



Education and Culture DG

'Youth in Action' Programme



# TC "Training of Trainers (ToT) - CEFE (Creating Enterprises through Forming Entrepreneurs)"

Date: 15<sup>th</sup>-25<sup>th</sup> of March 2014

Venue: Bitola, R. Macedonia

In organization of CEFE Macedonia

With the support of Youth in Action Programme of the European  
Union



*Do you want to learn how to train people to be successful entrepreneurs?*

*Do you want to help to reduce the unemployment in your country?*

*Do you want to evoke creative energy of individuals and use this potential for business development, skills improvement and creation of new entrepreneurs?*

**If your answers are yes, than this training is the right for you!!!**

**ToT CEFE** is about training of trainers to be certified CEFE trainers.

What is CEFE? It is methodology that stands for **C**ompetency based **E**conomies through **F**ormation of **E**ntrepreneurs and represents an accumulation of instruments for entrepreneurship training combined with active and dynamic approach to work and methods of empirical learning in order to develop and improve managerial and individual skills.

You as a participant:

-will be future CEFE trainer and

-will have a chance to be the ambassador, promoting and spreading the entrepreneurial spirit among young people, thus combating the problem of unemployment in your country among youth population.

In addition you will be trained how to write project proposals in order to organize different trainings for empowerment of youth to be multipliers of European enterprising society.

**Now days we have one common problem** which is becoming more and more urgent in Europe: **the youth unemployment and low level of entrepreneurial skills among youth** population for starting of a business or working in already existing company. So through gaining relevant practical experience in using CEFE training methodology, **YOU will increase your knowledge about the wide range of CEFE utilization.** You will gain the competence to design own tailor-made and new exercises as well as to create training programs for acquiring entrepreneurial skills and raising the employment level among the youth population



## Reasons to participate (what's the plus?)

You will enhance the familiarity with recent CEFE tools and exercises and develop the ability for creation of new exercises and training programs

You will master your competences in state of the art CEFE application

You will discuss further developing projects under the new youth program of EU 2014 – 2020

You will have valuable chances for networking and enhancing the capacities of your organization and you will exchange experience, expertise and good practices in the process of taking actions for tackling the growing youth unemployment

You will receive materials that you can use in your future trainings

You will increase the awareness of the value and importance of youth participation as a form of active engagement in the society through boosting the entrepreneurial spirit

You will strengthen the capacities of your organization in the process of taking actions for tackling the growing youth unemployment



**Organizer/hosting organization:**

*CEFE Macedonia is an organization formed in 2008 in Skopje, R. Macedonia and we work mainly with mature youth and institutions for promoting and raising entrepreneurship and self-employability skills. Our main standards in work are proficiency and professionalism*

*in everything we are doing. These standards of ours will be also role model for providing the training.*

**Who should attend the training?**

*Youth leaders, facilitators, trainers, entrepreneurs and educators from: Greece, Romania, Turkey, Albania, Georgia, Macedonia, Bulgaria, Belarus and Lithuania.*

**Methodology:**

*CEFE methodology was developed in 1980s and is considered to be one of the most successful methods of teaching business development. CEFE trainings are completely adapted to teaching and oriented towards simulations, empirical and interactive participation of participants. The learning process will be based on four dimensions: knowledge, attitudes, skills and habits.*

*The overall guiding principle to the Training of Trainers will be the ownership of the process which is acquired through time and energy that participants must invest into the highly demanding schedule. By moving through the stages from awareness to transformation, the participant is given the opportunity to experience personal growth, to develop a more enterprising approach to life, and to prepare an own business plan. The non-formal learning is the main characteristic of the training.*

**Trainers:**

*Mr. Zoran Vitanov (International CEFE Master Trainer and Adviser) and Mr. Jovan Stalevski (National CEFE Adviser and Trainer) are working many years in the field of training and consultancy and had organized and realized numerous of trainings with more than 5.000 people trained across Europe.*



**Certification:**

*All the participants which will successfully accomplish 80% of the course will be awarded with Youth pass certificate and a course completion certificate by CEFE Macedonia, internationally recognized.*

**WE guarantee results:**

*If you're not happy, we're not happy. Go back to work and apply the new techniques and skills you learned in our seminar. If you're not absolutely delighted with the results you achieve, write to us right away. We'll issue you a refund. That's our guarantee!*

**Practical info**

**Working language:** *English.*

**Application and confirmation:**

*To apply for the training please complete the online application form and attach your CV as well. If you are selected to participate, we will send you a confirmation letter. The maximum number of participants is 27.*

**Costs and accommodation:**

*The participants pay 50 euro participation fee on the spot. 70% of the travel costs will be reimbursed according to the rules of the YIA Program. Board, lodging and all materials will be covered by the hosting organization CEFE Macedonia.*

**Accommodation:** *Will be announced additionally.*

**Deadline for sending applications:** **20<sup>th</sup> of December 2013**

**If you have any questions, please feel free to contact us on the following e-mails:**

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## Agenda

*(Please note that this is preliminary agenda and may be subject to some changes)*

<b>Day 1</b>	<b>Unfreezing</b>
am	The aims and objectives of the TC Leveling of expectations, fears, outputs Basic working rules Group contract Day by day program
pm	Unfreezing participants games Self-awareness games: Art Gallery and Joe Harry Window Dart's exercise international evening
<b>Day 2</b>	<b>Entrepreneurial Competences</b>
am	Presenters of the day personal entrepreneurial characteristics
pm	risk management and responsibility acceptance negotiation and competition decision making
evening	NGO fair
<b>Day 3</b>	<b>Finding the Business Idea</b>
am	Idea generation Idea selection
pm	Goal setting Movie evening
<b>Day 4</b>	<b>Market and marketing</b>
am	Market survey Market definition
pm	Marketing mix and strategy Practical session in the streets of Bitola and reflections of findings
<b>Day 5</b>	<b>Production and organization</b>
am	production process flow Time Management
pm	Organizational chart Costing



<b>Day 6</b>	<b>Financial planning (part 1)</b>
am	Pricing Profit and loss statement
pm	Cash flow statement and management Balance sheet
<b>Day 7</b>	<b>Financial planning (part 2)</b>
am	profitability ratios
pm	Finance calculation
<b>Day 8</b>	<b>Reality Check</b>
am	Business Plan Preparation
pm	Business Plan Presentation
evening	Dinner in a restaurant with traditional Macedonian food
<b>Day 9</b>	<b>Overview ToT Program</b>
am	Learning theory and cycle Methods of experiential learning and training
pm	Preparation and facilitation of exercises
<b>Day 10</b>	<b>Training: How to write a project proposal for YiA?</b>
	Final Evaluation Closing thoughts and future collaboration
	Day out and farewell party Departure of participants

