



WOMEN IN EUROPE

New Yields of Employment in Rural Areas (WE - RUN)

03. – TRAINING for rural women in entrepreneurship on NYE and emerging sectors

TRAINING COURSE REPORT

Austria



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1. TRAINING COURSE **IN Tyrol (Austria)**

1.1 CONTENTS

Day 1 Personal meeting – group formation - self-awareness



The goal of the first day is to create a basis for further co-operation in the course content as a group. The exchange among each other is used to raise awareness of one's own biographical development, the personality and the values according to which we are guided by our decisions. In doing so, we recognize the important foundations on which the new project "self-employment" is being built.

Day 2 Personal meeting - group formation - self-awareness - idea development



It is also about group formation and exchange of experience, motives and impulses for the own actions, as well as the expectations and strengths.

Day 3 Personal meeting - group formation - self-awareness - goals



The goal of the third day is to create a basis for further co-operation on the course content as a group. The exchange among each other is used to work out motives and goals and to work on one's own business idea.

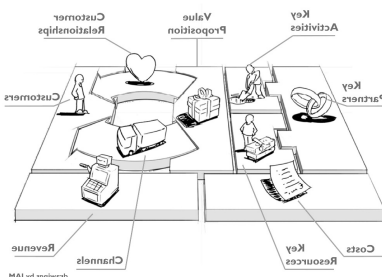
Lesson 1 IKT Basic Knowledge and Practical Experience



The goal of lesson one is, to provide the participants with basic knowledge about creating a website, a facebook site for the enterprise and the use of social media for advertising and marketing.

Our Expert, DI Bernhard Dominguez from p&p Marketing will stay the whole day with us and share his experience and competences with us.

Lesson 2 and 3: Business Planning and Market Analysis



The aim of Lessons 2 and 3 is to grasp and sharpen the business idea in common descriptions. The customer groups to be addressed with the product / the service are specified, their needs, their environment, and for what they are going to pay us money. We also consider what exactly we can offer with the product / the service, how it is produced, what resources are necessary and via which channels our product / our service is introduced to the customers.

In further steps we consider which competitors are active in our environment and how we can position ourselves in a unique way.

Lesson 4 and 5 Customers Communication and Relationship



The aim of lessons 4 and 5 is to understand the fundamentals of human communication and to apply them to their own business ideas. It is also about the definition of the specific client groups with which the entrepreneur will have to deal, where to find them and how to address them. Therefore, concepts and plans are developed for this purpose.

Lesson 6 and 7 Marketing



The aim of Lessons 6 and 7 is to understand the basic principles of marketing (sales) - a little theory and a lot of practice - and to implement one's own business.

Lesson 8 and 9 Strategic Planning – Creative Methods – Time Management – Finance



The aim of Lessons 8 and 9 is to become more familiar with current methods of strategic planning and to apply them. New methods for the promotion of creativity are also practiced, and suggestions are finally made for a specific time management.

Our expert Mag.a Eva Frank will report in her presentation about her professional experience with financing and will give you very practical tips on how to deal with banks.

CALENDAR

Day 1: 27th of November 2016
Day 2: 4th of December 2016
Day 3: 14th of January 2017
Lesson 1: 5th of February 2017
Lesson 2 and 3: 19th of February 2017
Lesson 4 and 5: 5th of March 2017
Lesson 6 and 7: 9th of April 2017
Lesson 8 and 9: 17th of April 2017

STUDY VISITS:

19.2.2017:

Kosmetiksalon Esprit
Sandra Schweighofer
Karl-Schönherr-Straße 23
A-6094 Axams
<http://www.kosmetiksalon-esprit.at>

17.4.2017:

Glashandwerk - Glasbläserei - Glasapparatebau
Barbara Votik
Kreidweg 12
A-6416 Obsteig
<http://www.glashandwerk.com/>

28.9.2016 Presentation of the We-run Course

29.3.2017 Female Role Models and 26.4.2017 Presentation of We-run Experiences:

BPW-AUSTRIA-Tirol
Business and Professional Women Austria
Gesellschaft berufstätiger Frauen - Österreich
<http://www.bpw.at/tirol>

1.2 LIST OF PARTICIPANTS

NAME	registered	Participant	Founder
Priska Seeber	x		
Heidrun Wehner	x	x	
Christine Frei	x	x	x free theatre worker
Rosa Bramböck	x	x	
Flora Papanthimou	x		
Ursula Embacher	x	x	x energy healer and life coach „Dich jetzt Erleben“ www.dichjetzterleben.at GISA Zahl: 28867616 Founded 20.7.2017
Martina Fügenschuh	x	x	x nonviolent communication trainer
Martina Mayer	x	x	x cultural administrator „Agentur Bühne Frei“ www.buehne-frei.at UID: ATU71721737 Founded January 2017
Astrid Schroffner-Steiner	x	x	x creative life balance coach „KUNSTRAUMGARTEN“ WWW.KUNSTRAUMGARTEN.AT
Simone Huber	x	x	
Elisabeth Wenda	x		
Ursula König	x	x	
Irene Tischler	x	x	x nature and wilderness trainer „HerzLauschen“ www.herzlauschen.net
Petra Hörl	x		

Sylvia Schroffenegger	x	x	x fitness trainer
Monika Grafl	x	x	
Manuela Zine	x	x	x photo artist
Eva Frank	x	x	x franchise sales woman UID: ATU70570018
Maya Aichner	x	x	
Gabriela Schennach	x	x	
Dusica Tepic	x	x	

2. RESULTS AND CONCLUSIONS

The group building process at the beginning of the course was very successful, the group communicates beyond the course duration via a what's app group and a facebook group (We-run Tyrol). The participants had also the possibility to share their personal professional experiences for example a financing expert (working in a bank since more than 30 years), a marketing expert (working as PR and marketing representative in a big enterprise since 20 years) and another marketing expert (working for an university of applied science for few years), an expert in communication and different experts in coaching. The structure and intention of the course allowed all sorts of inputs and discussions. This was notably appreciated by the participants.

The time schedule was discussed with all participants and dates were selected, which were accepted by the majority. The first working day was agreed by all participants to have a common start. The gender perspective included this way of the time management, child care was offered but not necessary and all methods took into consideration the female preferences in learning (group work, not too much via computer, including practical experiences and role models)

The Lessons preferred group work and starting at the knowledge base of all participants, the parts with presentations and lecturing were very less. Learning by doing in small groups with changing mixture supported personal engagement and exchange with all participants and practical learning by using a virtual training firm, created by the participants themselves.

All lessons were accompanied by a few selected high level texts in the e-learning section of the website and partly distributed during the lessons. All together more than 180 hours of learning.

During the lessons also additional internal meetings were offered by the participants themselves and the intention is to continue this co-operation beyond the project duration.

The course was held by one female FBI-trainer mainly with assistance of two male trainers of FBI who took responsibility for special parts of the programme like relaxation, target setting, clearing via systemic coaching. We offered additional personal coaching by a staff member with systemic coaching education, which has to be arranged personally in single appointments if desired.

The evaluation shows high agreement to methodology and content of the course, to the trainer's engagement and flexibility and the very good rated documents in the e-learning and used directly in the face to face lessons.

6 of the participants founded their own enterprise during the course duration and 3 got the know how to realise the enterprise or self-employment they started recently before the course.