



# CHANGE YOUR MIND // CITIZEN IN CHARGE

Day 2: Business idea & Business plan  
Communication



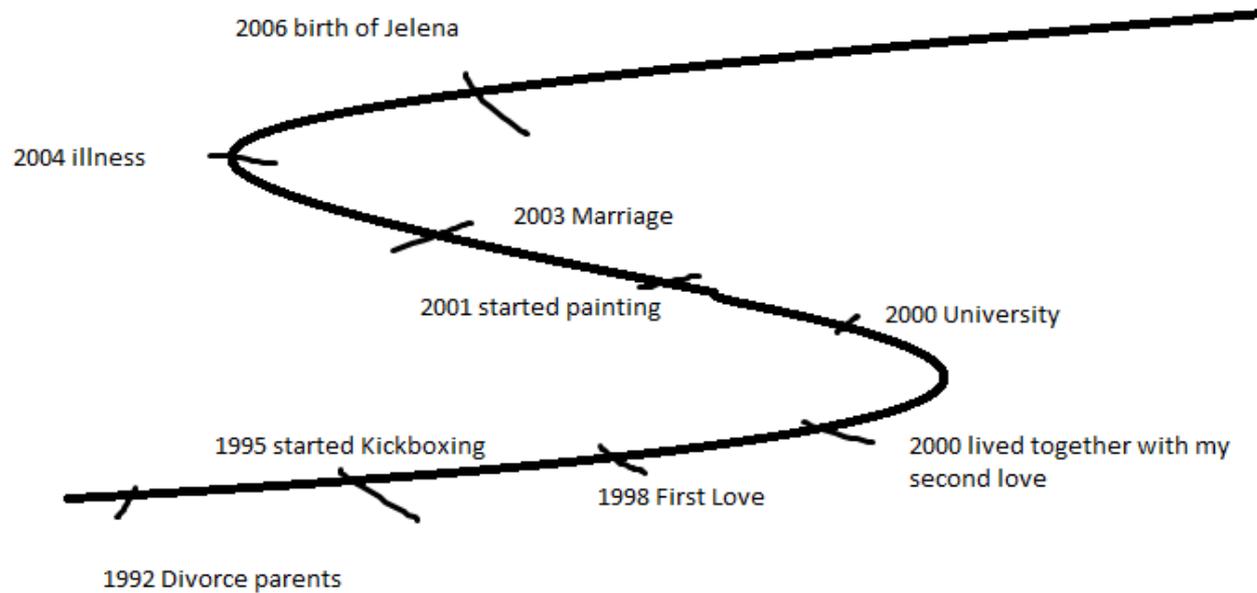
# TODAY //

1. Lifeline – wich skills I acquired up to now
2. HBDI-model (Teamwork)
3. Break
4. How to create a business idea?
5. How to develop a business p
6. lan?
7. Break
8. Communication perspectives



