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Erasmus+ Programme
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Int@E

Innovative technologies and education



Training topics in the Project JOB JO

2nd Management Meeting at the

HTWK Leipzig

26.-27.08.2019

Promoting youth employment in remote areas in Jordan -(Job Jo)

598428-EPP-1-2018-1-JO-EPPKA2-CBHE-JP

To start your professional path there are two ways



Open your own business



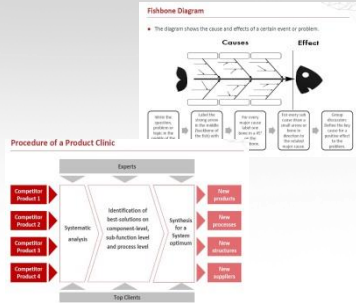
Start a career in a company

To start your professional path there are two ways

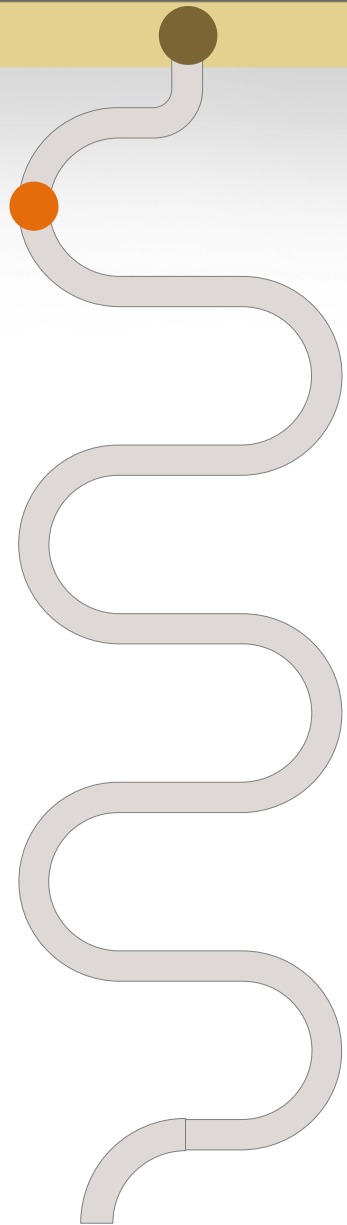


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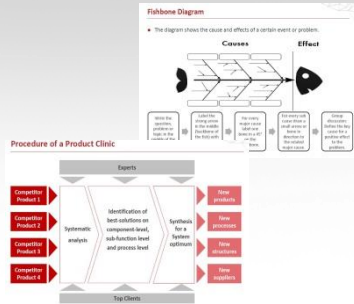
Content of the entrepreneurship training



Problem Analysis



Content of the entrepreneurship training



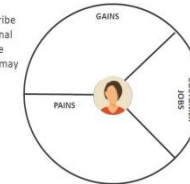
Problem Analysis

Customer Demand Profile

Customer Demand Profile

The Customer (Segment) Demand Profile describes the demand in a specific customer segment in a more detailed way (jobs, pains, and gains)

Gains describe the additional benefits the customers may seeking

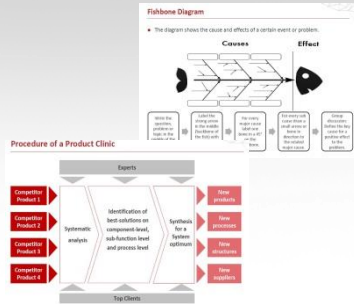


Customer Jobs describe what customers are trying to get done in their work and in their lives

Pains describe bad outcomes, risks, and obstacles related to customer jobs

Modified from: Dicksonhuber et al. 2014

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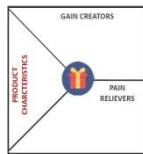


Problem Analysis

Value Map: Product/Service Characteristics

The list of what you offer, all the product/service characteristics your customers can see in your "shop window".

