



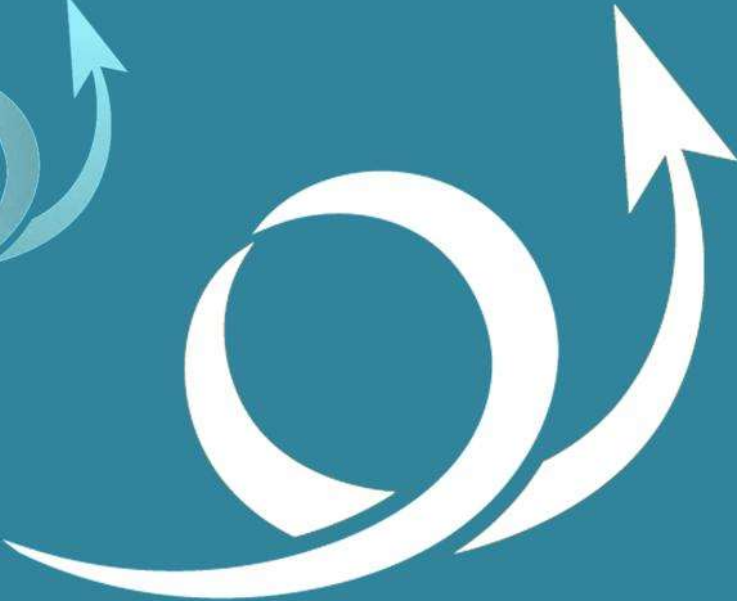
RE-ENGAGE!

RECOMMENDATIONS (IO1)

**RE-ENGAGE! ALTERNATIVE PATHS TO MOTIVATE
AND ENGAGE YOUTH BACK TO WORK**



Erasmus+



RE-ENGAGE!

Alternative paths to motivate and engage youth back to work



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RECOMMEDATIONS

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INTRODUCTION

Recommendations for career advisors/trainers/youth leaders on strategies, methodologies and practical tools used to empower and activate young demotivated learners and workers.

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COURSE	MAKE THE BEST OF YOURSELF	BECOMING AN ENTREPRENEUR
MODULE 1	Me, Myself & I	Starting a Business
RECOMMENDATION 1	For the section of personal values, trainers recommended that students could firstly provide <i>a list</i> of some personal values which they believe that they possess before reading the module. Regarding the section <i>dress oneself for various social situations</i> , students could give examples for their own real experiences, if they had ever been in similar social situations, expressing how they felt, how they dressed etc. In addition, trainers suggested that students could talk about a value system.	Trainers recommended that it would be great for students to have a better understanding of the business environment in general if they try a business game or a software in order to simulate the administrative and business processes.
SOURCES FOR RECOMMENDATION 1	LEGO Serious Play workshop use a Team Charter Canvas	https://goo.gl/Gtm78G
RECOMMENDATION 2	As a recommendation, it is interesting to start with the activity “the Wheel of Life” that the trainer will do first as an example.	To give extra information of economical helps, websites, organisations.
SOURCES FOR RECOMMENDATION 2	Wheel of Life	Regional, locals and National funding.
RECOMMENDATION 3	Adapt the content of the module to the target group of every country.	We will recommend a advise business program.
SOURCES FOR RECOMMENDATION 3	Activities developed in the module (select the proper ones).	Mentoring

COURSE	MAKE THE BEST OF YOURSELF	BECOMING AN ENTREPRENEUR
MODULE 2	Me as a Brand	Creating your Business Model
RECOMMENDATION 1	The students could use a personal brand pyramid , highlighting and describing their strengths, motivations, skills, interests etc.	This powerful tool could help students to build their business through gamification process, enhancing innovation and business performance.
SOURCES FOR RECOMMENDATION 1	Drawing up a personal branding checklist, highlighting the pros and cons.	https://www.lego.com/en-us/seriousplay
RECOMMENDATION 2	We recommend starting by analyzing a famous character in his/her personal life and in his/her professional life. By analyzing someone else it would make easy to analyzing us previously.	Study the trajectory of a company (analysis, comparative, etc...).
SOURCES FOR RECOMMENDATION 2	To project an image of a famous People (eg. Christiano Ronaldo).	Local company
RECOMMENDATION 3	To delete prejudices, not being conditioned by your origins, social status, race, family, etc...	Study the trajectory of a company (analysis, comparative, etc...).
SOURCES FOR RECOMMENDATION 3	YouTube video about Jack Ma's story : https://www.youtube.com/watch?v=TDLOfEc__A4	Big company

