WUS
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Final report

Communication skills for career building/

Entrepreneurship, creative problem solving and business idea generation

28 January 2023

Skopje, North Macedonia

Final Report

To: WUS Macedonia

From: Dr. Tamara Jovanov Apasieva, Dr. Monika Arsova

Date: 28 January 2023

Location: Skopje, North Macedonia

Subject: Communication skills for career building/

Entrepreneurship, creative problem solving and
business idea generation

OBJECTIVE OF THE TRAINING

Objectives – 1 day training organized on 28 January 2023

At the end of training participants should be able to understand:

- Recognizing problems in the workplace
- Creating ideas as well as finding solutions
- Ways of communicating in the workplace
- Creating content to communicate (social media content)

The training that dealt with the workplace communication part should ultimately give them the opportunity to learn how to communicate in order to participate efficiently and effectively in teams.

Training on entrepreneurship, creating ideas and solving them should help the participants in the end to succeed in presenting the ideas they have in themselves and if they face any problems, to know how to solve them.

Agenda

Time	Communication skills for career building	Time	Entrepreneurship, creative problem solving and business idea generation
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**		
11:30 – 12:40	Giving and receiving instructions at the workplace; tips for effective communication at work	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	*Exercise:* Giving and receiving feedback in communication	12:40 – 13:00	*Exercise:* Creating a problem tree
13:00 – 14:00	**Lunch break**		
14:00 – 15:40	Creating content for communication;communication via email and social media	14:00 – 15:40	Generation, selection and evaluation of business ideas; Brainstorming technique; SCAMPER technique
15:40 – 15:50	Criteria for checking messages	15:40 – 15:50	*Exercise:* List of 50 aspirations; COCD box for selection of ideas
15:50 – 16:00	Activities to support the organization's communication (exercises)	15:50 – 16:00	*Exercise:* Evaluation matrix
16:00 – 16:30	Conclusion and evaluation		

Content of the sessions

1. What is entrepreneurship and who are entrepreneurs? State of the art: entrepreneurial challenges. What are entrepreneur competences and phases of entrepreneurs' development

Brief overview of what the entrepreneurial atmosphere is like in our country, what characterizes it. Brief definition of the terms entrepreneur and entrepreneurship as well as examples of the best entrepreneurs in the world and in our country

2. 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.

In this session, the participants had the opportunity to see what the problem is, how to solve it.

Emphasis is also placed on how the skill is applied in problem solving. In addition, they had the opportunity to see what creativity is and what are its characteristics.

This session also emphasized creative problem solving and what mindsets we can have when solving problems.

Within this session, 17 goals for sustainable development according to the United Nations were presented and how they find application in setting goals for solving problems.

Exercise: Creating a problem tree

Within the framework of this exercise, the students in a group had to pose a problem, to go deeper, that is, to say what are the reasons for the appearance of this problem and, of course, what are the consequences of its appearance. Students had to decide which causes and effects they would solve.

3. *Giving and receiving instructions at the workplace; tips for effective communication at work*

First of all, it was explained to the students what communication is and in more detail what communication in the workplace involves.

They were also presented with tips for effective communication at work, such as: holding face-to-face meetings, giving priority to two-way communication, combining verbal and non-verbal communication, etc.

Also, the characteristics that an effective communicator has were presented to the students.

The types of communication that exist in workplaces were explained to them: leadership communication; upward communication; updates; presentations; meetings; communication with customers; informal communication

The participants had the opportunity to hear in more detail about the communication methods: verbal, non-verbal, written, visual, listening.

Exercise: Giving and receiving feedback in communication

Within this exercise, the participants were divided into pairs, where one is the letter A and the other is the letter B. At the beginning, those with the letter B were given a white sheet, and those with the letter A in the first part were given a sheet with a picture. Here, people with the letter B do not have the opportunity to ask any questions, only to listen to the instructions from their partner, and finally, after 10 minutes, see if they managed to draw something similar to what was in the picture.

In the second part, participants with the letter B had the opportunity to ask questions about the new picture that was assigned to those with the letter A.

The result of the game was for them to see that without the use of communication they could not achieve a better effect, that is, with communication itself they managed to achieve a more similar image to the one the participants had with the letter A.

4. Generation, selection and evaluation of business ideas; Brainstorming technique; SCAMPER technique

In this session, the participants had the opportunity to hear more about the tools available for the development and selection of ideas and solutions.

The techniques for generating ideas, that is, the divergent techniques that can be used are: brainstorming; SCAMPER technique; mind mapping; attribute list technique; market research.

For each of these techniques, the characteristics as well as their meaning were elaborated.

Techniques for evaluation and selection of ideas that are available, that is, convergent techniques are: COCD box; evaluation matrix; PPCO (pluses; potentials, concerns, overcoming concerns). also, the participants had the opportunity to hear about each of these techniques

Exercise: List of 50 aspirations; COCD box for selection of ideas

In this exercise, the students within the COCD box or guess box had to choose 3-5 ideas that they would classify in one of the quadrants of the box.

The goal was to see their thoughts on which ideas take precedence in solving the problems that exist.

Exercise: Evaluation matrix

This exercise was a continuation of the previous one where the participants were asked to rate the previously selected ideas in the COCD box and find the idea with the highest score.

It was important to give an explanation of how the evaluation process went, i.e. why they think the evaluation should be that way

5. ***Creating content for communication;communication via email and social media***

In this part of the training, the participants got acquainted with the types of content, that is, what the content through which they would communicate could be: educational, inspiring and persuasive.
Also, the elements that should be taken care of when creating the content were presented.

In the following, we talked about social media communication, which has been popular in recent years and to which attention should be paid. It was mentioned about the frequency and quantity of posts as well as the most appropriate time to post different content, depending on the type of social media.

6. ***Criteria for checking messages***

Criteria to check if the content is ok is the 5W + H rule for writing social media content: who; what; when; where; why + how.
Through a short exercise, the participants had the opportunity to see it in practice, i.e. they were asked to write a Facebook post on a hotel in Macedonia, following the 5W + H rule.

Exercise: Activities to support the organization's communication

Activities that support, that is, improve communication within the organization is communication, that is, the use of e-mail.

In the continuation, the pyramid rule was explained to the participants, according to which the most important information goes first, then an explanation of what we want and are looking for, and finally the conclusion.

Through an exercise, the participants had the opportunity to write an email as part of a certain Macedonian company following the given instructions

Evaluations from the participants

The evaluation form shared with the participants gave a positive answer, that is, most of them rated the event with the highest score (5). In some of the participants' comments, different thoughts were found such as: continue with the same enthusiasm and the desire to share knowledge with young people; next trainings to include more exercises for us participants

Conclusion:

Holding this type of training can help the participants to develop and upgrade in several aspects:

- ➢ better preparation in communication skills for future jobs;
- ➢ recognizing problems, and then solving them in different ways;
- ➢ creating content through which they will communicate with others in their environment;
- ➢ recognizing and developing their entrepreneurial abilities, skills and ideas.

Trainers: Date:

Dr. Monika Arsova   28.01.2023
Dr. Tamara Jovanov Apasieva