- Key characteristics of the product/service
 - Should customers allow to get their jobs done
 - Customer can see them and use them for evaluation of the offer
 - Customer use them to compare with offers from competitors - Essential decision-factors for the customer
 - Directly related to the customers' satisfaction
- Other management tools like Kano Model and/or Product Model could be used here

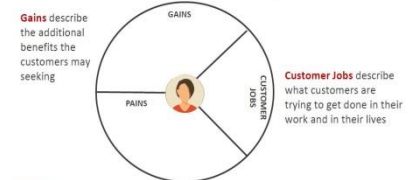


Value Proposition

Customer Demand Profile

Customer Demand Profile

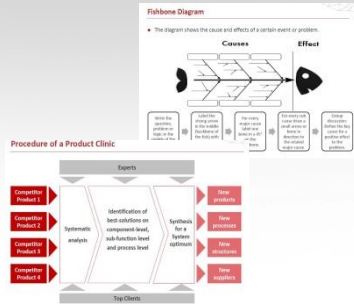
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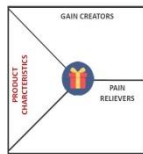


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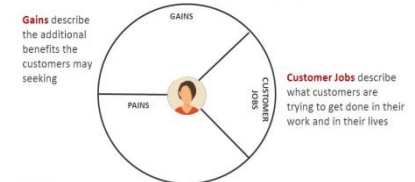
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Value Proposition

Business Model Development

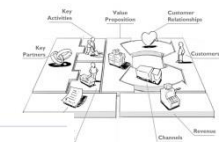
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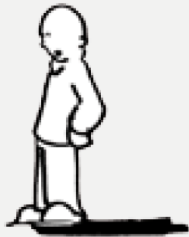


Modified from Osterwalder et al. 2014

10 Types of Innovation



Nine Building Blocks



CS

1 Customer Segments

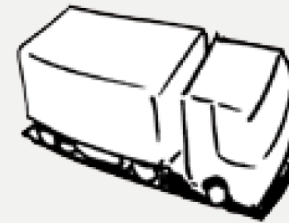
An organization serves one or several Customer Segments.



VP

2 Value Propositions

It seeks to solve customer problems and satisfy customer needs with value propositions.



CH

3 Channels

Value propositions are delivered to customers through communication, distribution, and sales Channels.



CR

4 Customer Relationships

Customer relationships are established and maintained with each Customer Segment.

Nine Building Blocks



R\$

5 Revenue Streams

Revenue streams result from value propositions successfully offered to customers.



KR

6 Key Resources

Key resources are the assets required to offer and deliver the previously described elements...



KA

7 Key Activities

...by performing a number of Key Activities.



KP

8 Key Partnerships

Some activities are outsourced and some resources are acquired outside the enterprise.



C\$

9 Cost Structure

The business model elements result in the cost structure.

10 Types of Innovation



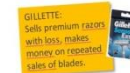
CONFIGURATION



Business Configuration



- Profit Model:** How you make money.
 - Innovative profit models will often challenge an industry's conventions on offering, pricing or revenue generation and they have significant potential since in manufacturing industries the dominant profit model might go unquestioned for decades
- Network:** How you connect with others to create value.
 - Network innovations enable companies to capitalise on their own strengths whilst harnessing the advantage that might be derived from the capabilities and assets of others.
 - This might include sharing the risk associated with the development of new capability

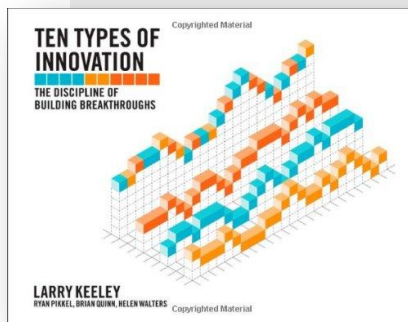


Source: Perkin [2014]; Keeley, L. et al. 2013.

