

Career Transition Support Macedonia

28^h of January 2022 – Modul II - Skopje, Hotel Karposh

Communication skills for career building/ Entrepreneurship, creative problem solving and business idea generation

09:00 – 09:30 **Welcome**

09:30 – 11:00 **What is entrepreneurship and who are entrepreneurs? State of the art: entrepreneurial challenges. What are entrepreneur competences and phases of entrepreneurs development. Exercise: A day in the life of an entrepreneur.**

11:00 – 11:30 **Coffee break**

	Entrepreneur skills
11:30-12:40	Generation of business ideas through the methodology of Creative problem solving; What is creativity? How does the creative transformation occur? What is creative problem solving? CPS model. Barriers for creative thinking.
12:40–13:00	<i>Exercise:</i> Creating a problem tree
13:00–14:00	Lunch break
14:00–15:40	Generation, selection and evaluation of business ideas; Brainstorming technique; SCAMPER technique
15:40–15:50	<i>Exercise:</i> List of 50 aspirations; COCD box for selection of ideas
15:50–16:00	<i>Exercise:</i> Evaluation matrix
16:00–16:30	Conclusion and evaluation

Career transition support North Macedonia

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