BET ON A WOMAN

ENTREPRENEURSHIP AND LEADERSHIP

TRAINING TOOLKIT

Alexandretta Youth Association

euro muévete

inspira!
YOUTH & ENVIRONMENT

Youth Human Impact

CONTENTS

Co-funded by the European Union

euro muévete

inspira! YOUTH & ENVIRONMENT

Youth Human Impact

Project Purpose and Description

The "Bet on a Woman!" project is a multi-phase training project designed to meet the needs of young women from disadvantaged groups. It aims to train both youth workers and young women at risk of exclusion due to economic, geographical and social reasons. The project aims to increase the entrepreneurship, leadership and personal development skills of young women at risk of exclusion due to economic, social and geographical reasons. It also includes training materials and workshops to improve the knowledge and skills of youth workers and educators in this area.

Idea Behind the Project

This project is designed to empower women to become more active and independent individuals. Women often face obstacles such as gender inequality, economic dependency and lack of self-confidence. It aims to encourage women, especially those from rural and disadvantaged areas, to participate in the workforce by increasing their entrepreneurial and leadership capacities through training and personal development. The project is carried out as a partnership between NGOs from Poland, Spain, Portugal and Turkey.

PROJECT GOALS

1 **Motivating Young Women from disadvantaged backgrounds**
Aims to provide participants with effective methods for motivating and activating women from small towns. Participants will learn about motivation, tools and methods to motivate young women.

2 **Legal Knowledge for Women in Private and Professional Life**
The goal of this training is to educate employees on providing accurate legal advice important for women. Participants will gain knowledge of legal aspects relevant to women in both their private and professional lives.

3 **Building Confidence in Young Women**
Focuses on teaching participants how to build confidence in young women. It emphasizes motivating them to take action, discovering their strengths and ambitions, and planning their professional future.

4 **Entrepreneurship and Leadership Education**
Workshop aims to equip educators with the skills and knowledge to teach leadership and entrepreneurship. Participants will learn how to strengthen these competencies in their students and how to inspire a culture of innovation and leadership.

Alexandretta Youth Association

euro muévete

inspira!
YOUTH & ENVIRONMENT

Youth Human Impact

OUR PARTNERS

Spain

EuroMuévete

Portugal

Associação Inspira!

Turkey

Alexandretta Youth
Association

Poland

Youth Human Impact
Association

Youth Human Impact Association

Youth Human Impact Association is an organization that gives young people creative opportunities for self-education and personal development in order to find a passion for acting. They strive to arouse among their members the entrepreneurial attitude and sense of initiative. They organize educational projects both in Poland and abroad. They work in an unconventional way and focus on non-formal education. Youth Human Impact Association places a strong emphasis on educating youth in its activities. They build and give opportunities to gain knowledge and skills that are not offered in the traditional school system. They give them the opportunity to gain knowledge and skills that will be used by them in everyday life: private and professional. In this way, they create the opportunity to enter the job market more easily. They always involve young people in their activities while struggling with various obstacles: geographical, economic, social.

Youth Human Impact

EuroMuévete

EuroMuévete is a non-governmental organisation located in Málaga, Spain.

EuroMuévete was founded in 2018 by a group of young people and youth workers from Málaga, who realised that the youth in their local community needs the support to develop their personal and professional skills in order to have a better chance in the labour market, as well as offer them career guidance.

Their activities give them the opportunity to combine their willingness to learn, and develop their soft skills especially in an intercultural background. Their methods of education are using non-formal and informal approaches. Their target group is made up of young people with fewer opportunities, especially the unemployed ones between 13 to 30 years old and adults from the region of Malaga and especially the rural areas (Cuevas Bajas, Benalmádena, Mijas, Rincón de la Victoria). They are offering education and training, through personal development, cultural and artistic activities based on European values.

inspira!
YOUTH & ENVIRONMENT

Youth Human Impact

Inspira Youth & Environment

Associação Inspira! is a non-governmental organisation founded in 2017 in Chaves, a small city in the northern hills of Portugal, one of the most rural, isolated and disadvantaged areas of the country.

They focus on two main areas of work: youth opportunity and environmental intervention, aiming at creating a more open, educated, participative and developed local community, at involving young people in the local decisions, in shaping the creation of the future of this region and in protecting and recovering the local nature and their ecological patrimony.

For that they lead frequent actions and diverse local and international programs for volunteering, youth participation, community development, environmental education, intervention actions, civic and democratic education, media literacy, youth entrepreneurship and employment, gender equality and social education.

Alexandretta Youth Association

Alexandretta Youth Association (AYA) is an innovative youth-led organization founded in 2019 by a passionate group of university students and recent graduates. Committed to breaking down social and physical barriers, AYA champions the fulfilment of Sustainable Development Goals for young people facing fewer opportunities. Their mission is rooted in promoting equality, accessibility, and opportunities for ALL youth. Specializing in Erasmus+ programs and youth exchanges, AYA designs and implements projects to empower and inspire young citizens locally and internationally. Their dedicated volunteers focus on key areas including human rights, women's empowerment, mobility for marginalized groups, environmental rights, and peer collaboration. Through advocacy, capacity building, and strategic partnerships, AYA strives to foster youth solidarity, cultural exchange, and European-added values.

GOALS OF THE TOOLKİT

"Bet on a Woman! - Entrepreneurship and Leadership Training Toolkit" is designed to develop young women's entrepreneurship, leadership, and practical life skills. Its main objectives are:

1 **Leadership and Collaboration:**
Fostering collective creativity through scenario-based activities to develop teamwork, communication, and problem-solving skills.

2 **Emotional Intelligence and Self-confidence:**
To strengthen young women's self-awareness, empathy, and social skills through role-play and feedback.

3 **Practical Project Management**
Gain competence in managing real-life projects with tools such as Gantt charts, budget planning, and risk analysis.

4 **Digital Competencies:**
Teaching digital marketing, content production, and online store-building skills using Canva, Adobe, and e-commerce platforms (Shopify, Etsy).

5 **Social Impact:**
Supporting women in rural areas in planning local events and taking on leadership roles.

TARGET AUDİENCE OF THE TOOLKİT

Young Women (18-30 Years):

Women with limited access to education/employment opportunities, especially in rural areas, facing economic or social barriers.

Youth Workers and Mentors:

NGO representatives, community leaders, and educators working with disadvantaged groups.

Social Entrepreneurs:

Individuals and organizations developing projects to support women's economic independence.

International Participants:

Youth workers and volunteers from Poland, Spain, Portugal, and Turkey.

HOW TO USE THE TOOLKİT?
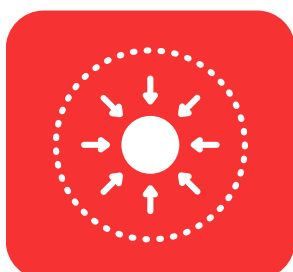
Modular Training Programs:

- **Workshop Selection**:
Trainers can choose from 16 workshops according to their needs (e.g. "Teamwork" or "E-Commerce Fundamentals").
- **Time Flexibility:**
Workshops can be scheduled from 1 hour (e.g. "Active Listening") to 3 hours (e.g. "Project Management").

Practical Applications and Scenarios:

- **Role Plays**:
In the "Leadership Skills" workshop, participants role-play scenarios such as conflict management or receiving feedback.
- **Digital Content Production**:
In the "Digital Storytelling" workshop, social media campaigns are designed using Canva.
- **Vision Board**:
In the "Dream, Plan, Achieve" workshop, participants visualize their personal and professional goals.

Support for Social Projects:

- **Local Event Planning**:

In the "Creating a Community Event Plan" workshop, women design projects such as village festivals or training seminars.

- **Mentoring Network**:

In the "Personal Branding" workshop, mentors support the SWOT analysis of the participants.

Resource and Material Support:

- **Templates**:

Downloadable templates such as Gantt charts, budget plans, and project timelines are provided.

- **Technology Integration**:

Integrated work with digital tools (Trello, Slack) and e-commerce platforms.

Evaluation and Feedback:

- **Reflection Sessions**:

At the end of each workshop, participants internalize what they have learned with questions such as "How will you use this skill in daily life?".

- **Surveys and Certificates**:

Participants' progress is evaluated by questionnaires.

NON-FORMAL EDUCATION

Informal education is educational activities that are carried out outside of formal education (such as school, university) in a planned and programmed manner, but are not bound by a specific curriculum. This type of education aims to develop the knowledge, skills and abilities of individuals. It is usually provided through activities such as courses, seminars, workshops, conferences, training camps.

Alexandretta Youth Association

euro muévete

inspira! YOUTH & ENVIRONMENT

yhi Youth Human Impact

NON-FORMAL EDUCATION

Informal education is a structured yet flexible form of learning that takes place outside traditional academic institutions. It is **intentionally planned** and designed with clear learning objectives, specifying what knowledge or skills will be acquired, how the process will unfold, and within what timeframe. Unlike formal education, which follows a standardized curriculum, informal education is **adaptable and shaped by the needs and interests of the participants**. It is often organized by civil society organizations, community groups, associations, or private education centers, offering a more personalized and engaging learning experience.

Methods such as discussions, hands-on activities, and collaborative group work encourage active participation and practical application of knowledge. While it does not adhere to rigid educational frameworks, it can still provide certificates or proof of participation, acknowledging the learner's efforts and achievements.