# LIFELINE //

1. Draw your own Lifeline. (10 min)





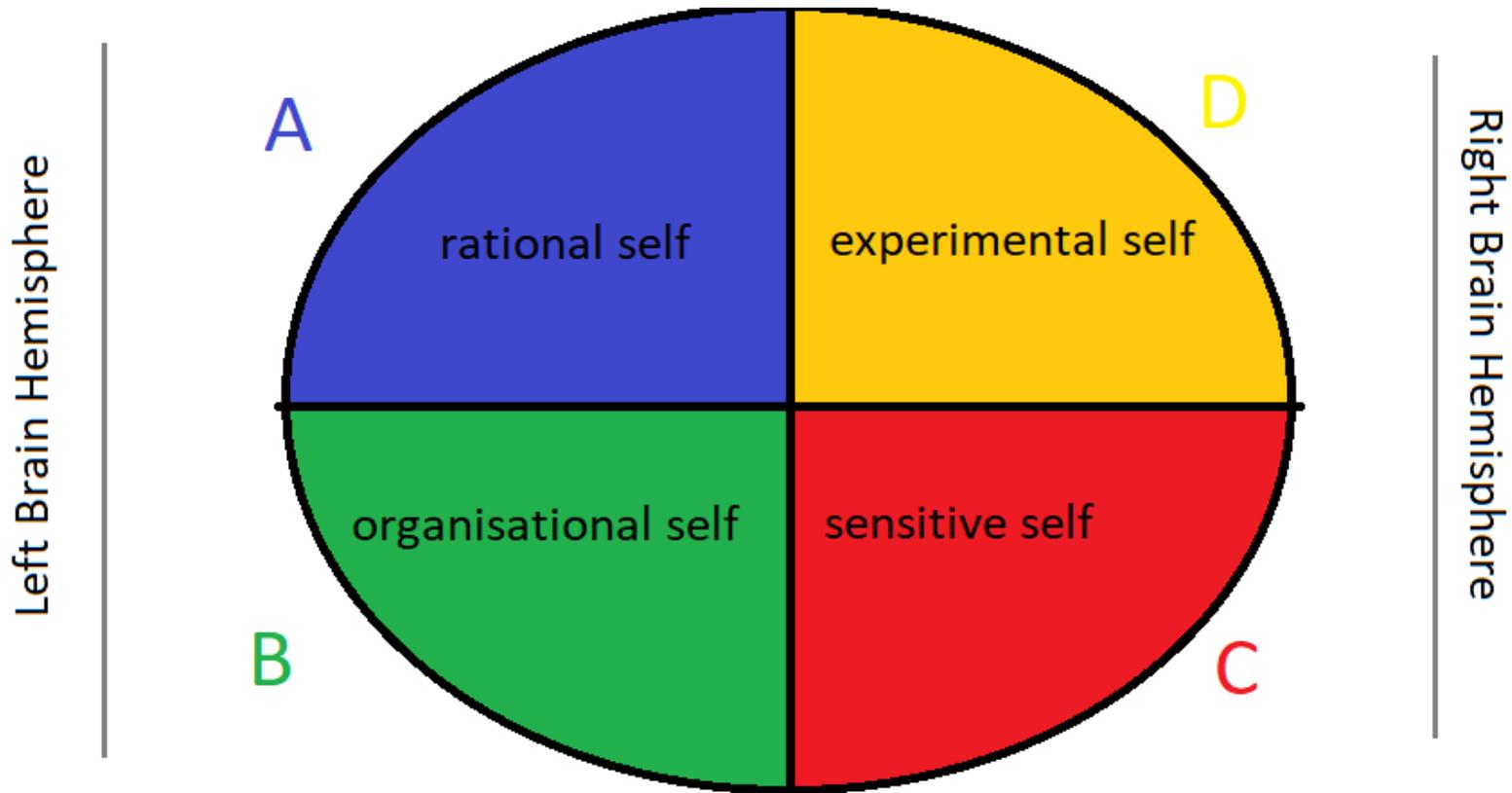
# LIFELINE //

2. Reflect with your colleague about these questions: (20 min)

- *What did I notice when creating the lifeline?*
- *Where were there important events?*
- *Where did I make important decisions?*
- *Where did I learn so much? Which competences did I acquire?*
- *Where did I feel particularly well?*



# HBDI-MODEL // BY NED HERMAN





# HBDI-MODEL // A-QUADRANT

A

rational self

analyzes  
is logical  
is critical  
is realistic  
loves numbers  
technically oriented  
fact-oriented  
knows about finances



