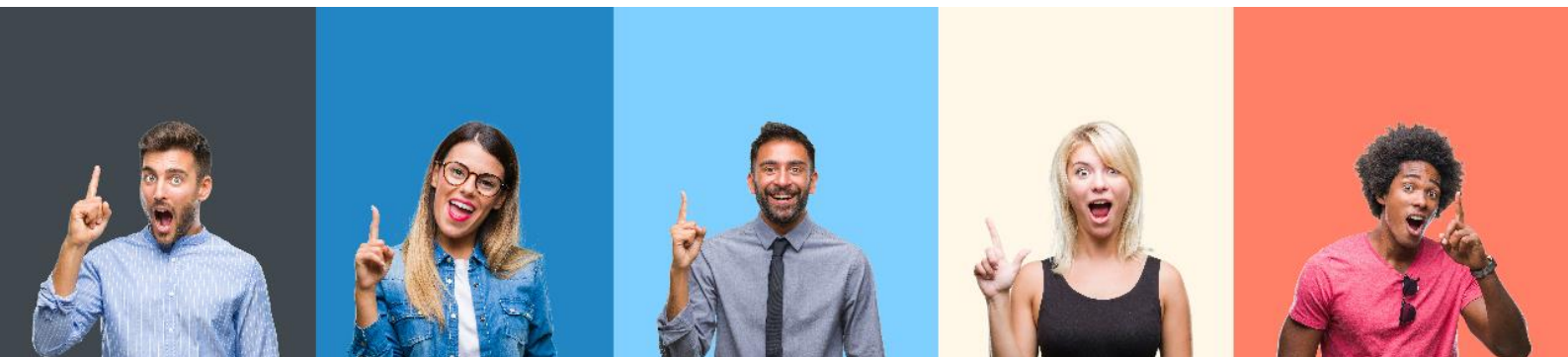




EDUCATIONAL RESSOURCE KIT

How to educate young people
about entrepreneurship ?



www.stopentrepreneurialcliches.com

Europe needs more entrepreneurs, and more young entrepreneurs, as youth workers you

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The SEC scoping study, through testimonials from young successful entrepreneurs from France, Greece, Ireland, and Slovenia, revealed the common clichés they faced when they first considered setting up their businesses. Most of the interviewees started to consider setting up their own businesses whilst still at University or directly after graduating and nearly all said they had little or no access to support.

Read the Study here: <https://stopentrepreneurialcliches.com/about/letude/?lang=en>

The SEC resources and tools have been designed for a diverse range of pedagogical managers, teachers/trainers, career advisers of initial training organizations (vocational schools, graduate schools, universities) and other youth workers.

The SEC tools can help youth workers to create interventions for supporting and guiding young people between 16 and 25 years of age who are considering tertiary education, currently students, just graduating or in their early decision making about entrepreneurship. Especially those who thought entrepreneurship was not an option for them due to self-limiting beliefs from clichés that have influenced them.

The SEC core resources have been designed to be relevant to the world view and life skills of young peoples in full consideration of the initial scoping study and testimonials from young entrepreneurs.

SEC is a 'turnkey', easy to use, downloadable Educational Resources Kit containing teachers' support materials and user guide sheets. The teaching tools are ready to be dropped into any training programme that aims to encourage young people to consider starting their own business.

Report Study

« Europe needs more entrepreneurs, and more young entrepreneurs »



1. Stop preconceived ideas!

Educational Video





This educational video was created with the aim of deconstructing common misrepresentations of entrepreneurship and entrepreneurial success.

CONTENT

The 12 young interviewees from France, Greece, Ireland and Slovenia were selected from diverse businesses and diverse backgrounds and asked to explain how they overcame the specific clichés that emerged through a SEC scoping study of written testimonials.

OBJECTIVES

The short interviews quickly reveal, in the entrepreneurs' own words, how clichés exist and can be a powerful force of dissuasion for young people to start their own business. Each of the interviews is engaging and inspirational and gives hope and a refreshing viewpoint about the benefits of youth when starting up a business.

WHO IS THIS FOR?