This dynamic approach to education fosters lifelong learning, personal development, and skill enhancement in a way that is accessible and responsive to diverse learning needs.

NON-FORMAL EDUCATION

There are many benefits of informal education:

- Supporting Individual Development: Contributes to personal development by providing information and skills in areas of interest.
- Increasing Social Participation: Increases social participation by creating awareness of social issues and providing the opportunity to interact with different people.
- Increasing Employability: Increases the possibility of finding a job by developing the skills required in business life.
- Making Learning a Lifelong Process: Emphasizes that learning is not limited to school years, but is a continuous process.

Examples of informal education include:

- Language courses, handicraft courses, computer courses, etc. provided at public education centers.
- Seminars, conferences, workshops organized by civil society organizations.
- On-the-job training or vocational training provided at workplaces.
- Activities organized by sports clubs or associations.

In short, informal education is an important opportunity for individuals to develop themselves, participate more actively in society, and be successful in business life. Along with formal education, it contributes to the all-round development of individuals.

WORKSHOPS

WORKSHOP 1:
TEAMWORK AND COLLABORATİON

Duration: 2 hours
Materials Needed: Paper, pens, accessories
Objectives:

- To enhance teamwork and collaboration skills through interactive group activities.
- To encourage creative thinking and problem-solving by engaging in scenario-based tasks.
- To build communication skills by working in diverse groups and sharing ideas.

Schedule:

Step 1: Energizer - Human Knot (10 minutes)
Activity: Start the workshop with an energizing and fun activity called Human Knot.

- Instructions: Participants form a circle, reach across and grab hands with two different people. The challenge is to untangle the "knot" without letting go of anyone's hands. This exercise encourages communication, problem-solving, and teamwork.
- Debrief: Briefly discuss how communication and collaboration were essential in solving the challenge.

Step 2: Introduction and overview (10 minutes)
Welcome and Context Setting:

- Welcome the participants and provide an overview of the workshop. Explain the importance of teamwork and collaboration in various settings—be it in family life, professional environments, or community projects.
- Objectives: Highlight that the workshop aims to improve teamwork, creativity, and communication through scenario-based activities.

Step 3: Scenario Exploration (45 minutes)
Group Formation:

- Divide participants into two large groups of 10 people each.
- Within these groups, further divide them into smaller teams of 4. Each team will be assigned a specific task without knowing the overarching "big scenario."

Activity: Big Scenario Development

Instructions:
- Choose a "big scenario" such as family, zoo, school, emotions, green things, sports, etc.
- Assign each small group a specific "part of the scenario" without revealing the complete picture to   them. Each group's task is to creatively present their part using one of the following methods:

Mimics: Act out their part without words.
Song: Create a short song that represents their part.
Dance: Choreograph a dance that symbolizes their part.
Play: Perform a short skit.
Drawing: Illustrate their part on paper.

- Allow 30 minutes for each group to plan and prepare their presentation.

Considerations:
When assigning parts, consider the age, maturity, and background of the participants to ensure the activity is engaging and appropriate for everyone.

Break (5 minutes)
Refresh and Reset: Allow participants a short break to refresh before the presentations.

Step 4: Presentations and Collaborative Discovery (45 minutes)
Group Presentations:
- Each group presents their part of the scenario in a creative format. Limit presentations to 5 minutes per group.
- Encourage Active Listening: Other groups should observe and listen carefully as these presentations are part of a larger puzzle.

Interactive Q&A:
- After all groups have presented, each group selects two Yes/No questions to ask other groups.
- Questioning: The goal is to gather clues about the "big scenario" they are all part of. Allow 15 minutes for this interaction.

Collaborative Discussion:
- Once all the questions have been asked and answered, give each group 5 minutes to discuss among themselves and identify the "big scenario" they believe they are part of.
- Each group writes their final answer on a piece of paper and presents it to the facilitator.

Step 5: Reflection and Debrief (15 minutes)

Group Reflection:
- Discuss the outcomes of the activity and reflect on the process.
- Reflection Questions:
  - What strategies did your group use to collaborate effectively?
  - How did the uncertainty of the "big scenario" affect your approach to the task?
  - What communication challenges did you face, and how did you overcome them?
  - How did you incorporate creativity into your part of the scenario?
  - In what ways did the exercise highlight the importance of teamwork?
  - How could the skills practiced today be applied in real-life situations?

Final Thoughts:
- Conclude the workshop with key takeaways about the importance of teamwork and collaboration in achieving common goals.
- Encourage participants to apply these insights to their daily lives, whether in school, work, or personal projects.

This workshop on "Teamwork and Collaboration" is designed to foster cooperation, creative problem-solving, and effective communication within groups. By engaging in a scenario-based activity where each team contributes a piece of the puzzle, participants learn the value of working together and the power of collective creativity.

WORKSHOP 2:
LEADERSHİP SKİLLS FOR YOUNG WOMEN

Duration: 3 hours
Materials Needed: Cards with simulated scenarios, paper, pens, internet access
Objectives:

- To develop Emotional Intelligence (EI) in young women aspiring to improve their leadership skills.
- To enhance self-awareness and interpersonal skills through self-assessment and role-playing exercises.
- To explore the impact of Emotional Intelligence on team dynamics and decision-making in leadership roles.
- To create a supportive environment for sharing experiences and insights, fostering growth and confidence.

Schedule:

Step 1: Introductory Concepts (30 minutes)
Self-Assessment (10 minutes):

- Activity: Begin the workshop with a self-assessment exercise focused on Emotional Intelligence. Provide participants with a short questionnaire or an online quiz that measures key aspects of EI, such as self-awareness, empathy, emotional regulation, and social skills.
  - Purpose: This exercise allows participants to reflect on their current emotional strengths and areas for improvement.
  - Debrief: After completing the self-assessment, briefly discuss the importance of Emotional Intelligence in leadership and how it can be developed over time.

Theoretical Explanation of Multiple Intelligences (10 minutes):

- Mini-Lecture: Introduce the concept of multiple intelligences, emphasizing how Emotional Intelligence plays a crucial role in leadership. Explain the key components of EI: Self-Awareness: Understanding one's emotions and their impact on others.
  - Self-Regulation: Managing emotions effectively, especially in stressful situations.
  - Motivation: Channeling emotions to achieve goals and stay committed to tasks.
  - Empathy: Recognizing and understanding the emotions of others.
  - Social Skills: Building and maintaining healthy relationships.
  - Practical Example: Share a story or case study that illustrates how strong EI can lead to effective leadership, particularly in challenging situations.

Organizing Groups and Situations (10 minutes):

- Group Formation: Divide participants into small groups of 4-5 people. Assign each group a simulated scenario related to leadership challenges that require Emotional Intelligence to resolve.
  - Scenario Examples:
    - Managing a team with conflicting personalities.
    - Leading a project under tight deadlines.
    - Handling feedback and criticism constructively.
    - Motivating a disengaged team member.
  - Instructions: Each group will brainstorm, plan, and prepare a role-play based on their assigned scenario.

Step 2: Role-Playing (1 hour and 30 minutes)

Brainstorming and Planning (30 minutes):

- Group Activity: Allow each group 30 minutes to discuss their scenario and develop a plan for their role-play. Encourage participants to think creatively and consider the different aspects of Emotional Intelligence required to handle the situation effectively.
  - Facilitator Support: Circulate among the groups, providing guidance, answering questions, and prompting deeper reflection on how EI influences leadership decisions.

Practicing the Role-Play (1 hour):

- Activity: Groups will perform their role-plays, demonstrating how they would handle the scenario using Emotional Intelligence. Encourage participants to fully immerse themselves in the roles and to focus on realistic, emotion-driven responses.
  - Feedback: After each role-play, allow the audience (other participants) to provide feedback. Focus on how well EI was applied and what could be improved. The facilitator should also offer constructive feedback and highlight key learning points.

Step 3: Group Discussion (20 minutes)

Impact of Emotional Intelligence on Team Dynamics and Decision-Making:

- Discussion: Facilitate an open discussion on how Emotional Intelligence affects team dynamics, decision-making, and leadership effectiveness. Use the following guiding questions to stimulate conversation:
  - How did Emotional Intelligence influence the outcomes in the role-plays?
  - What are some real-life examples where EI has positively impacted a team or a decision?
  - How can developing EI contribute to being a more effective leader?
  - What challenges might arise in applying EI in leadership roles, and how can they be overcome?

Interactive Elements:

- Peer Insights: Encourage participants to share their personal experiences related to the discussion topic. This fosters a deeper connection among the group and provides diverse perspectives on the application of EI in leadership.

Step 4: Reflections (20 minutes)

Sharing Personal Experiences and Insights:
- Activity: Each participant reflects on the workshop and shares personal insights gained from the role-playing and discussions. They should consider how they can apply these insights to their personal and professional lives.

Reflection Questions:
- What did you learn about yourself during the self-assessment and role-playing activities?
- How can you apply Emotional Intelligence to improve your leadership skills?
- What specific actions will you take to develop your EI further?
- How do you plan to use the skills and knowledge gained today in your everyday life?

Group Sharing:
- Facilitator's Role: Encourage a supportive environment where participants feel comfortable sharing. The facilitator should also share personal experiences and reinforce key messages from the workshop.