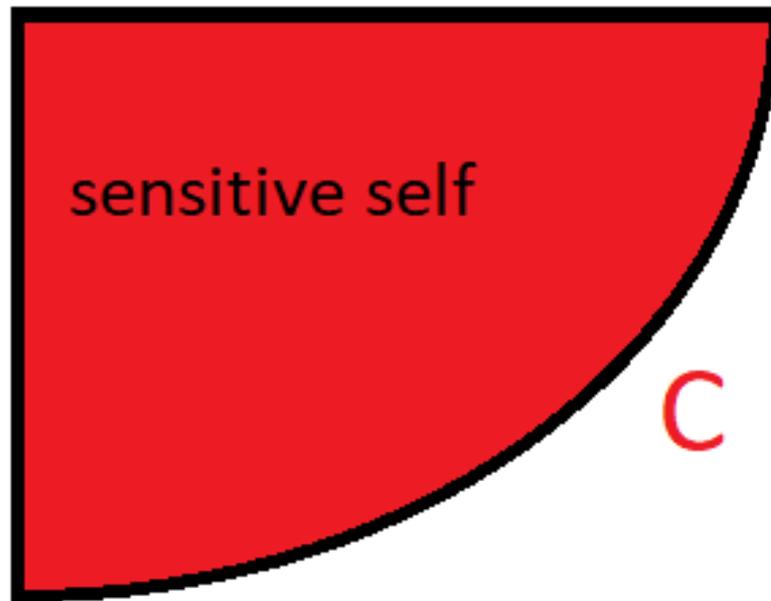
# HBDI-MODEL // B-QUADRANT





## HBDI-MODEL // C-QUADRANT

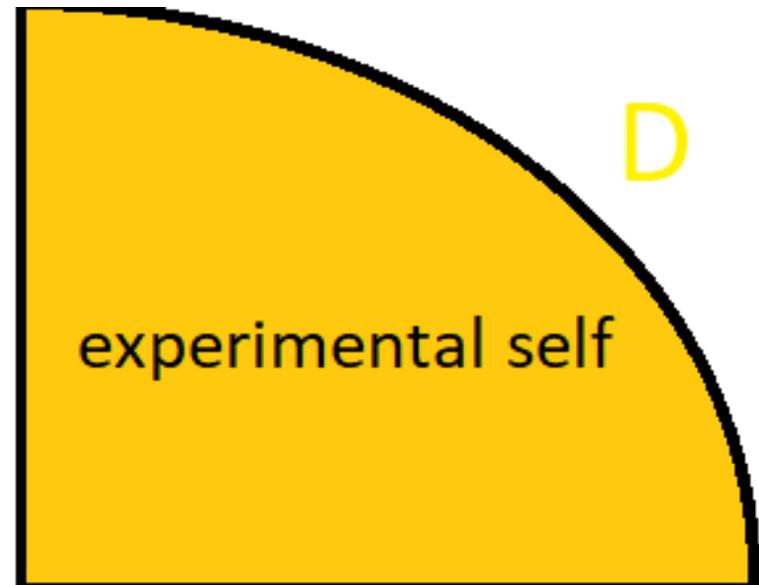
he is compassionate  
emotional  
likes to teach  
makes a difference  
is helpful  
is expressive  
is emotional  
talks a lot





## HBDI-MODEL // D-QUADRANT

is intuitive  
speculative  
conceptual  
risk-taking  
overriding rules  
like surprises  
is creative  
is curious





# TEAMWORK // 30 MIN

Form 4 Groups:

1. rational self - group
2. organisational self -group
3. sensitive self – group
4. experimental self – group

Find the strengths and weaknesses.



# STRENGTH //

- making theories,
- making accurate measurements,
- logically solving problems,
- financial analysis and commitments,
- technical understanding,
- critical questioning,
- statistic work. arguing rationally,
- gathering facts,
- analyzing things.

- see the big picture,
- perceive new possibilities,
- recognize ambiguity,
- generate ideas and concepts,
- question processes,
- bring unequal elements to a whole together
- Recognize emerging change,

- Finding the most serious mistakes,
- practical solutions,
- steadfastness,
- maintaining a consistent standard,
- providing solid leadership,
- developing printed clauses in contracts,
- detailed plans and procedures,
- financial reports

- teaching,
- sharing,
- understanding emotional elements,
- understanding values,
- creating enthusiasm,
- recognizing interpersonal signals,
- intensely feeling and feeling others



# WEAKNESS // THESE TYPES CANNOT GOOD ...

- no clear communication,
- extreme babblers,
- inaccurate ways of working,
- illogical comments,
- inefficient use of time,
- lack of facts and data,
- open talk about feelings,
- fear of claims of predestination

- Repetitions,
- too slow action,
- safe procedure according to rules,
- clearly structured working method,
- lack of flexibility,
- too many numbers,
- boring subject or stil,
- dive into details

- Lack of a clear agenda,
- bad organization,
- too many ideas at once,
- unpredictability,
- unfinished sentences,
- unfinished sentences,
- jumping from one topic to another

- Lack of interaction,
- no eye contact,
- impersonal nature,
- insensitive comments,
- lack of respect for feelings,
- data only,
- no time for personal exchange



## SAMPLE // BUYING A CAR

- Wants to see power data
- Looks at the fuel economy data, compares maintenance intervals
- checks resale value and used car pricecompares the values with other brands
- wants to know how everything works
- is interested in technical high-quality vehicles

- pays attention to aesthetic quality: Shape, color, design
- interested in news,typical FIRST-Buyer of a new model
- is looking for the “DREAM CAR”
- is rather disposed for experiments, takes risks
- has long-term plans

- interested in safety device and life period
- practical details, number of doors, trunk size, tank filling, range, locking system
- get previously informed and knows what he wants

- The important thing is how the car feels, how user-friendly is it
- Want to love his car
- is influenced by the friendliness of sale service
- buys because of a recommendation of a friend