OFFERING



EXPERIENCE



10 Types of Innovation

CONFIGURATION



OFFERING



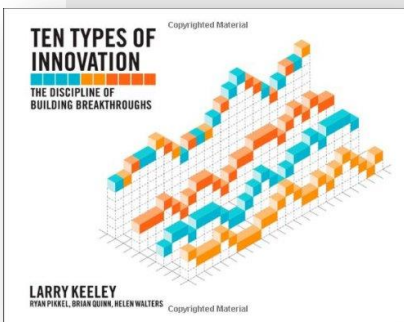
Offering

- Product Performance:** The development of distinguishing features and functionality.
 - Completely new products, or significantly improved or unique features and functionality, qualities to existing ones.
 - It's the most visible and easiest form of innovation for competitors to copy, and so harder to derive longer-term competitive advantage.
- Product System:** Creating of complementary products and services.
 - Bundle separate products or services together to create more value.
 - Could you or a partner create additional related products or services?



Source: Perkin (2014); Keeley, L. et al. 2013.

EXPERIENCE

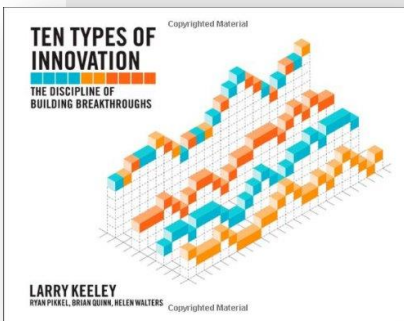


10 Types of Innovation

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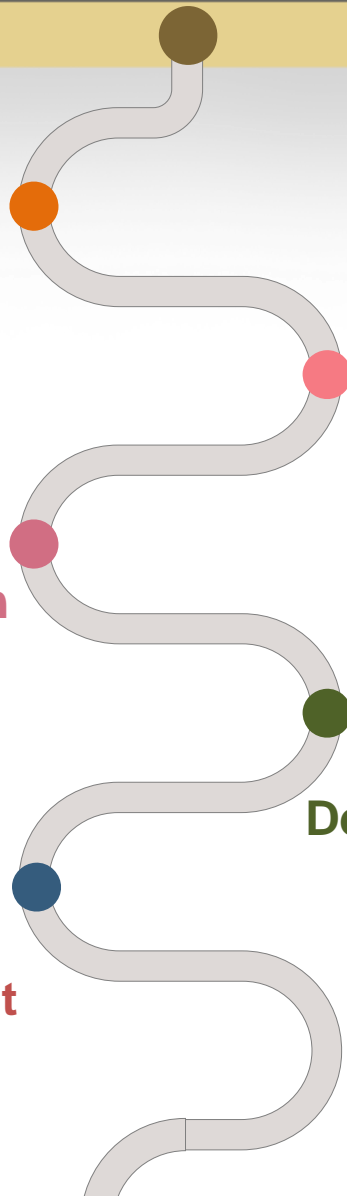
Experience

- Service:** supporting and amplifying the value of your offerings.
 - Enhancing performance, utility and loyalty through improved design or service provision, fixing customer pain points and helping to ensure seamless customer journeys.
 - This can elevate the average into the exceptional, and create a compelling experience
- Channel:** The way in which your offerings is brought to customers.
 - Channel Innovations are focused on finding new or multiple ways to bring products and services to users, creating an extraordinary experience with minimal friction

