE INTRO

This learning nugget will give you an overview of the Critical Thinking and the steps you need to take in order to achieve it.



### 9.2. CRITICAL THINKING STEPS

This learning nugget will give you an overview of the Critical Thinking and the steps you need to take in order to achieve it.



The second digital learning nugget is an infographic. It is a guide on critical thinking, which explains in detail the steps towards critical thinking. Scroll down and click “**NEXT**” to discover more.

### 9.3. CASE STUDY

This learning nugget will give you an overview of the Critical Thinking and the steps you need to take in order to achieve it.

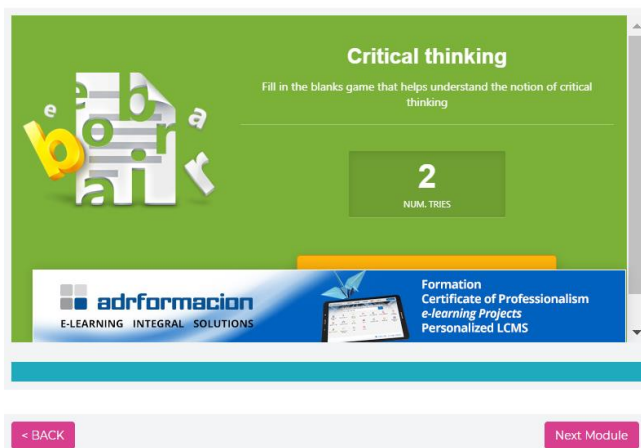


Click on the button “Case Study” and you will be redirected to webpage a case study on critical thinking for entrepreneurship has been developed. Read the case study and discuss it with your peers. As soon as you have read the case study click “*NEXT*” and continue further on.

The module’s last digital learning nugget is an interactive test on critical thinking. Now, you will have the chance to test the knowledge you have gained during the previous digital learning nuggets. Once completed the test click, on the button “*Next Module*”.

### 9.4. QUIZ

This learning nugget will give you an overview of the Critical Thinking and the steps you need to take in order to achieve it.



## 10. Creativity & Innovation

This module is intended to improve your creativity and innovation competences, understanding the benefits of the innovation for your entrepreneurial projects and how creativity could improve the process to innovation applying different techniques and methods.

The module consists of three different modules.

### 10.1. CREATIVITY VS INNOVATION

This learning nugget will give you an overview of the Creativity and Innovation and you will be also able to see the Empath Map.

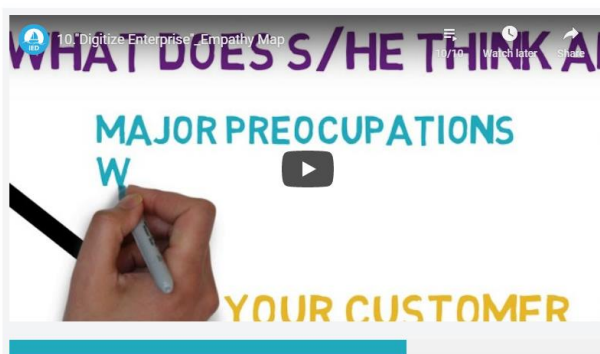

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The first digital learning nugget of the last module is a bite-sized video which explains the concepts of creativity and innovation and continues to compare them. Once you have watched the video click the “**NEXT**” button.

The second digital learning nugget is again a video that explains the concept of the empathy map and explains how the map can be developed. Now that you have completed watching the video, continue to the next and last digital learning map, by clicking on the “**NEXT**” button.

### 10.2. EMPATHY MAP

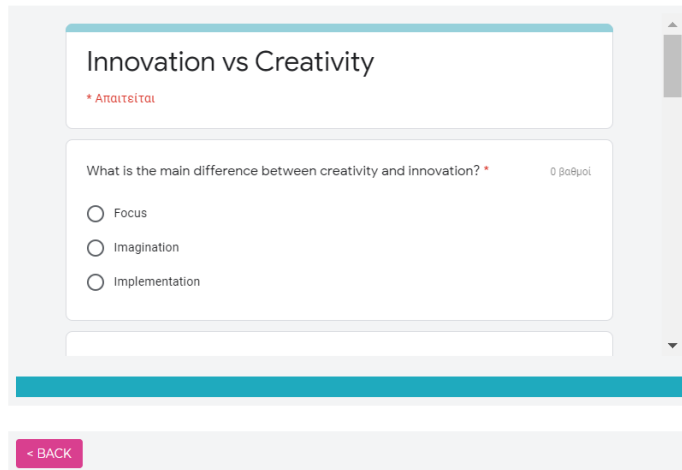
This learning nugget will give you an overview of the Creativity and Innovation and you will be also able to see the Empath Map.


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### 10.3. CREATIVITY VS INNOVATION ACTIVITY QUIZ

This learning nugget will give you an overview of the Creativity and Innovation and you will be also able to see the Empath Map.



Innovation vs Creativity

\* Ανατίθεται

What is the main difference between creativity and innovation? \*

0 Βαθμολογία

☐ Focus

☐ Imagination

☐ Implementation

< BACK

Last but not least, is the test on creativity and innovation. Do the test and assess your knowledge. Now, if you liked the toolkit you can start it from the beginning or review your favorite modules once again.

Have fun!

## Chapter 2:

# Integrating the non-formal education methods to the digital resources

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### Material Description

Digitize Enterprise has designed, tested and implemented new digital tools and materials to foster youth enterprise skills and enhance the competences of youth-workers to embrace digital youth work.

The Digitize Enterprise partners have produced a series of learning nuggets which can be used to learn about various areas of Enterprise and Entrepreneurship.

