



METHODOLOGY FOR IDENTIFICATION OF INTEREST FOR ENTREPRENEURSHIP AND COMPETENCIES NEEDED FOR ENTREPRENEURSHIP

Social **ENT**repreneurship for **IM**migrants

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WORKSHOP WITH GUIDELINES TO DETECT INTEREST AND ENTREPRENEURIAL INTEREST OF IMMIGRANTS

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WORKSHOP WITH GUIDELINES

The following workshop can be implemented with the objective to explore interests and competencies of immigrants who are interested in entrepreneurship and would like to start their own business. It is also important for organisations working with immigrants to have the knowledge and skills to provide adequate support to immigrants who show entrepreneurial interest. This workshop can be one way to get useful and relevant information directly from immigrants and provide adequate support to them.

Workshop can be implemented with three different target groups:

- directly with individuals (locals or immigrants or both),
- employees/volunteers who work with immigrants and work in training centers, job centers, NGOs, associations, other institutions active in the education field, organisations providing entrepreneurial support (coworking spaces, business accelerators...) and also from public entities and institutions (e.g. local and regional authorities, municipalities).

This workshop can be implemented in two ways: directly with immigrants if organisation already has the staff able to implement such workshop or with employees/volunteers/trainers who will firstly learn how to implement such workshop. The later means that these individuals are going to test the workshop first as participants and then be able to implement it with their own target groups and users (e.g. immigrants).

Once a team of trainers who are going to implement the workshop is formed and ready to work with immigrants, there are two options for the implementation of the workshop. We can either plan to implement workshop with participants from one target group or with the ones who share similar characteristics (e.g they are all young, inexperienced immigrants or they are immigrants that already have a business idea or they come from the same country (this is especially important if not all of the participants speak English well and we need an interpreter) or have business ideas in similar fields of work). That is why it is necessary to gain basic information about participants before the workshop. If we work only with one specific target group it is possible to adjust all activities in the workshop according to their knowledge, experiences and interest.

On the other hand, we can carry out the workshop with participants who have different experiences, knowledge and skills. Sharing of different experiences, learning from each other and creating the opportunity where more experienced participants can provide support to less experienced ones can be an added value of this approach. However, it is of great importance to adjust the tools and exercises to a diverse group of participants and to specific goals and objectives of the workshop. It is also possible to carry out certain exercises (e.g. world café technique) in smaller groups where participants share similar experiences (e.g. one group of younger participants, one group of individuals that already have entrepreneurial experiences, one group of employees from different organisations).

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WORKSHOP – OVERVIEW

It is important to **start with an icebreaker** to create warm and relaxed atmosphere and to give participants the opportunity to get to know each other better.

Second part of the workshop is devoted to the identification of entrepreneurial interest among immigrants. When we discuss the first question (*Where and how can organizations find immigrants with interest for entrepreneurship?*) it is important to find as many ideas as possible. Once we have the list of potential places, we can establish relationships with these contact points and invite them to cooperate with us in the process of addressing immigrants and providing entrepreneurial support to them. We can also invite immigrants directly to join our workshops, trainings and other relevant activities relevant.

Second question (*What assumptions do we need to test or challenge when thinking about interest for entrepreneurship among immigrants?*) can be challenging for some individuals, especially if they don't have a clear idea about entrepreneurship or any data regarding the interest for entrepreneurship among immigrants. We can adjust this question accordingly to the target group we are working with. The key aspect of this part of the process is to think about assumptions and opinions that people have about immigrants and their interest for entrepreneurship (e.g. *"Immigrants just want to find a job", "Immigrants are not entrepreneurial", "Immigrants are afraid to start a business in a new country"*). Once we are aware of such thoughts and assumptions we can address them and try to overcome challenges that occur due to these assumptions. The process of establishing relationships with immigrants (and organisations working with them) is easier if we are aware of such assumptions that can limit us when working with immigrants. If we only have immigrants in such workshop, we can ask them what assumptions, beliefs and fears do they have about their own interest for entrepreneurship (e.g. *"I am afraid to start a business", "I don't have the support I need"*) and how to overcome these barriers and challenges. This is valuable information for anybody when preparing programmes and trainings for immigrants and when deciding how to communicate with immigrants and invite them to take part in our activities.

Third question (*What challenges might come our way when we search for immigrants interested in entrepreneurship and how might we meet those challenges?*) is more specific and it builds upon the first one. The information gathered can help us overcome these challenges and enable us to find as many immigrants as possible to include in different programmes and activities.