Step 5: Conclusion (20 minutes)

Summary of Key Points:
- Recap: Summarize the main takeaways from the workshop, including the importance of Emotional Intelligence in leadership, the role of self-awareness, empathy, and emotional regulation, and the practical applications of EI in team dynamics and decision-making.

Providing Further Resources:
- Resource Sharing: Offer participants additional resources for developing their Emotional Intelligence, such as:
  - Books and articles on EI and leadership.
  - Online courses or workshops.
  - Journaling prompts for self-reflection on EI.
  - Tools and apps for tracking and improving EI skills.
  - Encouragement: Encourage participants to continue their journey of developing Emotional Intelligence and to seek out opportunities to practice and refine these skills in their personal and professional lives.

Final Words of Encouragement:

- Closing Remarks: Conclude the workshop with words of encouragement, emphasizing the importance of continuous self-improvement and the powerful impact that emotionally intelligent leaders can have on their communities and workplaces. Remind participants that leadership is a journey, and developing EI is a crucial step towards becoming a more effective and compassionate leader.

This workshop on "Leadership Skills for Young Women" is designed to equip participants with the tools and knowledge to enhance their Emotional Intelligence, a vital component of effective leadership. Through self-assessment, role-playing, group discussions, and reflective practices, participants will gain a deeper understanding of their emotional strengths and how to leverage them in leadership roles. This workshop not only promotes personal growth but also fosters a sense of community and shared learning among young women aspiring to lead.

WORKSHOP 3:
PROJECT MANAGEMENT AND ORGANİZATİONAL SKİLLS

Duration: 1 to 3 hours

Materials Needed: Computers or laptops, projector, PowerPoint slides, printed handouts (Gantt charts, budgeting templates), pens, notebooks, sticky notes, self-clocks or timers, flip charts, markers, sheets or large paper, project management software (optional), a spacious room.

Objectives:

- To enhance time management skills and help participants plan and allocate their time effectively.
- To strengthen planning and organizational skills through practical methods like Gantt charts.
- To improve budgeting abilities, focusing on creating and managing budgets efficiently.
- To develop project management techniques applicable to real-life scenarios.
- To encourage critical thinking and prioritization in project management.

Schedule:

Step 1: Introduction and Icebreaker (15 Minutes): Setting the Stage

Welcome and Context Setting:

- Introduce the workshop and outline its objectives, emphasizing the importance of project management and organizational skills in both personal and professional contexts.
- Highlight that the workshop will cover essential skills such as time management, planning, budgeting, and prioritization.

Icebreaker Activity: "Project Planning Challenge"

- Instructions: Divide participants into small groups and give them a simple project scenario (e.g., organizing a community event or planning a weekend trip). Each group has 5 minutes to brainstorm and outline a basic plan.
- Debrief: Briefly discuss the importance of time management, planning, and prioritization in successfully managing projects.

Step 2: Time Management – The Foundation of Effective Planning (30-45 Minutes)

Introduction to Time Management:

- Discuss the significance of time management in achieving goals, reducing stress, and improving productivity. Introduce various time management techniques such as the Pomodoro Technique and the Eisenhower Matrix.

Interactive Exercise: "Self-Clocking Challenge"

- Instructions: Provide participants with a list of tasks to complete within a set amount of time using different time management methods. Each participant uses a self-clock to track time spent on tasks and reflects on their efficiency.
- Debrief: Discuss the insights gained from the exercise and how effective time management can improve daily life.

Step 3: Planning Management – Step-by-Step Planning with Gantt Charts (45 Minutes)

Introduction to Gantt Charts:

- Explain what a Gantt chart is and its role in visualizing project timelines, tasks, and dependencies. Demonstrate how to create a simple Gantt chart using PowerPoint or project management software.

Group Activity: "Plan Your Project"

- Instructions: Divide participants into small groups and assign each group a project scenario (e.g., launching a small business or organizing a charity event). Each group creates a Gantt chart outlining the project's timeline, key tasks, deadlines, and responsible parties.
- Presentations: Each group presents their Gantt chart, explaining their planning process.
- Debrief: Provide constructive feedback and discuss the challenges of planning and the importance of breaking down projects into smaller steps.

Step 4: Budgeting Skills – Managing Resources Wisely (30 Minutes)

Introduction to Budgeting:

- Explain the importance of budgeting in project management, including setting financial goals, tracking expenses, and ensuring project sustainability. Discuss common budgeting pitfalls and how to avoid them.

Interactive Budgeting Exercise: "Budgeting Challenge"

- Instructions: Provide participants with a hypothetical project budget and ask them to allocate funds to different project areas (e.g., marketing, materials, staffing). After completing their budgets, participants share their decisions and rationale with the group.
- Debrief: Discuss the challenges encountered in budgeting and the importance of prioritizing essential expenses.

Step 5: Prioritization and Decision-Making – Identifying What Matters Most (20-30 Minutes)

Introduction to Prioritization:

- Discuss the importance of identifying essential tasks and needs in any project. Introduce prioritization matrices (e.g., the Eisenhower Matrix) as tools for decision-making.

Group Exercise: "Basic Needs Priority"

- Instructions: Ask participants to list all tasks and needs for a hypothetical project. Using a prioritization matrix, they categorize tasks based on urgency and importance. Each group presents their priorities and explains their decision-making process.
- Debrief: Discuss how prioritization helps manage resources and time effectively and explore the consequences of failing to prioritize correctly.

Step 6: Feedback and Evolution – Reflecting and Improving (20 Minutes)

Group Reflection:

- Participants line up in order of their perceived success in the workshop, from those who feel they've learned the most to those who feel they've learned the least. Discuss as a group the reasons for their placement, focusing on successes, challenges, and areas for improvement.

Pros and Cons Discussion:

- Facilitate a discussion on the pros and cons of the project management techniques covered. Participants share what they found most useful and where they encountered difficulties.

Feedback Session:

- Provide feedback to each participant on their engagement and contributions. Encourage participants to share feedback on the workshop, focusing on how it can be improved for future sessions.

Step 7: Conclusion and Wrap-Up (10 Minutes): Moving Forward

Summary of Key Points:

- Recap the main concepts covered in the workshop, including time management, planning with Gantt charts, budgeting, prioritization, and decision-making.

Resource Sharing:

- Provide participants with a list of additional resources, such as books, online courses, and tools for further development.

Final Words:

- Encourage participants to apply what they've learned in their personal and professional lives, highlighting the importance of continuous learning and improvement.

By the end of this workshop, participants will have a solid foundation in project management and organizational skills. They will have learned practical tools and techniques for effective time management, planning, budgeting, and prioritization, all essential for successful project management. The collaborative activities and feedback sessions will also help them build confidence and improve their ability to work in teams.

Duration: 1.5 hours

Materials Needed: Computers or laptops, a projector, PowerPoint slides, and printed handouts such as Gantt charts and budgeting templates. Participants will also need pens, notebooks, sticky notes, self-clocks or timers, flip charts, markers, and sheets of large paper. Project management software is optional, and the workshop should be held in a spacious room.

Objectives:

- To set personal and professional goals
- To visualize goals through vision board creation

Schedule:

Step 1: Ice-breaker (5 minutes): Two Truths and a Lie

- Activity: Everyone writes three statements about themselves on a piece of paper—two true and one false. Go around the group and set up pairs; participants guess which statement is false. Continue with as many people as possible. You may be surprised and learn some crazy things about each other!

Step 2: Introduction and overview (10 minutes)

- Welcome participants and provide an overview of the workshop.
- Briefly explain the importance of goal setting and visualization:
  - Setting goals provides direction and purpose.
  - Visualization, such as creating vision boards, helps individuals clarify their aspirations by turning abstract goals into concrete images.

Step 3: Preparation (10 minutes)

- Form small groups of 3-4 participants.
- Group Discussion: Each group discusses one of the guiding questions (e.g., "What activities make you feel most fulfilled and happy?").
- Pair up participants within each group to discuss their reflections and answers.

Step 4: (20 minutes)
- Methodology: Mentorship program.
- Distribute A4 paper and pens.
- Participants take an A4 paper, put it horizontally, and split it into three parts. Add a title to each section: "Present," "Actions," and "Future."
- Writing Exercise:
  - In the "Present" column, write down 2-3 personal goals and 2-3 professional goals.
  - In the "Future" column, describe what represents the achievement of each goal.
  - In the "Actions" column, list concrete steps to achieve these goals.
  - Specify a time frame for each goal (e.g., two months, six months, five years).

- Example of personal goal for the participants: In the present I write **"I want to improve my communication skills"**, in the future to represent that I have achieved that goal I will write "**Giving a conference about women's rights for my local community**", for the actions I will need to get out of my comfort zone, for example doing Erasmus+ projects where I have to practice my communication skills and do presentations in front of a lot of people, and also I will need to increase my knowledge about women rights to feel more confident speaking about it.
- Example of professional goal for the participants: In the present I write **"I want to be financially free"**, in the future to represent that I have achieved that goal I will write "**Having my own business**", for the actions I will need to learn how to run a business and for that, I could attend economics classes or join an online course.
- In the present you can also put things you are good at and try to think of something useful you could do with it if you are already good with your communication skills maybe you could think of doing a workshop for your local community so they could improve it and you could help them.