# SAMPLE // PICTURE JOURNAL

## STRENGTHS

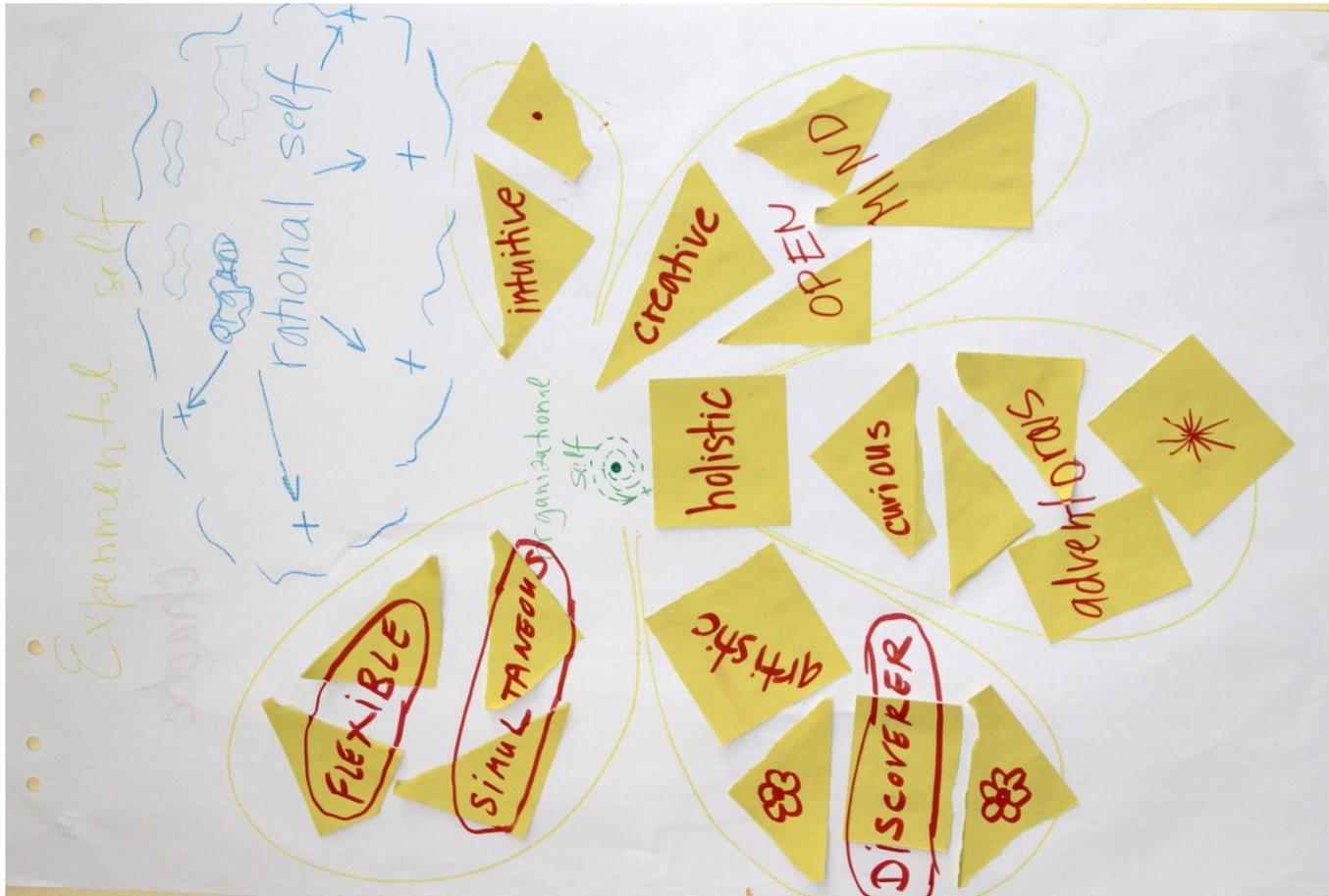
BEING ABLE TO UNDERSTAND OTHER PEOPLE FEELINGS  
BEING COMPASSIONATE  
HUMILITY  
BEING TRUSTED  
BEING PASSIONATE  
CREATES TO INTERPERSONAL CONNECTIONS  
EAGERS TO WORK WITH  
BEING HELPFUL AND ACCOMMODATING  
TENDING TO BE GOOD LEADER

## WEAKNESSES

NOT BEING RATIONAL ENOUGH  
DRIVEN WITH EMOTIONS  
OVER SENSITIVE OR NOT SENSITIVE ENOUGH  
STAYING IN THE COMFORT ZONE  
LISTENING HEART INSTEAD OF MIND  
LACK OF DISCIPLINE