Everyone will have access to all of these online as open source materials.

The modules included have a range of delivery styles and a variety of learning objectives are expected to be met upon successful completion of each module. Learning objectives are listed below in relation to each module:



### Module 1: Introduction to Entrepreneurship

#### Learning Objectives:

- ✓ To gain a basic understanding of what Enterprise means
- ✓ Understand what it means to be an Entrepreneur and steps to take to become one
- ✓ Identify the traits of an Entrepreneur and the skill set required to be successful
- ✓ Use digital tools to gauge how advanced your entrepreneurial skills are

### Module 2: Problem Solving & Decision making

#### Learning Objectives:

- ✓ Understand different scenarios that would require problem solving and decision making
- ✓ Identify different methods that can be used to make a logical decision when faced with a problem
- ✓ Realize the difference between left brain and right brain thinking
- ✓ Learn how to effectively use problem solving skills to identify a business idea

### Module 3: Leadership

#### Learning Objectives:

- ✓ To build and maintain relationships among the members of the organisation.
- ✓ To communicate effectively and at the emotional level, understand emotions and emotional situations.
- ✓ To deal with complexity
- ✓ To lead a good decision-making process

### Module 4: Critical Thinking

#### Learning Objectives:

- ✓ To have better understanding of the notion of critical thinking
- ✓ To promote the benefits of critical thinking in an entrepreneurial environment
- ✓ To get new digital tools and methods in order to teach and promote the critical way of thinking in business.
- ✓ To enable youth workers to critically observe ideas before acting upon

### **Module 5: Financial Management & Fundraising**

#### **Learning Objectives:**

- ✓ To know what financial management is and how you can have profit.
- ✓ To be able to prepare their own income statement.
- ✓ To know what fundraising means and the different types of fundraising
- ✓ To know what online fundraising and crowdfunding is.

### **Module 6: Business Planning & Sustainability**

#### **Learning Objectives:**

- ✓ To know what a business plan is and what to include in it.
- ✓ To know what sustainability in business means
- ✓ To know what a business sustainability strategy is
- ✓ To know what an e-business plan is and its differences from a traditional business plan

### **Module 7: Stress & Time Management**

#### **Learning Objectives:**

- ✓ Learn a variety of stress management techniques.
- ✓ Enhanced awareness of time management techniques which will reduce stress.
- ✓ Understand how technology impacts on work related stress.
- ✓ Understand and be aware of their own stress levels.

### **Module 8: Marketing & Business Start-up basics**

#### **Learning Objectives:**

- ✓ Learn the key differences between a start-up and a small business.
- ✓ Understand how to use tools to create an effective marketing strategy.
- ✓ Learn some of the main pros and cons of technology for start-ups.
- ✓ Increased knowledge and awareness of free online marketing tools

## Non-Formal Education and its Benefits

Non-formal education (NFE) has, in recent years become a term that is integral in how we plan for education today. Educators and learners are now more aware than ever that learners learn in different ways.

Many authors refer to non-formal education as being quite different from traditional schooling. As far back as 1973, Kleis, defines NFE as any intentional and systematic educational enterprise (usually outside of traditional schooling) in which content is adapted to the unique needs of the students (or unique situations) in order to maximize learning and minimize other elements which often occupy formal school teachers (i.e taking roll, enforcing discipline, writing reports, supervising study hall etc.)

### Non-formal education has to be consistent with the following principles:

- Focusing on the satisfaction of the needs of participants. They may include disadvantaged, marginalised groups and specific categories of people like youth, adults, women, poor and disabled people.
- Flexibility of the organisational process and curriculum that can be changed.
- How much the program is flexible depends on the subject and purposes of the program. Learner-centred approach to learning.
- A learner is a crucial figure in the learning process.
- At the same time, the learner plays an active role in the learning process which should be adapted to their abilities and circumstances.
- Human relationships in the non-formal learning process are informal. Democratic and non-directive style feature NFE.
- NFE is focused on practical skills and knowledge, development of creativity.

Read more:

<https://www.legit.ng/1221153-what-formal-education-everything-know.html>

## Delivery Styles

There is quite an exhaustive list of potential methods that can be used in the learning process of Non-Formal Education. The use of energizers, group work, discussions, role play and simulated games is often integral to successful non-formal education. Digitize Enterprise is mindful of the different learning styles of potential learners and has embraced a variety of such methods. The digital resources created in this project are designed to be integrated and supported non-formally by using combinations of the following learning/instructional material formats:

- ❖ Infographics
- ❖ MP4 / Animations
- ❖ Google Docs
- ❖ Pdf's
- ❖ Online Quizzes
- ❖ Text
- ❖ Prezi
- ❖ Movies
- ❖ PowerPoint Presentations
- ❖ Jpeg Images
- ❖ Podcasts
- ❖ Games

## Practical Examples

Each module of the Digitize Enterprise Programme has incorporated a variety of NFE activities that are practical and interactive and fall into the various categories or methods previously outlined. All such activities have a mix of both individual and group activities and potential session plans allow for the inclusion of various methods from the list provided. The content has flexibility that enables the facilitator to use methods as required such as introduction/ice-breakers, group work or energiser and even summary activities.

- ❖ Interactive quizzes (online and/or offline)
- ❖ Challenges.  
*E.g.: Marshmallow Challenge; Back to Back drawing*
- ❖ Role Plays / Scenarios
- ❖ Word Association Activities
- ❖ Moving Debates

Further details on how the digital resources are embedded in non-formal education can be obtained in the module description in the Toolkit