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COURSE	MAKE THE BEST OF YOURSELF	BECOMING AN ENTREPRENEUR
MODULE 3	Social Media for Personal Branding	Business Management
RECOMMENDATION 1	Students should make a profile in LinkedIn if they don't have one, filling out their personal information and skills that they consider as the strongest ones. After this, it could be nice to present their profiles to the rest of the students exchanging ideas and examples. They also could search for a well-known personality that uses LinkedIn and take some examples.	It would be useful for the students to use SWOT analysis and 6S Lean Poster to investigate the aspects of a business environment/ workplace/ management.
SOURCES FOR RECOMMENDATION 1	LinkedIn	6S Lean Poster
RECOMMENDATION 2	Analyze a Social Media profile of the trainer to suggest improvements and start creating the personal brand.	Analyze in a personal level, the capacity to become a business man/woman.
SOURCES FOR RECOMMENDATION 2	Facebook, LinkedIn, Blog...	Personal SWOT
RECOMMENDATION 3	Analyze deeply the Social Media tool LinkedIn.	We recommend analyzing the different roles in a company thanks to rol playing.
SOURCES FOR RECOMMENDATION 3	LinkedIn (several profiles)	Rol playing

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COURSE	MAKE THE BEST OF YOURSELF	BECOMING AN ENTREPRENEUR
MODULE 4	Social Media for Networking	Marketing
RECOMMENDATION 1	Trainers recommended that there are a lot of useful applications for new entrepreneurs in order to grow their network. Let's lunch and lifograph are several of them that students could make a free register and test them.	Trainers recommended some new trends and aspects of marketing such as Growth hacking marketing and A/B tests methodology.
SOURCES FOR RECOMMENDATION 1	http://letslunch.com/ https://www.lifograph.com/	They also recommended websites/applications such as HubSpot, Hootsuite, Trello and Xtensio as significant and useful tools for a marketing strategy.
RECOMMENDATION 2	How to begging in a Social Network with a previous analysis of the current tendencies on the Internet.	Getting to know our idea of business by answering the 5 W: where, when, how, who, what and why.
SOURCES FOR RECOMMENDATION 2	Examples of Youtube channels, blogs, and Instagram profiles of every country.	5 W activity
RECOMMENDATION 3	Easy the concept of entrepreneur	Easy the concept.
SOURCES FOR RECOMMENDATION 3	Example of local successful business owner (famous or not).	Analysis of the local business.

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MODULE 5	NLP: How to improve communication and personal development	Fundraising and Attracting Investors
RECOMMENDATION 1	For this module, trainers recommended that it could be nice to use some activities that might contain verbal and acoustic activities as well as some exercises with movements, so through this way, students could understand better the NLP.	For this module, trainers stated that it would be good if the students use a value proposition scorecard, preparing also a pitch template as well for their business idea.
SOURCES FOR RECOMMENDATION 1	Trainers recommended the usage of "The Alphabet Game" for NLP. They also recommended the Circle of Conflict, so the students could fill the cells of the circle (source: Furlong, Gary. The Conflict Resolution Toolbox). This circle provides information about the five primary causes of conflict: Data, Values, Relationships, Externals and Structure.	Students should use one of the well-known crowdfunding platforms that recommended throughout the module 5, uploading their own business ideas. For example, Kickstarter platform.
RECOMMENDATION 2	We recommend putting into practice the activities in groups to easy the assimilation of concepts.	Sponsorship program
SOURCES FOR RECOMMENDATION 2	Color post-it with definitions.	Contests, awards, grants...
RECOMMENDATION 3	Closure Group activity to know which role we have in team work.	Sponsorship program
SOURCES FOR RECOMMENDATION 3	Colors activity.	Make them yourself

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