During the "entrepreneurship training program in Education" project, we created a set of tools - exercises to be used when working with clients using the TOY-model method. Exercises are for individual and group work. They can be freely modified, used by you or add other tools - depending on the needs of the participant / group. Together, they create a thoughtful and coherent whole, and also give appropriate results and positively influence participants.

1. Opening sesion

This is the opening session of the coaching process. Its goal is to integrate participants, present coaching assumptions, identify expectations, and establish principles of cooperation.

***Totems*** / ***Common puzzle*** – the exercise to use for group integration

***My dream company*** – the exercises to recognize participants' business ideas, recognize their need to participate in coaching

1. Goals and management

***Acvive/passive attitude*** (two versions) – this exercise is designed to introduce participants to work on goals and show them that in order to be successful, they need to act

***Play in SMART*** – the exercise to develop business goals of the participants

***My mountain*** –this exercise aims to identify the resources of participants that they have and need to start a business and develop their business ideas

***My golas*** - this exercise is intended to clarify several goals for one participant

1. Client and networking

***Networking*** – the purpose of the exercise is to create a participant's networking map, list all people / institutions / companies that can support him while doing business, and realize who else needs to be included in their network

***Rusles of netowrking*** – exercised is to deepen work with the network of contacts

***My perfect client*** – this is homework given in the second session. The exercise aims to introduce the participant to the topic of recipients of his services / products. During the session, participants perform deepening exercises – ***Empathetic guy*** and ***Customer value*** described in the manual.

1. Commercialization, products, services

During this session, participants are preparing for commercialization of their own product / service.

***Commercialization of product / service*** – the purpose of the exercise is to develop in detail the participants of their products / services

1. Marketing

***Marketing vs. sales*** (two versions) – the purpose of the exercise is to show participants the differences between sales and marketing

***Short marketing plan*** – the exercise is designed to provide participants with their individual promotion and marketing plans for their companies

***My elevator speech*** – participants prepare a short presentation of their ideas and present it to the group. in this way he trains his presentation and communication skills.

1. Offering and setting customer

***Brand like cube*** – cube as a metaphor of the brand ; participants wonder what is important for building the brand of their companies

1. Summary

the seventh session - the last one is devoted to summarizing the whole process and what the participants have developed.

***Question bank*** – it is a list of questions that can be asked to participants, the questions are based on a projection of the future

***The way to success with Entrepreneurship coaching. A complex introduction to set up and running your business based on Finnish TOY-model method. Entrepreneurship-based Learning*** – it is the program of coachig. It contains many contained and described exercises that we have created for the needs of the project. These exercises do not require extensive additional materials, they include: starting and ending sessions, recognizing well-being and expectations, powerful questions, short videos.

Exercises to be used during an individual conversation before starting a gropu coaching process – at the stage of coaching.

***SWOT analysis*** – it is is helpful in identifying that resources in the context of future business activity

***Pyramid of Entrepreneurial Competences*** – the exercise is used to recognize the individual entrepreneurial competence of a participant

All exercises and program ***The way to success with Entrepreneurship coaching. A complex introduction to set up and running your business based on Finnish TOY-model method. Entrepreneurship-based Learning*** exist in Polish and English.

ES METHOD

**Direct translation of ES questionnaire** can be used by various institutes supporting entrepreneurship development – schools, foundations, associations, local and government institutions in Poland.

**Modified ES questionnaire for teachers, staff and management and participants:** for analyzing the current state of entrepreneurial mindset in the job centre from different perspectives. The original version of the questionnaire  was modified for fitting into Polish context and taking into account the general level of building entrepreneurial attitudes in Poland.