

Guidelines for Trainers teaching Entrepreneurial Thinking

1. Trainers are facilitators of learning processes. They need to be competent in the area of basic business management in order to focus on supporting their trainees in learning.
2. Use the instruments of motivation EBC*L Enterprise provides:
 - a. EBC*L Enterprise certificate is attractive.
 - b. EBC*L Enterprise certificate can help your career. (However, be realistic. It increases the chances but does not guarantee anything.)
 - c. EBC*L Enterprise knowledge can improve your life, relationships, family etc.
3. The aim of EBC*L Enterprise is not to absorb knowledge by learning by heart. The intention is to learn by understanding (!) processes and motivations.
4. Ask yourself: How would I explain this to a fourteen-year-old?
 - a. Use simple language
 - b. Avoid complicated words and unnecessary technical terms.
 - c. Use examples from the participants' way of life.
5. Beware of focussing on your own interests. Do not over-emphasise the topics YOU like best.
6. Teach your participants how to learn. Show them how to take notes. Let them try to teach each other and learn from each other's experiences and stories.
7. Treat your participants as equals. Respect their values, provide motivation by explaining reasons and keep learning fun!
8. Participants should not have to study much outside the classroom. However, encourage them if they like to learn more about certain topics.
9. Do not provide more information than necessary – if the participants are not asking for it.
10. Use media any way you can. The internet provides useful videos for almost any topic of EBC*L Enterprise. Be creative!
11. Try to foster team work among your participants. Encourage them to work together, help each other and boost their self esteem.