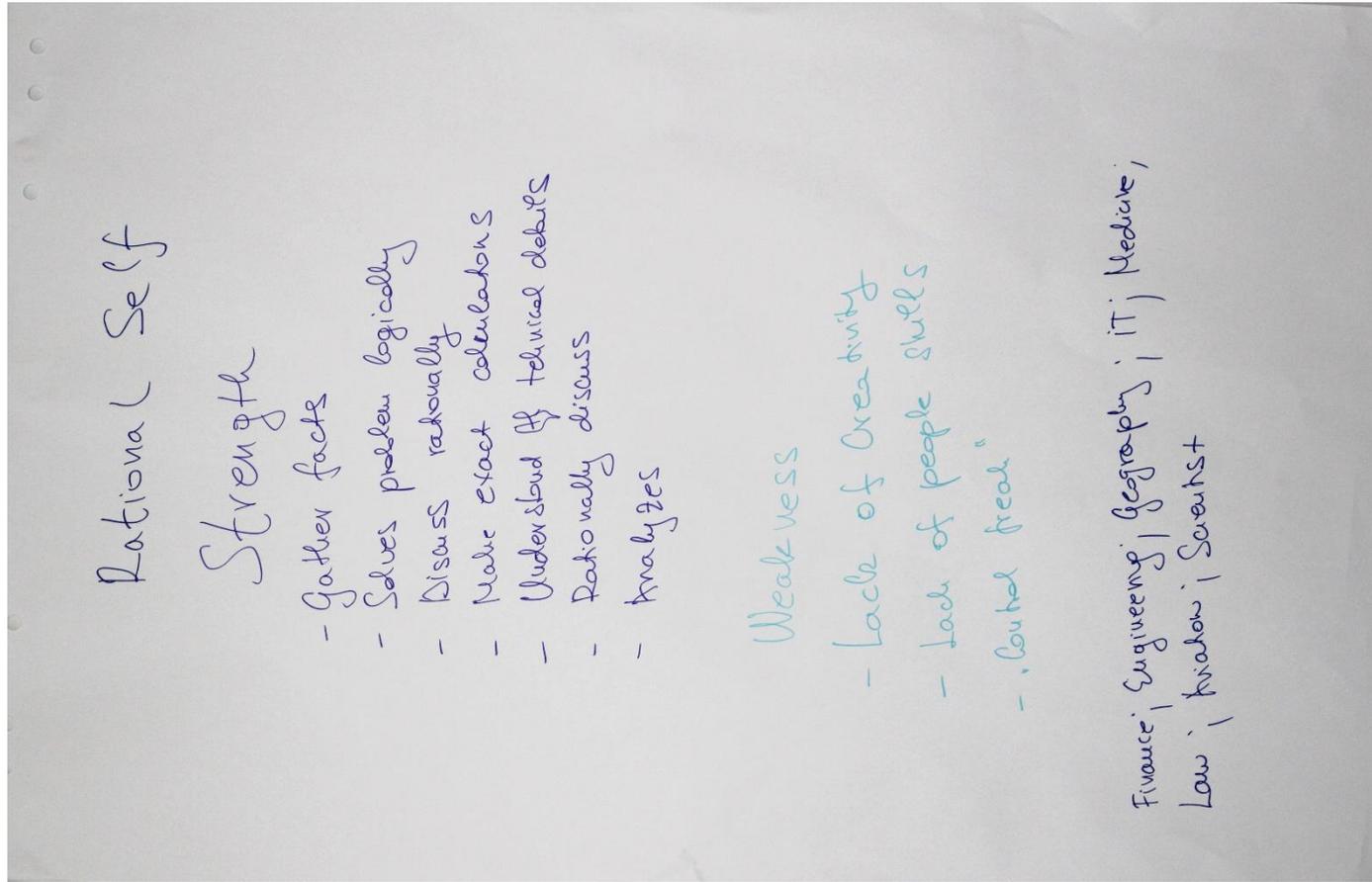


## SAMPLE // PICTURE JOURNAL





## SAMPLE // PICTURE JOURNAL





# BUSINESSIDEA //

## WHAT MAKES A GOOD BUSINESS IDEA

- A product or service that customers want
- A product or service you can sell at a price customers can afford and which will give you a profit
- The knowledge of skills you have or you can get
- The resources and money you are able to invest

*All good businesses begin with a good idea that has been well thought through.*



# BUSINESSIDEA //

## Activity

Now find out about some successful business ideas yourself.

1. Think about three businesses in your local area that you think they are successful.
2. Go into groups and discuss about their business. Search on internet. Discuss in groups why you think they are so successful.
3. After you finish talking, generate your own business ideas.



# BUSINESSIDEA //

## 1. USING EXPERIENCES

1. Your own experiences
2. Other people's experiences

## 2. INVESTIGATING YOUR ENVIRONMENT

## 3. BRAINSTORMING

## 4. ANALYSE YOUR BUSINESS IDEAS AND SELECT THE BEST ONE

## 5. OTHER IMPORTANT AREAS TO CONSIDER



# BUSINESSIDEA // PICTURE JOURNAL





# BUSINESSPLAN//

## Definition:

*A business plan is a written summary of your proposed business. It includes information about the plans, operations and financial details, its marked opportunities and strategies, as well as the entrepreneur's personal background.*



# BUSINESSPLAN// WHY IT IS NECESSARY?

- Business plans show you if the business can expect to make a profit in the future.
- A plan will be able to identify parts of the business that require improvement.
- A business plan makes it possible to access a bank loan.
- It forces you to think deeply and plan every detail properly before you start your business.
- It helps you to determine the direction you want to move in.
- A business plan serves as a map against which you can determine your process.
- A business plan provides details of resources required and can be given to potential investors/financiers.



# BUSINESSPLAN// BRICKS OF A BUSINESS PLAN

## 1. Produkt/ Service

Three characteristics: brings a benefit to potential customers / stands out from the competition/ can be explained easily in a few minutes

## 2. Market and competition

check many different sources of information in order to gain an understanding of the market

## 3. Marketing and Sales

includes what your company and your products/services look like.