- During the development of the workshop the facilitator provides prompts and questions to help clarify goals:
  - What activities make you feel most fulfilled and happy?
  - What are your top three strengths or talents?
  - How can you leverage these strengths to achieve your personal goals?
  - Where do you see yourself in 5 years?
  - What aspects of your life do you want to focus on (e.g., health, relationships, hobbies)?
  - What new skills do you need to develop to advance your career?
  - What training, courses, or certifications will help you achieve your professional goals?
  - How can your interests and passions improve your professional goals?
  - What habits can you develop that will benefit both your personal and professional life?
  - What is your ultimate vision for your life, combining both personal and professional aspirations?
  - What steps can you take now to start moving towards this vision?

Step 5: (10 minutes)
- Feedback in Pairs:
  - Participants pair up to share their goals and provide mutual feedback.
  - Encourage active listening and emphasize supportive feedback to create a positive atmosphere.
  - Vocal Encouragement: The facilitator vocally encourages participants to support each other and be constructive in their feedback.

Step 6: (30 minutes)
- Methodology: Art and crafts
- After receiving feedback, each participant will create a vision board, they can do it both digitally and physically, for the digital way they can use Pinterest, Free Pick, or Google images to look for the pictures they want to use, for the physical way the participants will need magazines, newspapers, several scissors, and glues.
- First, explain what a vision board is as the objective is to create a vision board that represents the future based on the first activity and on what they want to achieve, in vision boards, people can also add numbers and sentences, not just images.
- Once they have all the materials and have understood everything, let them work and be creative.
- Encouragement: Facilitators ensure all materials are accessible and encourage creativity in expressing their vision.

Step 7: Reflection (20 minutes)
- Split Reflection into Two Parts:
- Presentation Part (10 minutes):
  - Participants who feel comfortable share their vision boards with the group.
  - Emphasize the "if they want" part, stressing that the workshop's value lies in the individual process of creating the vision board.
- Group Reflection (10 minutes):
  - Participants engage in a group discussion, answering more complex questions about their experiences and insights.
  - The facilitator reads the situation and adjusts the questions to match the group's mood and readiness.
- Examples of reflection questions:
  - How do the images and words on your vision board represent your goals?
  - What emotions do you feel when you look at your vision board?
  - How do you plan to apply the insights from your self-assessment to your daily life?
  - What immediate steps will you take towards achieving the goals you set today?
  - What is one specific action you will commit to taking in the next week to move closer to your goals?
  - How can you support each other in achieving your goals after the workshop?
- Provide final words of encouragement and next steps for maintaining focus on their goals.

This workshop fosters leadership and entrepreneurship skills by helping participants clarify their vision and purpose, promoting action-oriented thinking, and enhancing reflective practices. By setting clear goals and identifying specific actions, participants develop a proactive mindset, essential for solving problems and building resilience. The exercise in time management and prioritization prepares them for balancing multiple responsibilities. Sharing goals and plans with peers improves communication skills and fosters a supportive network, crucial for collaboration and mentorship. Additionally, the emphasis on continuous learning encourages participants to seek educational opportunities, further developing the skills necessary for successful leadership and entrepreneurship.

WORKSHOP 5:
UNDERSTANDİNG PROJECT MANAGEMENT İN EVERYDAY LİFE

Duration: 3 hours

Materials Needed: Cards with simulated scenarios, flipcharts, markers, paper, pens, laptops or computers, a projector, evaluation surveys, sticky notes, and a spacious room.

Objectives:

- Understand that every action in life can be treated as a project.
- Learn project management principles through practical analysis of daily activities.
- Apply project management techniques in real-life scenarios to enhance planning, organization, and execution skills.
- Develop skills to manage and prioritize tasks effectively, and handle resources and risks in everyday life.
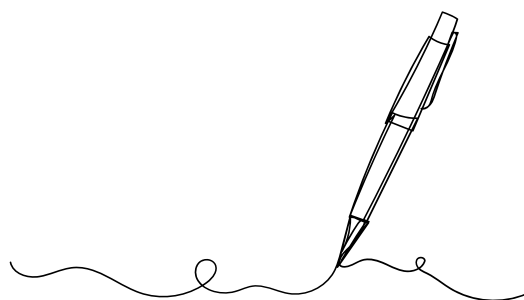
Schedule:

Step 1: Introduction (30 minutes)

Welcome, and Participant Integration:

- Icebreaker Activity: Partner Introduction (10 minutes)
  - Activity Description: Each participant will pair up with another and use a provided worksheet to guide their conversation for 5 minutes. They will then introduce their partner to the rest of the group, including their name, interests, and reason for attending the workshop.
  - Objective: To get to know each other and ease into the workshop environment.

Introduction to the Workshop Topic:

- Explain the importance of project management in daily life, overviewing basic concepts (project, management, stakeholders, resources, risk) and how these concepts apply to everyday tasks.

Step 2: Presentation and Theory (30 minutes)

Main Idea Presentation:
- Examples:
  - Organizing a Party: Define goals (celebration), set a date, and budget, create a guest list, plan activities, and organize logistics.
- Preparing for an Exam: Set a study schedule, gather materials, allocate time, identify key topics, and review progress.
- Planning a Trip: Decide on a destination, and budget, book transportation/accommodation, plan an itinerary, and prepare documents.
- Basic Project Management Concepts: Define and explain:
  - Project: Temporary endeavour to create a unique product, service, or result.
  - Management: Process of dealing with or controlling things or people.
  - Stakeholders: Individuals or groups with an interest in the project's outcome.
  - Resources: Assets, people, materials, or finances required.
  - Risk: Potential events or conditions that could negatively impact the project.

- Project Management Theories:
  - PMI (Project Management Institute)
  - PRINCE2 (Projects IN Controlled Environments)
  - Explanation: Use relatable examples and real-life scenarios.

Project Life Cycle:
- Phases:
  - Initiation: Define the project, identify stakeholders, and set goals.
  - Planning: Develop a detailed plan (tasks, schedules, resources, risk management).
  - Execution: Implement the plan, coordinate resources, and ensure tasks are completed.
  - Monitoring and Controlling: Track progress, and make adjustments.
  - Closing: Finalize activities, deliver the final product, and evaluate success.

- Everyday Examples:
  - Organizing a Birthday Party
  - Planning a Monthly Budget
  - Preparing a Family Meal
  - Discuss Goals, resources, risks, and stakeholders for each example.

Brief Q&A (15 minutes)
- Encourage participants to share their experiences and reflect on applying project management in daily life.

Step 3: Group Activity (45 minutes)
Group Formation:
- Participants: Divide into groups of 4-6.
- Task Selection: Each group chooses a daily activity to analyse as a project (e.g., organizing a party, or preparing a meal).
- Analysis: Identify goals, resources, risks, and stakeholders. Document findings on flipcharts or worksheets.

Break (5 minutes):
- Refresh and Reset: Allow participants a short break to refresh before the presentations.

Step 4: Planning Phase (30 minutes)
Group Work:
- Refine action plans, create a project timeline, specify tasks, and assign roles.
- Facilitator Support: Provide guidance, help prioritize tasks, and identify obstacles.

Step 5: Presentation of Results (40 minutes)
Group Presentations:
- Format: Use flipcharts, PowerPoint, or other visual aids.
- Time: Each group has 5-10 minutes for presentation.
- Feedback: Constructive criticism, questions, and suggestions from facilitators and peers.

Step 6: Workshop Summary and Evaluation (20 minutes)
- Review: Key takeaways, emphasizing the application of skills in daily life.
- Survey: Participants complete an evaluation survey to provide feedback on the workshop.
- Open Q&A: Discuss impressions, share opinions, and provide feedback.

Non-Formal Education Methods:
Group Work: Collaboration and problem-solving.
Discussions and Brainstorms: Open communication and idea sharing.
Practical Exercises: Applying theoretical knowledge in practice.
Feedback and Reflection: Learning from feedback to improve skills.

This workshop on "Project Management in Daily Life" aims to empower youth and young adults with practical project management skills by analysing everyday activities as projects. Through interactive presentations, group work, and real-life examples, participants will learn to apply project management principles—such as setting goals, identifying resources, managing risks, and planning timelines—to their daily tasks. By breaking down complex activities into manageable steps and practicing with case studies, participants will enhance their abilities in planning, organizing, and executing tasks. This workshop fosters practical skills and encourages a proactive approach to both personal and professional challenges, promoting effective problem-solving and project execution in everyday life.

Duration: 2 hours (extended from 1.5 hours)

Materials Needed: A4 papers, pens, cards with simulated scenarios, internet access, mentors/coaches for guidance.

Objectives:

- Gain a comprehensive understanding of strengths, weaknesses, opportunities, and threats using the SWOT tool.
- Build confidence in the personal brand and learn to present oneself authentically and confidently in public and professional settings.
- Develop strategic planning skills to align personal branding with long-term goals.

Schedule:

Step 1: Ice-breaker (10 minutes): Adjective Adventure

- Participants sit in a circle and introduce themselves with an adjective that starts with the same letter as their first name (e.g., "Clever Claire"). The next person repeats the previous names and adjectives before adding their own. This activity encourages memory, creativity, and bonding.

Step 2: Introduction and Overview (15 minutes)

- Welcome participants and provide an overview of the workshop.
- Briefly explain the importance of personal brand, public image, self-exploration, and self-awareness:

 A personal brand is the unique combination of skills, experiences, and personality that you want the world to see.