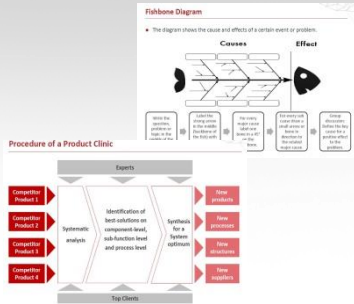


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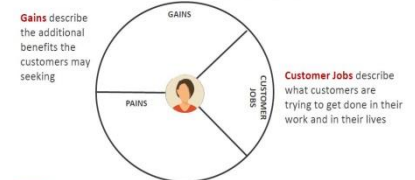
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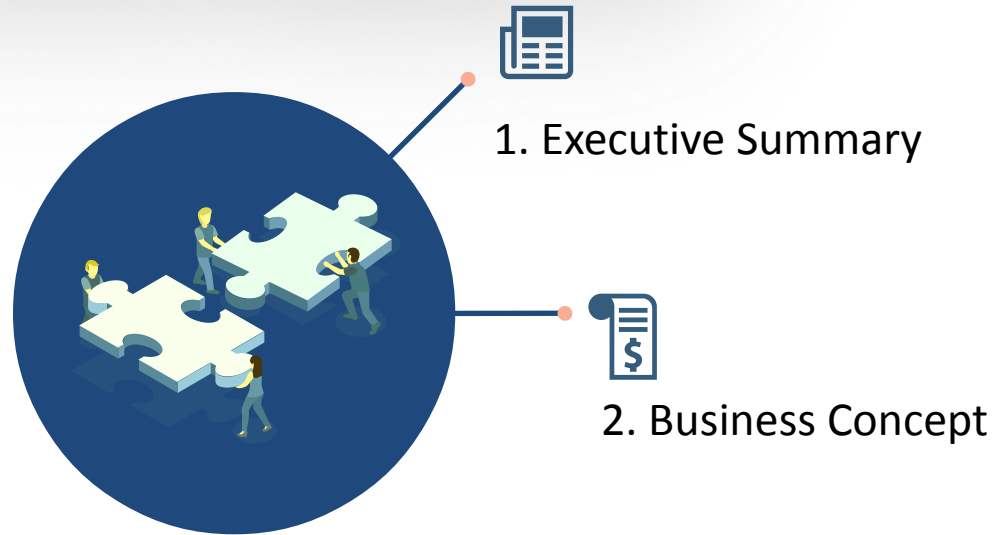
Business Plan Development