Questions in world café technique can be changed according to the target group or a specific area in the scope of exploring interest for entrepreneurship among immigrants. Also, questions (rounds) of conversations can be added while considering the timeframe and attention span of participants in the workshop. If we work with more inexperienced and younger participants, we can make questions less comprehensive and easier to understand. We can also focus more on discovering their own

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interest and potential for entrepreneurship endeavours. If we work with individuals that already have a clear idea about their business idea or career, we can use this technique to help them think about potential challenges, obstacles, advantages that might appear on the beginning of their business path. If we work with immigrants that already have more experience in entrepreneurship, we might discuss what kind of support they need, how could they provide assistance to potential or young entrepreneurs and what are the important challenges that occur on entrepreneurial path and how to overcome them. If we work with professionals from different organisations we can discuss all abovementioned questions for different target groups (e.g. how to provide support to young immigrants only thinking about creating a start-up, how to provide support to potential immigrant entrepreneurs that already have some knowledge and business idea; how to provide support to experienced immigrant entrepreneurs and how to use them as the resource to help others).

Third part of this workshop is devoted to evaluation of the interview template and competencies wheel as tools for assessing interest for entrepreneurship and entrepreneurial competencies of immigrants. The most important lesson learned is that the technique used – i.e. PMI (Plus, Minus, Interesting) – can be used to explore, assess and evaluate different tools, topics, workshops, trainings and other activities.

When working with individuals from different countries, of different age, with different experiences and areas of expertise it is really important to **create opportunity for networking**. Participants can get to know each other better, share ideas and experiences, provide support and exchange contacts. Moreover, it is important to raise awareness of the importance of networking and enable participants to share their own networking experiences and discuss their good networking practices, potential challenges and solutions and the role of networking in entrepreneurship. If possible, you can invite an expert in networking or a really experienced entrepreneurs to share their knowledge, experiences and ideas for a successful networking. You can also include presentation of best networking practices or prepare networking guidelines for beginners.

Estimated time needed to implement the workshop is apx. 5 hours and it can be organised in one or two days. It is best to invite and work with 10 to 20 participants per workshop.

This workshop was implemented with the purpose to evaluate and gain feedback about the tools we have developed in the scope of the project. However, the methodology, tools and specific exercises in this workshop can be adjusted according to the purpose and objectives of your activities and programmes.

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Guidelines for workshop: evaluation of the proposed methodology

The purpose of the workshop is to validate the methodology for the identification of entrepreneurial interest among immigrants and to validate the assessment of competencies for entrepreneurship.

Participants

- Immigrant entrepreneurs
- Potential immigrant entrepreneurs
- Trainers, consultants in entrepreneurship

Agenda

Content	Time needed (in minutes cca)	Suggestion for 1 day	Suggestion for 2 days
Welcome the participants, introduction of the participants and icebreaker	30	8.30	17.00
Introduction to the Sentim project	15	9.00	17.30
Explain the purpose of this workshop	10	9.15	17.45
Identification of entrepreneurial interest among immigrants: world café technique	75	9.30	18.00 - 19.15
<i>Break</i>	15	10.45	Day 2
Interview template with competencies wheel: PMI technique	45	11.00	17.00
Brainstorming for additional ideas	30	11.45	17.45
<i>Break</i>	15	12.15	18.15
Networking	30	12.30	18.30
Evaluation	10	13.00	19.00
Closing	10	13.15	19.15



Content

1. Icebreaker

The purpose of the icebreaker is to establish warm and relax working climate. We suggest you to prepare funny jokes to small papers. On one piece of paper you write the first half of the joke; on the second piece of paper write the second part of the joke. Put all the papers in a jar or in a bag. The participants draw (like in lottery) a paper from your jar. When every participant has a paper their task is to find a person who has the missing part of the joke. When they find a pair they take few minutes to present each other. They tell another person who they are, what they do and what is their passion. The pairs also have to find at least one common thing in pair. After these short interviews they sit in a circle and make an introduction to the whole group. Each pair first read the joke and then presents each other to the whole group (person A presents person B and person B presents person A) and tell the group what do they have in common.

2. Identification of entrepreneurial interest among immigrants

In our methodology we endorsed non-formal approach to identify potential entrepreneurs. Our previous experience and insights from the literature show that potential entrepreneurs do not reply to formal projects, invitations or public events because they are afraid to expose their inspirations and business ideas. With the first part of the workshop we want to evaluate whether our non-formal snowball sampling was suitable.

In order to evaluate our non-formal snowball sampling we suggest using the [World Café](#) technique to create meaningful conversations. We divide a group of 15 people to 3 smaller groups of 5 people. Every group has one host who facilitates a discussion and writes down **all** the ideas. We cover every table with tablecloth (big white flipchart paper) and add some colour board marker pens. We will have three rounds of conversations. Every round takes 10 minutes.

Question for the **first** round: **Where and how can organizations** (which would like to support immigrant entrepreneurs) **find immigrants with interest for entrepreneurship?**

We can prepare sub-questions for participants to think about in the scope of this first question, e.g. *Where? How to find? How to invite? What is suitable approach/attitude?*

After the first round everyone changes the table. Part of the group goes to one table; another part of the group goes to second table. Only the host stays the same. At the beginning host summarizes (in 1 minute) findings from the first round and then invites group to further discussion.