 Your public image is how others perceive you, based on your brand and how you present yourself in public spaces, including social media, professional settings, and personal interactions.

 Self-exploration involves examining your thoughts, feelings, and motivations to gain a deeper understanding of yourself.

 Self-awareness is the conscious knowledge of your character, feelings, motives, and desires. It allows you to understand how your actions and behaviours impact others and yourself.

- Introduce the SWOT analysis as a powerful business and personal development tool: SWOT analysis is a strategic planning tool used to identify and analyse the internal and external factors that can impact the success of a project, business, or personal development. For business, you can apply it in strategic planning, competitive analysis, and resource allocation.

Step 3: Self-Reflection (30 minutes)

- Methodology: Self-reflection
- Distribute A4 paper and pens.
- Participants divide their paper into four quadrants labelled: Strengths, Weaknesses, Opportunities, and Threats.
- Participants spend 4 minutes on each quadrant, reflecting and writing down their insights.
  - Strengths: Personal and professional qualities they excel in.
  - Weaknesses: Areas where they need improvement.
  - Opportunities: External factors they can leverage for growth.
  - Threats: External challenges they need to be aware of.

Step 4: Strategic Planning and Team-Working (20 minutes)

- Methodology: Group work
- Participants pair up with a mentor or coach.
- In pairs, they choose 3 attributes they want to embody in their brand and discuss how these attributes align with their strategic goals.
- Mentors guide on strategic planning, focusing on how to leverage strengths and opportunities while addressing weaknesses and threats.

Step 5: Feedback and Peer Collaboration (30 minutes)

- Methodology: Feedback and team collaboration
- Participants pass their papers with the three attributes to their peers in small groups.
- Each person takes 5 minutes to write down specific actions or behaviors the previous person can take to demonstrate those attributes.
- Continue passing the papers for several rounds (4-5 rounds) until each participant has received feedback from multiple peers.
- Mentors and coaches circulate among the groups, offering additional insights.

Step 6: Connecting the Dots (20 minutes)

- Methodology: Group discussion and strategic alignment
- Participants regroup and discuss how the feedback aligns with their strategic goals.
- They work together to create a final plan that integrates their branding attributes with long-term strategic planning.
- Mentors and coaches facilitate the discussion, helping participants connect the workshop's elements into a cohesive personal branding strategy.

Step 7: Reflection and Evaluation (15 minutes)

- Methodology: Group discussion
- Participants share their experiences and the most insightful feedback they received.
- Discuss the importance of strategic planning in maintaining and developing a strong personal brand.
- Reflection questions:
  - What was the most challenging part of identifying your weaknesses?
  - How did the feedback from your peers' help refine your strategic goals?
  - How can strategic planning help you maintain and grow your brand?
- Final words of encouragement and next steps for participants.

This "Personal Brand and Public Image" workshop is designed to empower participants with the knowledge and skills needed to build and maintain a strong personal brand. Through self-reflection, strategic planning, and interactive feedback sessions, participants will better understand their strengths, weaknesses, opportunities, and threats. With the guidance of mentors and collaborative team-working exercises, they will develop strategies to present themselves authentically and confidently in both public and professional settings. This workshop fosters individual growth and encourages a supportive community where participants can share insights and learn from each other's experiences.

WORKSHOP 7: STORYTELLİNG FOR DİGİTAL CONTENT CREATİON

Duration: 3 hours

Materials Needed: Smartphones, laptops, internet access, Canva/Adobe Spark tools, notebooks, pens, projector, visual aids (mood boards, stock images, photography tools).

Objectives:

- Understand the key principles of storytelling and its importance in creating engaging digital content.
- Gain insights from a professional storyteller or content creator.
- Learn to use digital tools like Canva and Adobe Spark to craft visual stories.
- Develop and present a tailored digital marketing campaign, using storytelling techniques, for a mock product or service.

Schedule:

Step 1: Introduction to Storytelling in Digital Content (30 minutes)

Welcome, and Icebreaker:

- Begin with a quick icebreaker where each participant shares their favourite story from any medium (book, movie, advertisement) and explains why it resonated with them.
- This will set the stage for understanding the emotional impact of storytelling.

Discuss Storytelling Principles:

- Introduce the core elements of storytelling: character, conflict, resolution, and emotional appeal.
- Explain the structure of a compelling story—beginning, middle, and end.
- Highlight the importance of authenticity, relatability, and engagement in storytelling, particularly in digital content.

Importance of Storytelling in Digital Content:

- Discuss how storytelling can make digital content more engaging and memorable.
- Explore examples of successful digital campaigns that utilized strong storytelling elements.
- Explain how storytelling can build brand identity, connect with audiences, and drive engagement.

Step 2: Guest Speaker Session (30 minutes)

Introduction of Guest Speaker:

- Invite a local storyteller or content creator to share their journey and experiences.
- Ensure that the speaker is someone who has successfully utilized storytelling in their digital content.

Listening and Learning:

- Participants listen to the guest speaker's story, focusing on the challenges, strategies, and successes they encountered.
- Encourage participants to take notes, particularly on tips and techniques for effective storytelling in a digital context.

Q&A Session:

- Allow participants to ask questions to gain deeper insights into the practical aspects of storytelling.
- Discuss how the speaker's experiences can be applied to the participants' storytelling endeavours.

Step 3: Hands-On Session Using Digital Tools (45 minutes)

Introduction to Digital Tools:

- Provide a brief overview of Canva, Adobe Spark, and other similar tools that can be used for digital storytelling.
- Demonstrate basic features such as templates, text overlays, image manipulation, and animation.

Practice Creating Visual Stories:

- Participants practice using these tools to create a simple visual story based on a provided theme (e.g., a day in the life, community impact).
- Encourage experimentation with different layouts, fonts, colours, and imagery to convey their message effectively.

Feedback and Iteration:

- Participants share their creations with the group.
- Facilitators and peers provide constructive feedback, focusing on storytelling elements and visual appeal.
- Allow time for participants to refine their stories based on feedback.

Step 4: Product Selection and Story Development (40 minutes)

Product Selection:

- Each participant selects a product, service, or personal story related to their abilities, life, local community, or roots.
- The chosen subject should be something they are passionate about and willing to promote through digital storytelling.

Market Research and Analysis:

- Participants conduct brief research on similar products or stories in the digital space.
- Discuss the potential strengths, weaknesses, opportunities, and threats (SWOT analysis) of their chosen subject.
- Explore the target audience, market trends, and unique selling points (USPs) that could make their story stand out.

Tailored Storytelling Approach:

- Participants develop a storytelling approach tailored to their selected subject.
- Focus on creating a narrative that highlights the product's or story's unique aspects and resonates with the target audience.

Step 5: Collaborative Project and Presentation (35 minutes)
Team Formation:
- Participants form small teams and collaborate to design a digital marketing campaign for a mock business using their storytelling skills.
- Assign roles within each team (e.g., content creator, visual designer, strategist).

Campaign Development:
- Teams create digital stories using Canva, Adobe Spark, or other tools, incorporating visual elements like photography, mood boards, and stock images.
- Encourage creativity, ensuring that the story aligns with the brand's identity and appeals to the target audience.

Presentation and Feedback:
- Each team presents their digital marketing campaign to the group.
- Facilitate a discussion where participants provide feedback on each campaign's effectiveness, storytelling techniques, and visual appeal.
- Highlight the strengths of each presentation and suggest areas for improvement.

Step 6: Reflection and Next Steps (20 minutes)
Group Reflection:
- Engage participants in a group discussion to reflect on the workshop experience.
- Discuss what they learned about storytelling, the challenges they faced, and the skills they developed.

Final Activity to Connect Everything:
- Conduct a brief activity where participants summarize their learning in one sentence or visual representation.
- This activity serves as a way to reinforce key takeaways and ensure that the concepts are well understood.

Next Steps:
- Provide participants with resources and recommendations for further developing their digital storytelling skills.
- Encourage them to apply these skills in their personal or professional projects and share their progress in future sessions.

Closing Remarks:
- Offer final words of encouragement, emphasizing the power of storytelling in digital content creation.
- Thank participants for their active participation and contributions to the workshop.

This workshop on "Storytelling for Digital Content Creation" equips participants with the skills and knowledge to craft compelling stories that resonate in the digital space. Through a combination of theoretical discussions, hands-on practice with digital tools, and collaborative projects, participants learn to leverage storytelling to enhance their digital content. The workshop fosters creativity, teamwork, and strategic thinking, helping participants build a strong foundation for effective digital marketing and communication.

Duration: 1.5 hours

Materials Needed: Paper, pencil, bowls

Objectives:

- To enhance participants' familiarity and practical skills with frequently used digital applications, particularly Adobe, Canva, and Microsoft tools.
- To gain a deeper understanding of the functions, definitions, and practical uses of these applications, preparing them to apply this knowledge in real-world scenarios.

Schedule:

Step 1: Introduction to Digital Applications (20 minutes)

- Explanation: Begin by introducing participants to the core applications: Adobe, Canva, and Microsoft. The focus will be on three key aspects:
  - Functions: What each application is designed to do, including the primary tasks they are used for (e.g., Adobe for graphic design, Canva for creating visual content, Microsoft Office for document creation and data analysis).
  - Definitions: Provide a brief overview of each application, including its purpose and how it fits into the broader landscape of digital tools.