1. Executive Summary

Business Plan Development



Business Plan Development



Business Plan Development



Business Plan Development



Business Plan Development



Business Plan Development



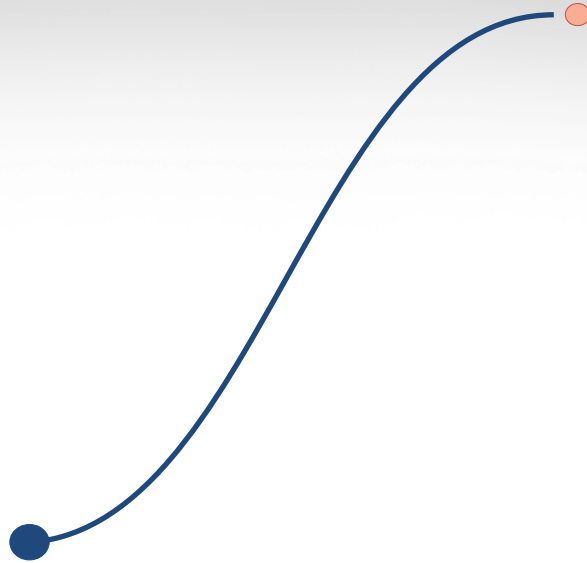
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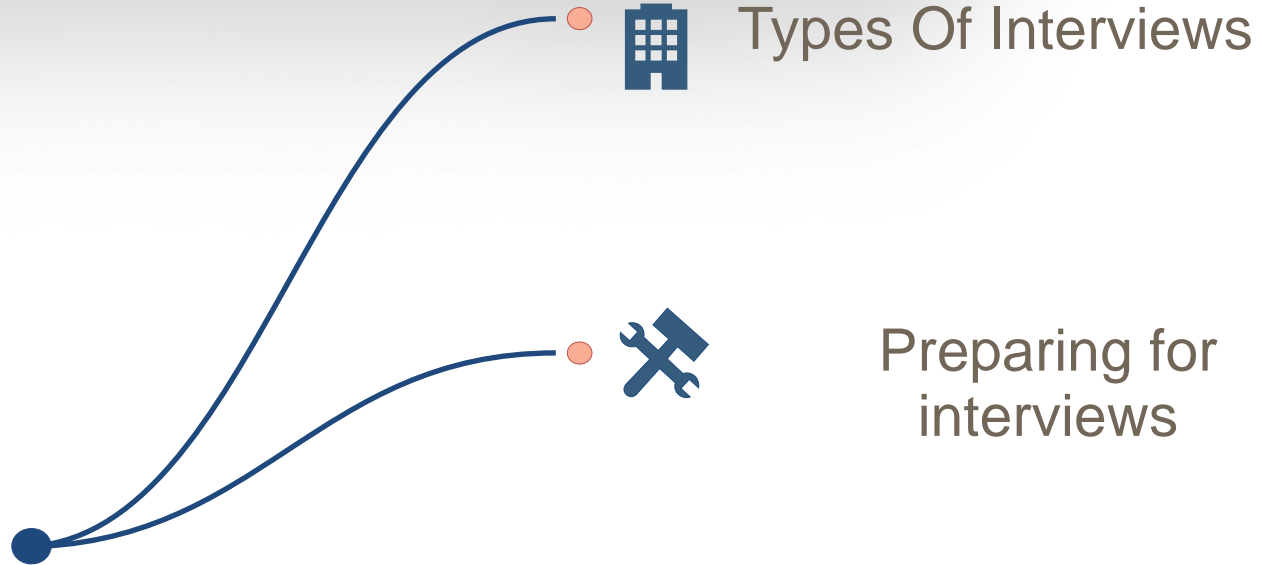
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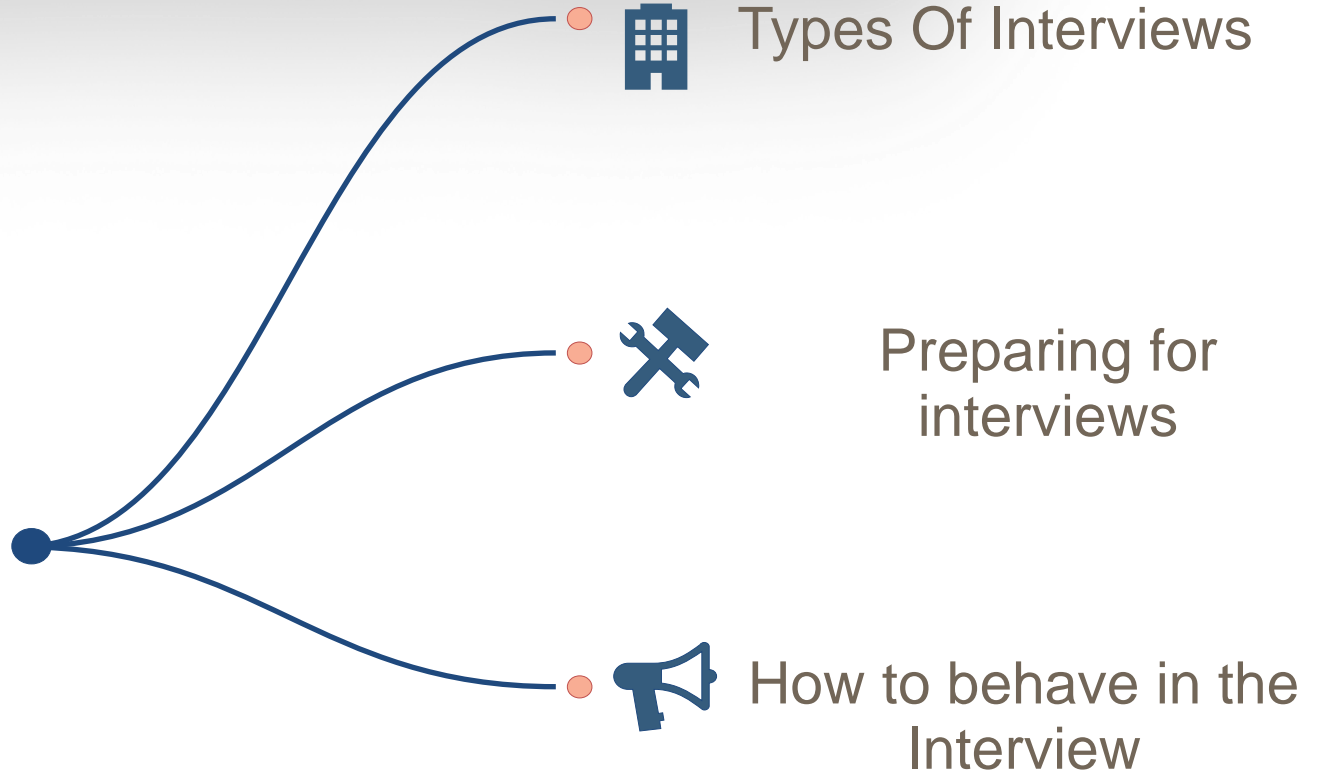