For facilitators, educators and youth workers to use in their lesson plans. This video can be used as a discussion prompter and to stimulate new thinking. It can also be used in conjunction with the 'Understanding the cliches young entrepreneurs face' study report or summary version as pre- reading. [Link to the Study here.](#)

HOW TO USE THIS TOOL?

This video is easy to download with no special skills requirements. It has been designed to entice young people to watch it and become more aware of their own bias and perceived clichés about being an entrepreneur. The diversity of the speakers adds a richness and demonstration of shared experiences.

[Download this Educational video here.](#)

2. Valuing Informal Skills

Serious Game



This animated, interactive serious game was designed with the aim of demonstrating the life-skills of a student that can be correlated with core- skills for running a business.

CONTENT

This learning tool follows a typical day of a young student.

The 3 animated characters, Lea, Medhi and Max, encounter daily challenges, which are highly relatable to the learner.

The animation design includes key decision-making points where the user must make decisions before moving forward in the game.

Each decision in the game has a different consequence which resonates with real life.

The game ends with a summary of the competencies and skills that the user demonstrated during the game with a correlation to core entrepreneurship skills.

OBJECTIVES

The game has been designed in an engaging and relatable way with the objective of alerting students to the transferable skills of entrepreneurship they have already have and already practice in their everyday lives. This can build their confidence to dispel the clichés that may have been a barrier to them considering themselves as a young entrepreneur.

The game has been designed for individuals to play alone and become more attuned to their own competencies.

Skills awareness include: Noticing opportunities, Relationship management, Leadership, Negotiation, Communication, Time- management, Financial management and more.

WHO IS THIS FOR?

For facilitators, educators and youth workers looking for a meaningful, non-intimidating, introduction to 'entrepreneurship skills' to engage young people who have never before considered setting up their own businesses. The serious game is encouraging because the users' own decision making in the game shows them, first-hand, how they are already practicing the informal skills of a young entrepreneur.

HOW TO USE THIS TOOL?

This serious game has been designed for a single user however, it can be used as a breakout session or homework assignment with follow-up group discussion and reflection.

It is easy to use. After logging onto the game via the [link](#), the user selects the character that they feel most aligned with and follows the instructions to the end of the game.

[Access this game here clickable link](#)

3. Counterbalancing inequalities between women and men

Workshop Kit





This workshop kit has been created with the aim of deconstructing common misrepresentations of female entrepreneurship and entrepreneurial success.

CONTENT

This content has been designed to meet the awareness raising and support needs that emerged through the young entrepreneurs' testimonials in the SEC 'Understanding the cliches young entrepreneurs face' scoping study. ([Read the Study here](#))

This includes addressing the differences in how entrepreneurship is perceived and experienced by women. The teaching kit comprises all the materials needed to facilitate a 2-3 hour workshop: PowerPoint presentation, 2 student handouts and facilitators' guide notes. [Download it here.](#) The PowerPoint slides are intentionally designed as 'questions' to encourage open discussions and interactivity. There are links to additional resources to assist educators with lesson plan design and to ensure the workshop is interactive, impactful, and locally relevant. Special elements include the stories of highly relatable female role models who have overcome the barriers and cliches that can prevent women from considering themselves as entrepreneurs.

OBJECTIVES

The core objective of this kit is to train young women to:

- Understand the specificities young women may face as entrepreneurs
- Identify the cognitive clichés they may have about entrepreneurship and to help them break through those clichés to imagine themselves as potential entrepreneurs.

WHO IS THIS FOR?

For facilitators, educators, youth workers, gender and diversity advisors, teachers at high schools and universities and counsellors of organisations helping young job seekers. The workshop design is suitable for young women from ages 16 -25. This kit is a complete, standalone workshop which is suitable for both women and men to attend. The inclusivity and discussion style of the workshop encourages shared debate about the specificities that young women may face as entrepreneurs.

HOW TO USE THIS TOOL?

This workshop kit has been designed for delivery in a live seminar format for 20 participants. A suitable room with teaching delivery facilities including: laptop, data projector, screen, flip charts (or whiteboards) and breakout areas are required to achieve the best results from this intervention.

[Download this Workshop Kit here](#)