- Practical Skills: Demonstrate basic functions and how to perform common tasks within each application. For example, show how to create a simple design in Canva, edit a photo in Adobe Photoshop, or format a document in Microsoft Word.
- Discussion: Encourage participants to ask questions and share their experiences with these applications. This will help tailor the workshop to their needs and interests.

Step 2: Group Division (5 minutes)

- Activity: Divide the participants into two equal groups. Ensure the groups are balanced in terms of skill level and familiarity with the applications.

Step 3: Application Identification Game (15 minutes)

- Explanation: Display or read descriptions of various tasks or functions that can be performed using Adobe, Canva, or Microsoft applications.
  - For example: "This application is great for creating presentations with embedded media and animations" (Answer: Microsoft PowerPoint).
- Activity: Each group writes down the name of the application they believe matches the description on a piece of paper. Points are awarded for correct answers.

Step 4: Bonus Points for Related Applications (15 minutes)

- Explanation: If the task described can be performed by more than one application, groups can earn additional points by identifying all applicable tools.
  ○For example, if the description was about creating visual content, participants could mention both Adobe Illustrator and Canva.

Step 5: Scoring and Reflection (15 minutes)

- Activity: Tally the points for each group and announce the winning team.
- Discussion: Lead a reflective discussion on what participants learned about the applications, focusing on any new skills or knowledge they acquired.
  - Questions to consider:
    Which application did you find most versatile?
    Were there any functions you were surprised to learn about?
    How will you apply these tools in your work or projects?

Step 6: App Soup Challenge (20 minutes)

- Activity: Each group is given a creative challenge, such as designing a simple marketing campaign, creating a poster, or drafting a report, using the applications discussed.
- Materials: Groups can use paper to sketch their ideas before translating them into digital format later.
- Presentation: Groups present their ideas, explaining which applications they chose and why.

By the end of the workshop, participants will have a stronger grasp of how to use Adobe, Canva, and Microsoft applications for various tasks. They will also have experience working in teams, applying their knowledge in a practical, creative context.

WORKSHOP 9: CREATİVE DESİGN

Duration: 1.5 hours
Materials Needed: Canva, PowerPoint, Paper, Pencil, Laptops or Tablets, Internet Access
Objectives:

- To introduce participants to the essential design tools and features in Canva and PowerPoint, enabling them to create visually appealing digital content.
- To develop participants' creativity and design skills by engaging them in hands-on tasks that simulate real-world scenarios such as social media posts, presentations, and posters.
- To foster collaboration and teamwork by having participants work in groups to complete design tasks, encouraging the exchange of ideas and enhancing social media experience through practical application.
- To build long-term design skills that participants can apply in various contexts, including personal projects, social media management, and professional presentations.

Schedule:

Step 1: Introduction and Team Formation (15 minutes)

- Begin with a brief overview of the workshop, emphasizing the importance of design skills in today's digital landscape.
- Introduce the basic features and tools of Canva and PowerPoint, focusing on their practical applications in creating digital content. Explanation Focus:
    - Functions: How the tools work and what they can do.
    - Definitions: Key terms and concepts in digital design.
    - Practical Skills: Hands-on demonstration of creating simple designs, like a social media post or a presentation slide.
- Divide participants into teams of 2-3 people each, ensuring a mix of skills and experience levels.

Step 2: Task Assignment and Clarification (10 minutes)

- Clearly define the tasks for each team, ensuring that instructions are easy to understand. Example Tasks:
    - Creating a social media post for Instagram promoting a local event.
    - Designing a poster for a community workshop.
    - Preparing a PowerPoint presentation to showcase a new project.
- Encourage teams to brainstorm and outline their approach before diving into the design process.

Step 3: Hands-On Creative Design Session (40 minutes)
- Allow teams to work on their assigned tasks, using Canva and PowerPoint to create their designs.
- Circulate among the teams to provide guidance, answer questions, and offer tips for enhancing their designs.
- Encourage teams to experiment with different tools, layouts, and design elements to create unique and engaging content.

Step 4: Presentation and Evaluation (20 minutes)
- Have each team present their completed designs to the group, explaining their design choices and the rationale behind them.
- Evaluate the designs based on creativity, effectiveness, and adherence to the task requirements.
- Provide constructive feedback to each team, highlighting strengths and suggesting areas for improvement.

Step 5: Reflection and Skills Application (15 minutes)
- Facilitate a group discussion to reflect on the skills learned and how they can be applied in other contexts.
- Discussion Questions:
  - How did the team dynamics influence your design process?
  - What was the most challenging aspect of using Canva or PowerPoint?
  - How can you apply these design skills in your personal or professional life?
- Encourage participants to share their social media experiences or contacts where they have used or plan to use these skills.
- Discuss the potential for further development of these skills, emphasizing the importance of continued practice and exploration.

This workshop on "Creative Design" is designed to equip participants with foundational skills in Canva and PowerPoint, enabling them to create visually engaging digital content. Through hands-on tasks, team collaboration, and practical application, participants will enhance their creativity and design abilities while learning to effectively use design tools for social media, presentations, and more. The workshop not only fosters technical skill development but also encourages teamwork and the exchange of ideas, helping participants build confidence in their design capabilities for both personal and professional use.

Duration: 2 hours

Materials Needed: Laptops, Internet Access, E-commerce Tools (Shopify, Etsy), Note-taking Materials, Projector (optional)

Objectives:

- To introduce participants to the fundamentals of e-commerce and its potential benefits for young entrepreneurs.
- To provide practical, hands-on experience in setting up an online store using popular platforms such as Shopify or Etsy, including tasks like product listing, pricing strategies, and inventory management.
- To teach essential digital marketing strategies for increasing online visibility and driving sales, including the development of effective promotions and email campaigns.
- To explore collaboration opportunities with major e-commerce platforms like Trendyol, Hepsiburada, and Amazon, focusing on integrating payment gateways, shipping options, and customer relationship management (CRM) tools.
- To ensure participants leave with a functional online store setup and a clear, actionable marketing strategy, ready to launch their e-commerce business.

Schedule:

Step 1: Introduction to E-Commerce (20 minutes)

- Introduction to E-Commerce: Discuss the fundamentals of e-commerce and its advantages for entrepreneurs.
- Identifying Profitable Niches: Guide participants in finding and evaluating profitable niches and product ideas for online selling.

Step 2: Setting Up Your Online Store (30 minutes)

- Platform Guidance: Provide step-by-step instructions on setting up an online store using platforms like Shopify or Etsy.
- Practical Exercises: Engage in hands-on activities including product listing, pricing strategies, and inventory management.

Step 3: Digital Marketing Essentials (30 minutes)

- Marketing Strategies: Introduce key digital marketing strategies essential for driving online traffic and sales.
- Creating a Marketing Plan: Develop actionable marketing plans, including social media promotions and email campaigns, tailored to participants' products.

Step 4: Collaborations and Advanced Features (20 minutes)

- E-Commerce Platforms: Explore collaboration opportunities with e-commerce websites such as Trendyol, Hepsiburada, and Amazon.
- Advanced Features: Discuss essential features like payment gateways (e.g., PayPal, Stripe), shipping options, and CRM tools for managing customer interactions and transactions.

Step 5: Implementation and Wrap-Up (20 minutes)

- Online Store Launch: Ensure that participants have a functional online store and a clear marketing strategy ready for implementation.
- Feedback and Next Steps: Provide feedback on participants' online stores and marketing plans, and discuss the next steps for launching their e-commerce business.

This workshop on "E-Commerce Essentials: From Idea to Online Store" is designed to empower aspiring entrepreneurs with the knowledge and skills required to successfully start and manage an online store. Participants will gain a thorough understanding of e-commerce principles, practical skills in setting up their online presence, and effective digital marketing strategies.

Through hands-on exercises, collaborative learning, and expert guidance, participants will leave with a fully functional online store and actionable plans to drive their entrepreneurial ventures forward. This workshop aims to equip participants with the tools they need to succeed in the competitive world of e-commerce and to foster confidence and capability in launching their businesses.

WORKSHOP 11:
CREATİNG A COMMUNİTY EVENT PLAN

Duration: 2 hours

Materials Needed: A4 papers and pens, laptops, stable/stuck/tape paper, markers or coloured pens
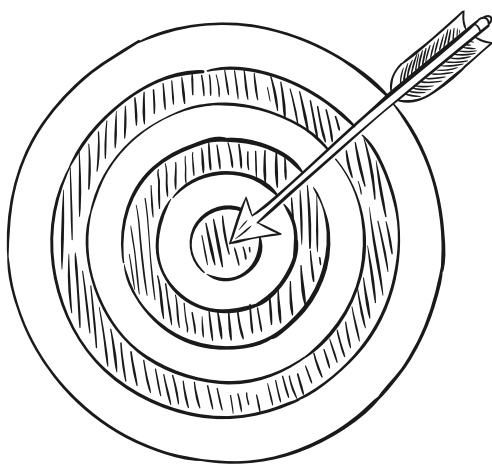
Objectives:
- To empower participants to design a community event or local activity focused on leadership and entrepreneurship for women in rural areas using business planning tools.
- To facilitate hands-on practice in drafting comprehensive event plans, including market analysis, marketing strategies, logistics, and financial planning.
- To enhance collaborative skills through group work and peer feedback, improving the effectiveness and quality of event planning.