## 4. Profit plan and budgeting

Is your business profitable?

## 5. Implementation plan

create a realistic implementation plan



# BUSINESSPLAN// PRODUKT/ SERVICE

## Three Characteristics:

1. Benefit for potential customers
2. Idea stand out of competitions
3. Explainable easily

- *Strengths and weaknesses of your service?*
- *What is the current state of development of the product/ service?*
- *Do you need a license? Did you think about trademark protection?*
- *What benefit do the product / service have for your customers?*
- *What makes your offer unique?*



# BUSINESSPLAN// MARKET AND COMPETION

The three key questions are:

1. What is the market? How does he tick?
2. How big is your market and how will it develop?
3. Who is my target audience and who are my competitors?

NOTE: It is necessary to define your potential market for the product/service you plan to offer. This could be a village, parish, sub-county, district, region or nearby cities.



# BUSINESSPLAN// MARKET AND COMPETITION

- *In which market would you like to offer your product?*
- *Define the target group!*
- *Which trends will come?*
- *What share do you have in the total market?*
- *Who is the competition? How many providers are currently available?*
- *What sales strategy do your competitors have?*
- *How will the competitors react to your market entry?*
- *Is there a dependency on suppliers, customers and competitors?*
- *Are there legal barriers?*



# BUSINESSPLAN// MARKETING AND SALES

## Marketing Mix:

**Corporate Identity:** logos, fonts, symbols, colors, etc. - give your company a special recognition value

**Pricing:** your price has its own significance

**Sales:** distribute directly or through retailers

**Communication:** advertising on the website, ads, TV, radio, letters, e-mail, mail, flyers, giveaways, open house, company signs, facade advertising, car lettering, etc.

**PR (Public Relations):** Publications in media, associations, sponsoring

**Networking:** establishing contacts with customers, opinion leaders, stakeholders



# BUSINESSPLAN// MARKETING AND SALES

- *Who is your ideal customer?*
- *Where and how do you want to inform customers about your offer?*
- *Which advertising media / communication channels do you want to use?*
- *How should the product / service be sold (Online shop, shop, dealer, ...) ?*
- *Which final price would you like to achieve?*
- *How do you deal with customer complaints?*
- *How much work you want involve to win customers?*



# BUSINESSPLAN// PROFIT PLAN AND BUDGETING

**Sales figures** = how many units are sold (quantities, treatments, working hours, daily allowance, etc.)

**Sales** = how much money is spent on the sold service

**Profit** = what is left after expenses have been deducted from sales

**Loss** = if the expenses are higher than the profit

**Break-even point** = This says how many units or services must be sold to cover costs

**Liquidity** = tells you if you still have cash in the cash register

**Equity capital**= funds owned by you or your affiliates (office furniture, computer, money, ..)

**Debt capital**= borrowed funds (loans)



# BUSINESSPLAN// SAMPLE

Month	1	2	3	4
Working days	21	22	21	20
lead time in days (new client acquisition, administration, development, ...)	18	18	16	14
Sales-related days	3	4	5	6
Working hours per day	8	8	8	8
Hourly rate	700	700	700	700
Sales	16.800	22.400	28.000	33.600



## **BUSINESSPLAN// SAMPLE**

What costs will you expect?

Which investment is necessary to achieve first sales?

What are the biggest investments? Are there any alternatives?

Do you have to make further investments in the next 3-5 years? If yes, which?

What do you buy from a third party?

What staffing requirements do you have? What personnel-costs do you have?

With which use of goods do you expect?

What running costs do you pay?

What is your salary?

How will your costs develop over the next few years?

Which subsidies can you use? State funding?



# **BUSINESSPLAN// IMPLEMENTAION PLAN**

Create a realistic implementation plan

1. Subdivide the tasks into packages
2. Ask the experts
3. Set priorities
4. Reduce Risks



# **BUSINESSPLAN// BUSINESS PLAN TAMPLATE**

## SECTIONS OF YOUR BUSINESS PLAN

- A. Cover page
- B. Table of contents
- C. Executive Summary
- D. Statement of Purpose
- E. Business Description
- F. Organisation and Management
- G. Production Plan/Operational
- H. Risk Reduction
- I. Financial Plan