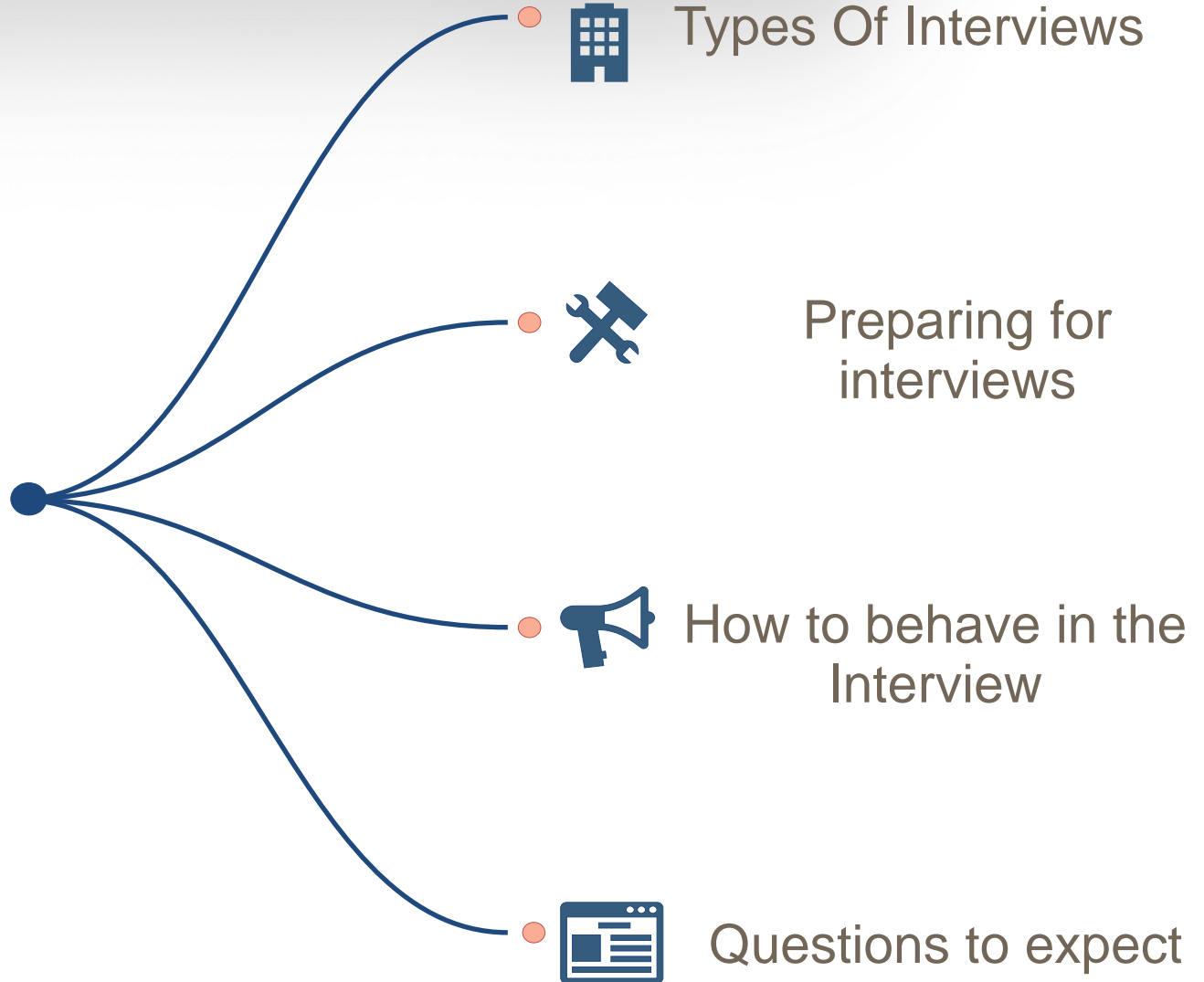
Start a career in a company



Types Of Interviews







Successful Workplace Communication



Successful Workplace Communication



**The
Communication
Process – Basic
Model**

Successful Workplace Communication



Understanding Vs. Misunderstanding

Factors
Barriers
Overcoming Barriers



The Communication Process – Basic Model

Successful Workplace Communication



5 W's Method

Who?
What?
Where?
When?
How?