Schedule:

Step 1: Ice-breaker (10 minutes): Would you rather
- Prepare a series of "Would you rather" questions that force participants to choose between two scenarios (e.g., "Would you rather travel to the past or the future?").
- Participants will physically position themselves according to their answers (right or left side) to facilitate discussion and interaction.

Step 2: Introduction and overview (10 minutes)
- Welcome participants and provide an overview of the workshop.
- Explain the importance of structured event planning for maximizing impact and effectiveness.
- Divide participants into groups based on their national teams: One group with 3 people and another with 4 people, ensuring teams work on event planning within their common community context.

Step 3: Brainstorming and Event Planning Components (30 minutes)
Activity: Round-Robin Brainstorming
- Groups of 3 or 4 from the same country will brainstorm event plan components, rotating around different tables to contribute to each part of the plan.
- Use stable/stuck/tape paper to document ideas for each component:
  - Event Summary (5 minutes): Define the event's purpose, objectives, and target audience.
  - Market Analysis (5 minutes): Identify community needs and challenges faced by women from rural areas.
  - Marketing Strategy (5 minutes): Outline outreach methods, promotional activities, and engagement tactics.
  - Logistics Plan (5 minutes): Plan venue selection, scheduling, resource allocation, and team roles.
  - Financial Plan (5 minutes): Basics of budgeting and fundraising

Step 4: Drafting the Event Plan (25 minutes)
- Provide participants with a template for drafting their event plan: LINK here.
- Explain each section of the template and what information should be included.
- Participants begin drafting their event plans with guidance from facilitators.
- Facilitators circulate to provide feedback and answer questions.

Step 5: Presentation and Feedback (30 minutes)
- Each group presents a brief overview of their event plan to the entire workshop.
- Allocate 5 minutes for each group's presentation, allowing time for feedback.
- Groups provide constructive feedback and suggestions for improvement on each presentation.

Step 6: Conclusion (5 minutes)
- Recap the key components of an effective event plan.
- Encourage participants to finalize their event plans and seek feedback from their networks.
- Suggest follow-up workshops or mentoring sessions to support participants as they implement their plans.

This workshop is designed to equip participants with the skills to plan and execute impactful community events, particularly focused on leadership and entrepreneurship for women in rural areas. Through interactive brainstorming, practical drafting, and collaborative feedback, participants will develop comprehensive event plans. The workshop emphasizes hands-on learning and peer collaboration, ensuring that participants leave with actionable plans and enhanced event-planning capabilities.

Duration: 1.5 hours
Materials Needed: Flip charts, Markers, Pens, Paper, Laptops/Tablets (optional)
Objectives:

- To understand the importance of creating a clear and practical networking plan tailored to specific goals.
- To develop the ability to define tangible networking objectives, identify actionable steps, and utilize available resources effectively.
- To enhance teamwork and creative thinking by working in groups to create a networking plan for fictional characters.
- To foster presentation and communication skills through group presentations.

Schedule:

Step 1: Introduction to Networking (10 minutes)

- Importance of Networking: Begin with a discussion on why networking is crucial for personal and professional growth, especially in today's interconnected world.
- Overview of a Networking Plan: Introduce the three key elements of a successful networking plan: Goals, Actions, and Resources.
  - Goals: Well-defined, tangible objectives (e.g., meeting five industry experts, securing a job recommendation).
  - Actions: Specific steps to achieve these objectives (e.g., scheduling informational interviews, attending industry conferences, joining LinkedIn groups).
  - Resources: Tools and contacts needed to accomplish these actions (e.g., online networking sites, essential contacts, event calendars).

Step 2: Group Activity - Creating a Networking Plan (30 minutes)

- Group Formation: Divide participants into small groups (3-4 people per group) to encourage collaboration and peer learning.
- Activity Instructions: Provide each group with a fictional character and a specific networking goal.
- Task: Ask each group to develop a detailed networking plan for their character, focusing on the three key elements:
  - Goals: Define clear and specific networking goals for the character.
  - Actions: Outline the actions the character will take to achieve these goals.
  - Resources: Identify the tools, data, and contacts the character will use.

Step 3: Presentation of Networking Plans (25 minutes)
- Group Presentations: Have each group present their networking plan to the rest of the participants. Encourage them to explain the rationale behind their goals, actions, and resource choices.
- Feedback Session: After each presentation, the other groups will provide constructive feedback, offering suggestions for improvement and alternative strategies.

Step 4: Reflection and Application (20 minutes)
- Group Discussion: Facilitate a discussion on the different approaches to networking and what participants learned from the activity.
- Discussion Points:
  - What strategies seemed most effective?
  - How would you apply these strategies to your own networking efforts?
  - What challenges might you face, and how can you overcome them?
- Actionable Takeaways: Encourage participants to start thinking about their personal networking goals and how they can apply the framework to achieve them.
- Next Steps: Suggest ways participants can continue building and refining their networking plans after the workshop, such as attending relevant events, joining professional organizations, and staying active on LinkedIn.

Step 5: Conclusion (10 minutes)
- Recap: Summarize the key points covered in the workshop, emphasizing the importance of having a structured networking plan.
- Encouragement: Motivate participants to take immediate action on their networking goals, leveraging the skills and strategies discussed in the workshop.
- Follow-up: Mention the possibility of follow-up workshops or mentorship sessions to help participants refine their networking plans further.

This "Networking" workshop is designed to empower participants with the skills to create effective networking plans tailored to their personal and professional goals. Through group activities, presentations, and reflective discussions, participants will learn to define clear networking objectives, develop actionable steps, and utilize resources effectively. The workshop not only promotes individual growth but also fosters collaboration, creative thinking, and communication skills among participants, equipping them to succeed in their networking endeavors.

WORKSHOP 13:
WHEN MAKES THE HOW

Duration: 1.5 hours
- **Materials Needed:** Scenario Cards with Various Situations, Flip Charts, Markers, Pens, Paper

Objectives:
- To practice and enhance participants' skills in initiating conversations and making a strong first impression tailored to different contexts.
- To develop adaptability in introductions and conversation strategies based on varying scenarios.
- To improve participants' ability to "read the room" and adjust their networking approach accordingly.

Schedule:

Step 1: Introduction to Contextual Networking (10 minutes)
- Explanation: Begin by discussing the concept that networking opportunities can arise in any situation, but the approach must be tailored to fit the specific context.
  - Discussion Points:
  - The importance of adapting your introduction and communication style.
  - Examples of different networking scenarios, such as meeting someone at a conference versus a casual encounter at a coffee shop.
  - Objective: Help participants understand that while networking is universal, the "how" of networking varies depending on the "when" and "where."

Step 2: Scenario Distribution and Role Preparation (15 minutes)
- Divide participants into small groups of 2-3 people.
- Distribute scenario cards to each participant.
- Example Scenarios:
  - Scenario 1 - Actor 1: You've just completed a vocational pastry school and are seeking your first job. The only bakery in town is your only shot. You have prepared your CV and bring it to the bakery. Task: Ensure that the shop assistant receives your CV and passes it to the boss, who is currently unavailable.
  - Scenario 2 - Actor 2: You're a shop assistant at the bakery, and a young woman enters looking for a job. However, the bakery is not hiring at the moment.
- Allow participants 5 minutes to prepare their role individually, planning how they will approach the situation and what they will say.

Step 3: Role-Playing Scenarios (30 minutes)
- Call participants forward to perform their scenarios in pairs or small groups, with each participant acting out their assigned role.
- Ensure that participants do not know who they will be performing with until the moment of the scenario, adding an element of spontaneity to the exercise.
- Each role-play should last a maximum of 3 minutes, allowing for a realistic but concise interaction.
- If the scenario is repeated with another group, have the second group perform their version after the first, so the differences in approach can be observed.

Step 4: Group Discussion and Feedback (25 minutes)
- After each role-play, facilitate a group discussion on what went well and what could be improved.
- Discussion Questions:
  - How effectively did the participants adapt their introduction and communication style to the scenario?
  - Were there any noticeable differences in approach between participants who had the same scenario?
  - What were the key takeaways from the exercise in terms of adaptability and first impressions?
- Encourage constructive feedback from the group, focusing on both strengths and areas for improvement.

Step 5: Reflection and Closing (10 minutes)
- Conclude the workshop by summarizing the key lessons learned about contextual networking.
- Emphasize the importance of being adaptable and aware of the environment when initiating conversations and building connections.
- Encourage participants to apply these skills in real-life situations, being mindful of the context and tailoring their approach accordingly.

The "When Makes the How" workshop is designed to equip participants with the essential skills needed for effective networking across different contexts. Through role-playing and group discussions, participants learn the importance of adapting their approach based on the situation at hand, whether it's in a formal business environment or a casual social setting. By practicing how to initiate conversations and make a strong first impression, participants gain the confidence to navigate various networking scenarios with ease. The workshop emphasizes the importance of reading the room and tailoring communication strategies, ensuring that participants can build meaningful connections in any setting. This hands-on approach not only enhances their networking abilities but also prepares them to leverage opportunities that arise in diverse environments.

WORKSHOP 14:
DİD YOU LİSTEN TO WHAT I SAİD?