Question for the **second** round: **What assumptions do we need to test or challenge when thinking about interest for entrepreneurship among immigrants?**

Here it is also possible to think about more specific areas, e.g. *assumptions about personal characteristics of immigrant interested in entrepreneurship, assumptions about immigrants' resources/context/environment that support/hinder their interest for entrepreneurship.*

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After the second round we change the people again.

Question for the **third** round: **What challenges might come our way when we search for immigrants interested in entrepreneurship and how might we meet those challenges?**

Here it is possible to think from the perspective of individual or from the perspective of different organisations (associations, NGOs, state institutions...).

After the third round we harvest the results. So every host presents findings in all three discussions.

World café etiquette: for meaningful conversation it is really important a supportive and non-judgmental working climate. Make sure to present the purpose of the world café technique and etiquette very carefully at the beginning of the meeting. Explain the Café guidelines and Café Etiquette and post them on an overhead, an easel sheet or on cards at each table.

<http://www.theworldcafe.com/tools-store/hosting-tool-kit/image-bank/guidelines/>

If you consider that another question is important to explore the topic of interest for entrepreneurship among immigrants, you can of course add another question and round of conversations in the World Café technique. But consider then the fact that it will take longer to do all rounds and plan the timetable accordingly.

3. Interview template with competencies wheel

For this part of the workshop we suggest to use de Bono thinking tool called [PMI](#) (Plus, Minus, Interesting). At the beginning we present the interview template along with competencies. Be careful and also explain the content and meaning of every competency.

After this ask participants to work in triads and prepare posters. Divide poster on three parts. First part will be intended to plus points, the second part to minus points and third part to interesting points of the interview template and competencies wheel. Interesting means not positive, not negative, just interesting.

After the introduction of the PMI technique we invite participants to work through the following steps and in this order:

Step 1. Consider the plus points of the interview template and wheel (7 minutes).

Step 2. Consider the minus points (7 minutes).

Step 3. Consider the interesting points (7 minutes).

Participants write their messages to post-it papers and post it to the corresponding part of the poster. Tell participants to write only one message to one post-it paper and to use capital letters.

After the step 3 we harvest the results. Every group present their findings.

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After the harvesting we **invite group to brainstorm on additional ideas how we might improve our approach**: the interview, template, wheel (e.g. which competencies to add to the wheel, how to assess the importance and relevance of the competencies, other useful tools...) and approach to find potential entrepreneurs (e.g. non-formal, through official channels, with the help of institutions/organisations and which ones). People work in triads again. We give them posters, post-its (one idea on one post-it) and 15 minutes. After 15 minutes we invite them to share ideas with us in a poster gallery. We put posters on a wall and invite participants to share ideas with us.

4. Networking

"It's incredibly important that we all work together to make what is seemingly impossible, possible."
(Scott Kelly)

If we organise workshop in one day, we have a break before networking. It can be an active break with fun games, a bit of dancing or something similar.

When we start with the evaluation, first we thank the participants for their contributions and then tell them that we also wanted that this event is not useful just for us but also for them. Since networking is really important for entrepreneurs we will devote next 30 minutes to this important topic. We prepare a short 15 minute introduction for effective networking. After the introduction we again invite participants to share their experience and recipes for effective networking in business. We can offer them to work in groups with the following questions:

- What was your best networking experience so far?
- What had real meaning for you in networking?
- What challenges did you have in networking and how you overcame those challenges?
- What more do you expect and want to gain from networking?
- How can networking be useful for starting a business and for entrepreneurs?

Suggestion: if you wish and find it appropriate you can invite participants to network in a more active manner in the scope of different team work challenges, e.g. [marshmallow challenge](#) or [building bridge challenge](#).

5. Evaluation

We explain to participants the purpose of the evaluation of the workshop, distribute the evaluation forms and invite participants to sincerely (and anonymously) answer to all questions and provide additional comments if they have them.



6. Closing

We share a short summary with the participant. As a closer we suggest to use postcards or other pictures. We prepare a lot of postcards or pictures and invite participants that every participant chooses one card which reflects their current feeling. Every participant then shows us the card and tells us in one word why he chose that card (which feeling the card represents to the participant).

Preparing the report

After the workshop we collect all data and write the report about the implementation of the workshop and about findings and information collected during the workshop and from the evaluation forms.

Note: When we have the suggestions how and where to find immigrants with interest for entrepreneurship it is important to know that we must gather a large number of data (from immigrants telling us if they are interested in starting an entrepreneurial path or not) to properly assess actual interest for entrepreneurship among immigrants.

We can use additional information regarding the interview template and competencies wheel to prepare a proposal for new tools or methodology to be tested and used in the future. We can also use the results when preparing training (entrepreneurial competencies) in the scope of O3.