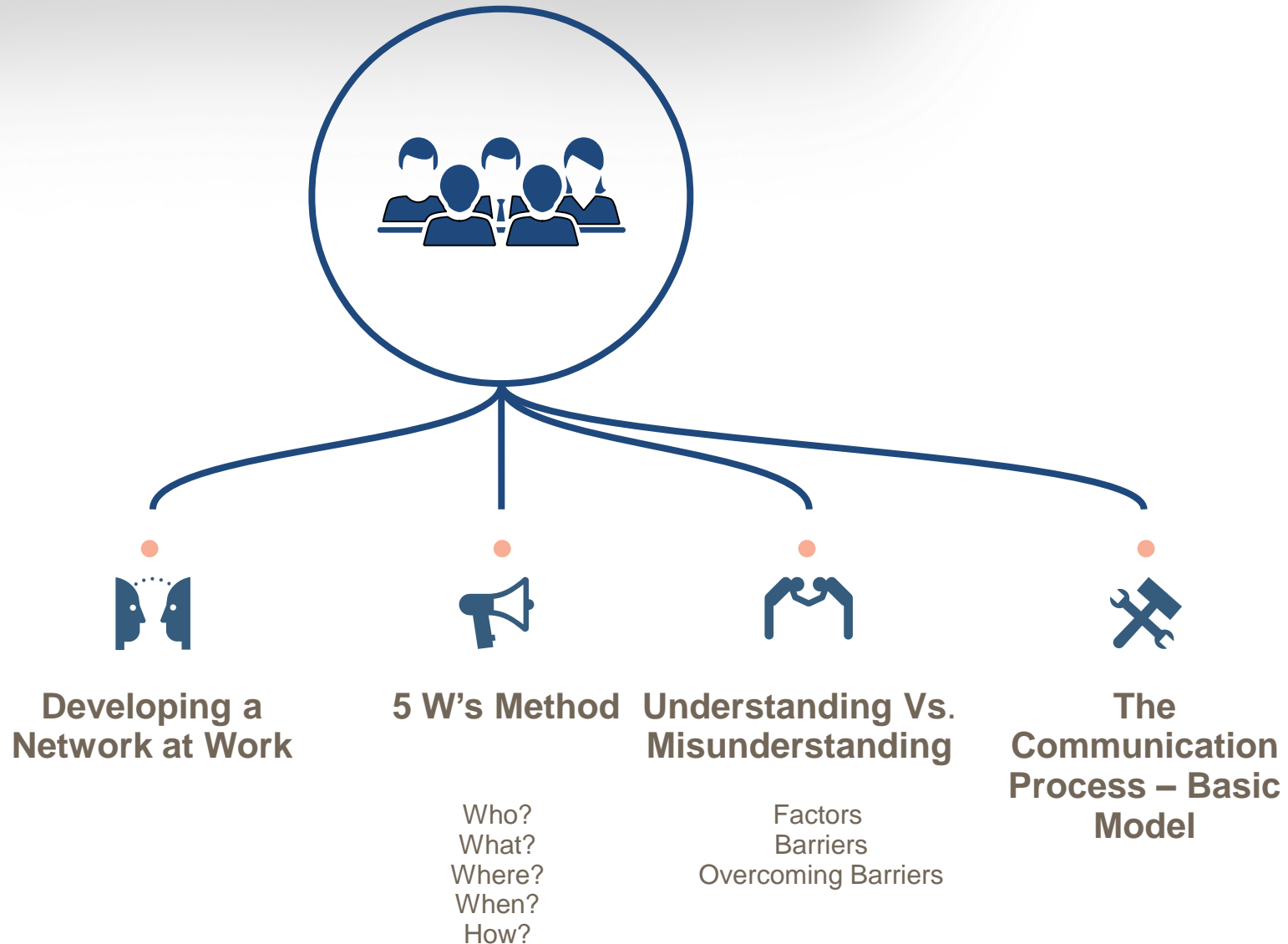
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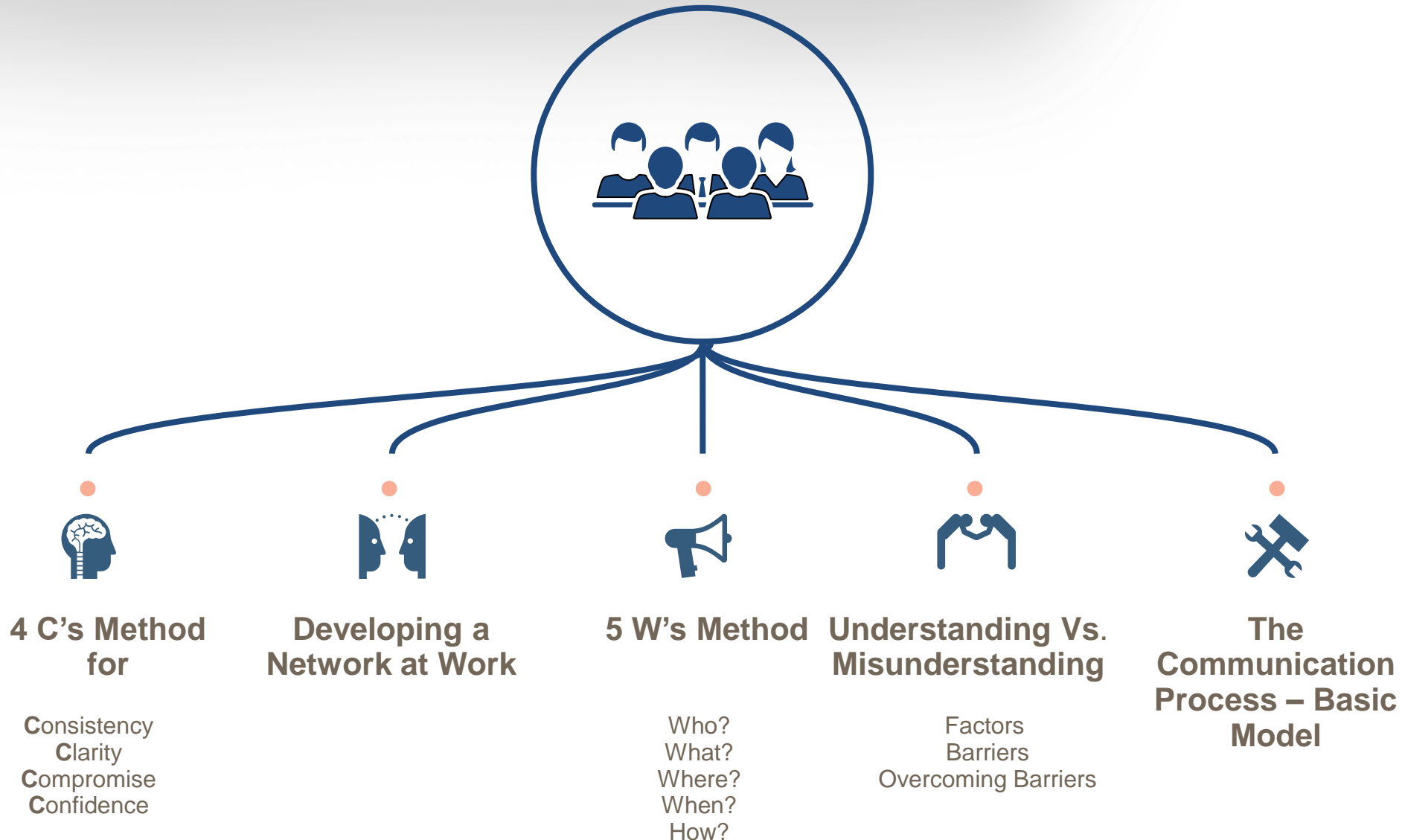


The Communication Process – Basic Model

Successful Workplace Communication



Successful Workplace Communication





**Many thanks
for your
attention**