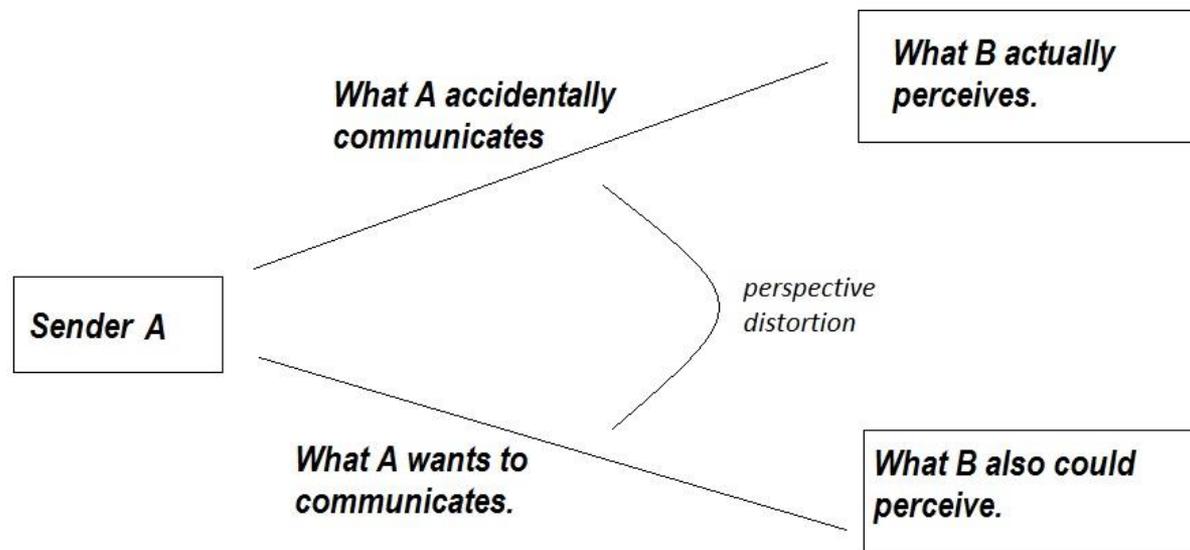
# COMMUNICATION // TEAMWORK

- Communication consist of a sender and a receiver

Communication is successful if the effect produced by the receiver is also the intention of the sender. This line: receiver -> transmitter is not always available.



# COMMUNICATION // PERSPECTIVE DISTORTION



The perspective distortion means the ambiguity of an information or a signal. Sweating, on the one hand, may mean fear, on the other hand, it can also mean that the person just feel hot.



# COMMUNICATION // DISTURBING MOMENTS

Also different motives, attitudes, values and experiences between two discussion partners can lead to communication disturbances.

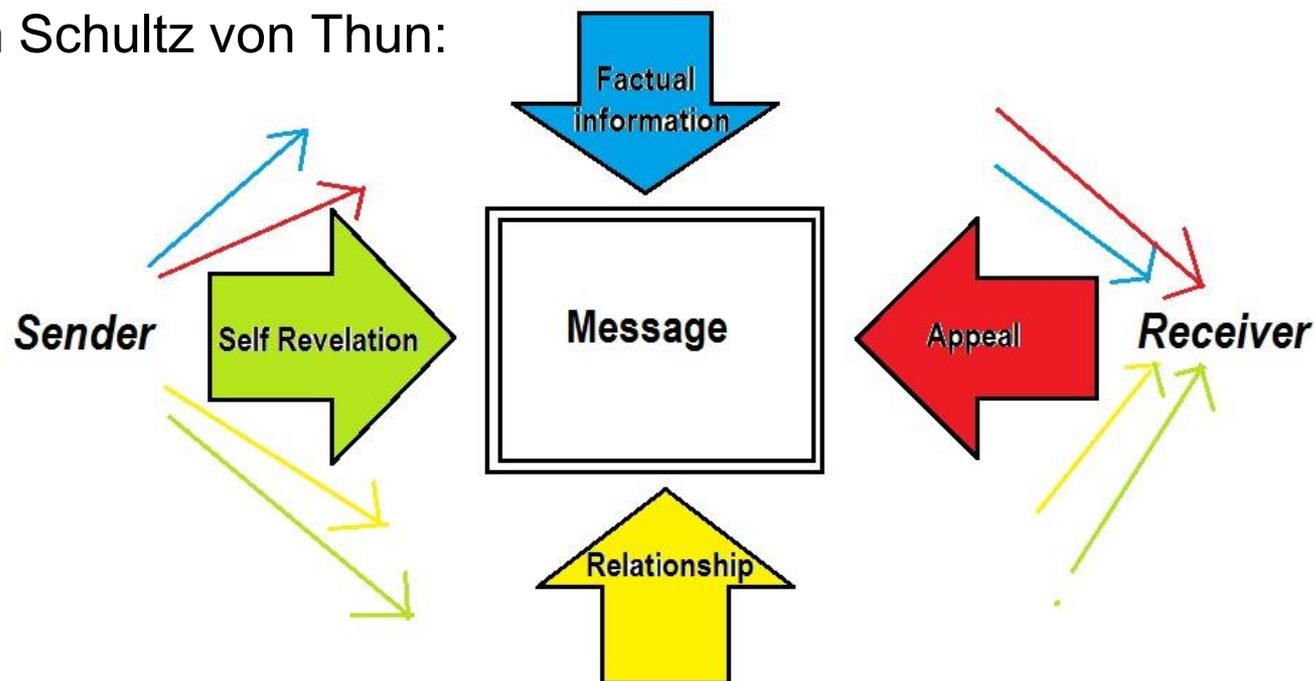
Disturbing moments for communication:

1. Technical difficulties
2. Ambiguity of information
3. Personally suspected attacks on the self-image
4. Unjustified transmissions
5. Projecting one's own feelings to the other
6. The four sides of a message



# COMMUNICATION // COMMUNICATION-MODEL

Friedmann Schultz von Thun:





# COMMUNICATION // COMMUNICATION-MODEL

As shown in the model, the receiver has up 4 different possible ways to understand the message:

1. **Factual Information:**

Objective, matter of information, like data and facts.

2. **Appeal:**

Desire, advice, instructions, commands that the sender is seeking.

3. **Relationship:**

Information on the relationship between sender and receiver, how they get along, what they think of each other.

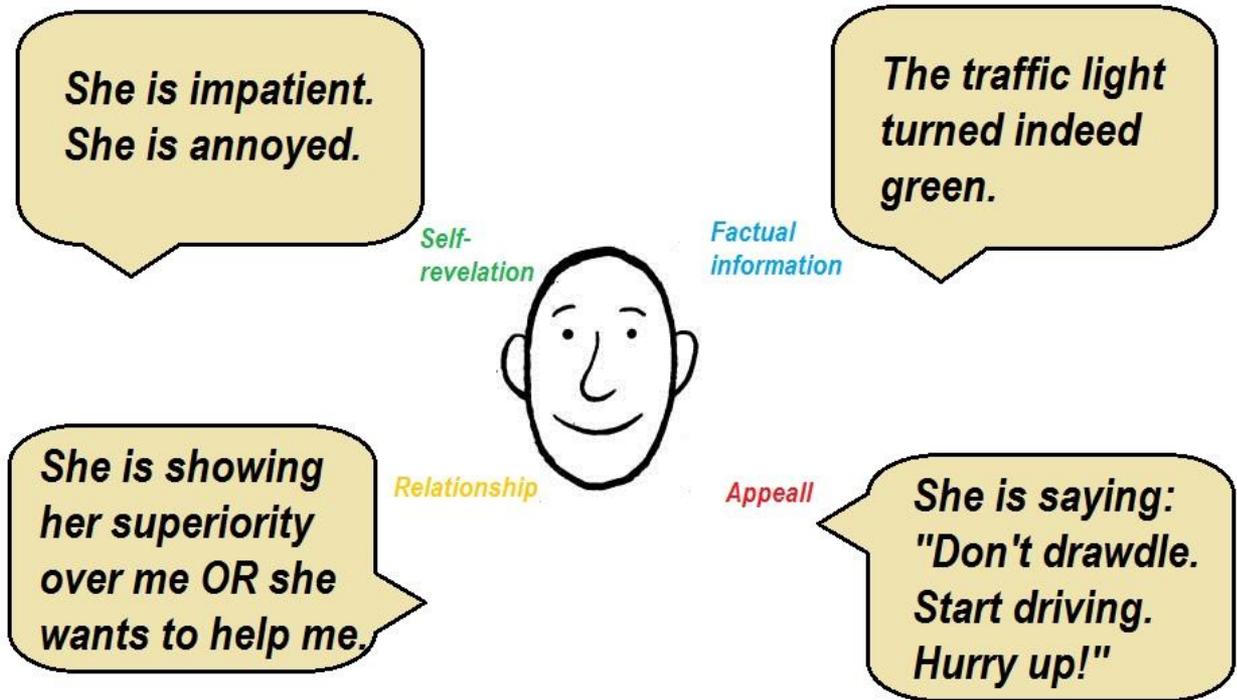
4. **Self-revelation:**

Implicit information (conscious or intended) about the sender, his motives, values, emotions, likes, dislikes, etc.



# COMMUNICATION // SAMPLE

A married couple is waiting together in a car in front of a red traffic light. It is turning green, but the man doesn't start driving immediately. Therefore his wife is saying: "The traffic light is green". These are four different ways the husband can receive the message:





# COMMUNICATION // SUMMARY

This model will help you to:

1. Be more aware of your own words:

By being aware that certain sentences can trigger emotional reactions, you can address facts objectively and not personally.

2. Increase empathy towards others:

Understanding how each communication can cause an emotional reaction will help you become more empathic towards others. Prevent conflicts and miscommunication. Misunderstandings occur when the sender and receiver indicate and weigh the 4 levels differently.



**THANKS FOR YOUR ATTENTION!**

**WE WILL SEE US TOMORROW!**