Duration: 1 hour
Materials Needed: None (just an open space to form a circle)
Objectives:
- To enhance participants' ability to understand what others are looking for and to effectively communicate and sell themselves through active listening and questioning.

Schedule:

Step 1: Introduction (5 minutes)
- Explain the importance of active listening in networking and communication.
- Introduce the activity by explaining that participants will practice asking and answering networking-related questions. The twist is that they will need to represent key points from the responses using only their bodies, without speaking.

Step 2: Group Formation (5 minutes)
- Divide participants into groups of up to 10 people.
- Have each group form a circle.

Step 3: Activity Explanation (10 minutes)
Explain the flow of the activity:
- One participant starts by asking a networking question to the person directly across from them (e.g., "What projects are you working on lately?", "Have you faced any significant obstacles in your career?", "How is your business going?").
- The person answering should provide a detailed response.
- The questioner listens carefully and then represents one key point of the response using their body.
- The two participants standing next to the questioner also represent different important aspects of the response using their bodies.
- The person who answered the question assesses the representations and indicates their approval by clapping when they feel their key points have been accurately captured.

Step 4: Role-Playing (30 minutes)
- Begin the activity by having the first participant ask a question.
- Continue the process until everyone in the group has had a chance to both ask and answer questions.

Step 5: Debriefing (10 minutes):
- After the role-playing, gather the participants for a group discussion.
- Discuss the effectiveness of the non-verbal representations.
- Encourage participants to share their experiences, what they found challenging, and how they think this exercise could improve their real-life networking and communication skills.

This activity, "Did You Listen to What I Said?", focuses on improving participants' active listening and communication skills by engaging them in a fun and interactive exercise. By combining verbal and non-verbal communication, participants learn to pay close attention to the needs and messages of others and effectively convey their understanding. This exercise not only enhances listening skills but also fosters creativity and quick thinking, making it an excellent tool for developing more effective communication strategies in both personal and professional networking situations.

WORKSHOP 15:
HOW TO NURTURE YOUR PROFESSİONAL RELATİONSHİPS

Duration: 1 hour
Materials Needed: Colour pencils, flipcharts, markers
Objectives:
- To introduce participants to the concept of love languages and their applications in professional relationships.
- To help participants understand how to use love languages to enhance their interactions with colleagues, clients, and business partners.

Schedule:

Step 1: Introduction to Love Languages (15 minutes)
Group Research (5 minutes)
- Activity: Divide participants into 3 groups and provide them with resources to research the concept of love languages and their types.
- Task: Each group gathers information on the five primary love languages: Words of Affirmation, Quality Time, Receiving Gifts, Acts of Service, and Physical Touch.

Discussion and Overview (10 minutes)
- Activity: Bring the groups together to discuss their findings.
- Explanation: Introduce the concept of love languages developed by Dr. Gary Chapman and explain how these can be applied in business contexts to build stronger professional relationships.

Step 2: Applying Love Languages in Professional Contexts (25 minutes)
Group Activity (15-20 minutes)
- Activity: Divide participants into 5 groups, assigning each group one of the five love languages.
- Task: Provide each group with a flipchart and markers to create a visual representation showing how their assigned love language can be used in a professional setting.
- Objective: Develop a business development (BD) example that illustrates the application of their assigned love language in professional interactions.

Art Gallery Walk (10 minutes)
- Activity: Hang the flipcharts on the walls to create an "art gallery."
- Task: Participants walk around to examine each group's visual representation and provide feedback or share their thoughts on the application of love languages in professional relationships.
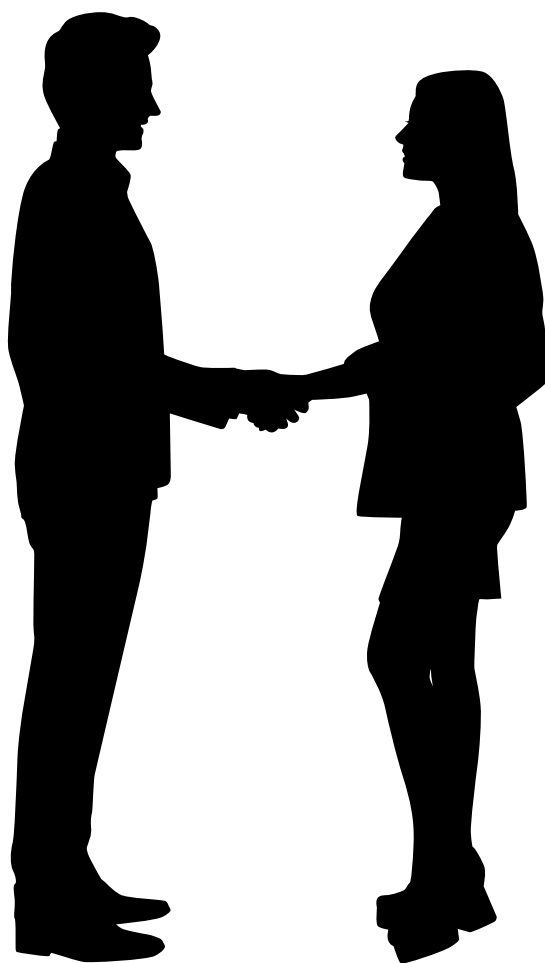
Step 3: Conclusion and Reflection (15 minutes)

Group Reflection

- Activity: Gather participants in a circle for a reflective discussion.
- Task: Facilitate a discussion on what participants have learned from the activity.
- Discussion Points:
  - How will you apply the concept of love languages to improve your professional relationships?
  - What strategies from the activity can you incorporate into your daily interactions?

This workshop on "How to Nurture Your Professional Relationships" provides participants with insights into how love languages can be applied to professional settings. By engaging in research, creative group activities, and reflective discussions, participants will learn practical ways to enhance their interactions and build meaningful professional connections using the principles of love languages.

Duration: 2.5 hours

Materials Needed: Notebooks and pens, sticky notes, large sheets of paper for exercises, markers, slide presentation (printed or digital), sample project document templates (e.g., schedule, risk matrix), access to online tools (e.g., Trello, Slack).

Objectives:

- To provide participants with the foundational project management knowledge, including key concepts and stages.
- To develop practical skills in creating project schedules and managing risks through hands-on exercises.
- To enhance teamwork and communication skills through simulations and role-play.

Schedule:

Step 1: Welcome and Introduction (15 minutes)

- Welcome participants and introduce the workshop goals: To provide foundational knowledge and practical skills in project management.
- Outline the workshop agenda: introduction to project management, creating project schedules, risk management, communication and teamwork, and a project meeting simulation.

Step 2: Introduction to Project Management (30 minutes)

Lecture:

- Define what constitutes a project and the role of project management.
- Explain the project lifecycle: initiation, planning, execution, monitoring, and closure.
- Introduce key roles: project manager, sponsor, and project team.
- Use diagrams and matrices to illustrate concepts.

Step 3: Exercise 1: Creating a Project Schedule (30 minutes)

- Divide participants into five groups of six people each.
- Task each group with creating a project schedule for a fictitious project (e.g., organizing an event or marketing campaign).
- Provide large sheets of paper and markers for creating a Gantt chart, including key stages and milestones.
- Each group presents their project schedule to the rest of the participants.

Coffee Break (15 minutes)

Step 4: Risk Management (30 minutes)
Lecture:
- Explain risk management concepts: identifying, analysing, and responding to risks.
- Introduce tools such as the risk matrix and Ishikawa (fishbone) diagram.
- Provide real-life examples of how risk management impacts project success.

Step 5: Exercise 2: Risk Analysis (30 minutes)
Group Activity:
- Return to groups and identify potential risks for the project created in Exercise 1.
- Use the risk matrix to assess the probability and impact of each risk and develop management strategies.

Presentation:
- Groups present their risk analysis and management strategies.

Coffee Break (15 minutes)

Step 6: Exercise 3: Project Meeting Simulation (30 minutes)
Group Activity:
- Conduct a simulated project meeting within groups.
- Discuss project progress, analyse risks, and plan the next steps.
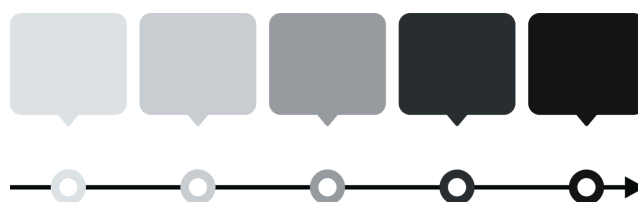
Step 7: Summary and Q&A (15 minutes)
Summary:
- Recap the key concepts covered: basics of project management, project scheduling, risk management, and communication.

Q&A:
- Open the floor for any final questions and discuss the next steps for applying the learned concepts.

This workshop provides participants with essential project management skills, focusing on planning, executing, and evaluating projects. Through interactive lectures, practical exercises, and simulations, participants will comprehensively understand project management principles and develop practical skills to effectively manage projects. By the end of the workshop, participants will be equipped to create project schedules, assess risks, and conduct project meetings with confidence.

BET ON A
WOMAN

Website
www.youthhumanimpact.com

Phone
(+48) 503 171 041

Email Address
stowarzyszenie.yhi@gmail.com

Facebook
@youthhumanimpact
YHI and friends