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| **Title** | 2.5 Mobilising Others |
| **Keywords (meta tag)** | * **Entrepreneur** * **Leadership** * **Transparency** * **Cooperation** * **House of enthusiasm** * **Communication** * **Online communication** * **Persuasion** * **Negotiation skills.** |
| **Language** | English |
| **Objectives / goals / learning outcomes** | |
| * Being aware of the main aspects of enthusiasm and inspiration * Becoming aware about the importance how to convince the target group * The own situation in the field of enthusiasm is clear * Being aware that a good prepared communication is very important to communicate your own ideas clearly to others * Communication is important to get others interested and excited about the own ideas * Knowing the secrets of good communication * Communication needs both types of system: digital and personal communication in a balance * Understand the concept and the basic characteristics of persuasion * Get familiar with the persuasion process * Learn how to effectively persuade others * Become aware of the importance of the negotiation | |
| **Contents in brief** | |
| **2.5.A Conviction through enthusiasm and inspiration**  Today we have a lot of successful entrepreneurs in the world. Their success is based upon enthusiasm and inspiration.  For the learner it is important to know the main aspects of enthusiasm. We offer the most important 12 aspects for a good implementation of these topics. One big aspect of the unit is to become aware of the own capacity for being enthusiastic. The effects of enthusiasm on a new venture are also presented. The final step of the unit is the building of the House of Enthusiasms – with their own aims, target groups and activities.  **2.5.B Communication: effective, media oriented and sustainable**  Within this unit we try to explain the most important aspects of successful communication as an important factor to mobilise others. Part of the unit are tips on the one side and typical faults on the other side. We explain the communication process and the connection between successful entrepreneurship and communication. One important aspect is also the reflexion of the own communication.  **2.5.C Persuading and inspiring others in value-creating activities**  Within this unit we try to explain the fundamentals of persuasion and how the learner can use persuasion as a means to inspire and involve others in their value-creating activities. The analysis on this unit is focus on the features that characterise the persuading process, as well as on the step the learner has to follow in order for him to successfully persuade another party. | |
| **Glossary entries** | |
| **Conviction:** A fixed or firmly held belief, opinion etc.  **Enthusiasm:** The word enthusiasm indicates intense excitement. The noun enthusiasm comes from the Greek word *enthousiasmos* from *enthous*, meaning “possessed by a god, inspired”.  **Lifelong learning:** Lifelong learning encompasses all learning activities undertaken throughout life with the aim of improving knowledge, skills and competences, within personal, civic, social or employment-related perspectives  **Creativity:** The capability to make - or the quality of making - new things by transcending, traditions and usual practises or thoughts.  **Communication:** The process of sharing or exchanging information that is made of understandable language use of symbols, writing, speaking and sign languages are some of the modes of communication.  **Body language:** all information during a conversation which are not visible: facial expressions (mimic), behaviour movement in the room and others.  **Artificial intelligence:** A set of sciences theories and techniques whose purpose is to reproduce by a machine the cognitive abilities of human being.  **Chatbots:** A chatbot is a computer program you can talk to. You can engage in a conversation with a chatbot using a text or voice interface.  **Persuasion:** a form of influence. It is the process of guiding people towards adopting a behaviour, a belief or an attitude. Persuasion is not manipulation or coercion and it does not include deceit, force or dispatching orders.  **Persuaded:** individual that is persuaded by another party.  **Appropriateness:** the quality of being suitable or proper in the circumstances, as this is defined by each person.  **Consistency:** set of actions that are in line with the so far experience, belief and activities of a person.  **Effectiveness:** the quality of delivering a desired outcome, as these are defined by each person. | |
| **Bibliography, further References and related material (i.e. YouTube seminary)** | |
| * Begeisterung finden: <https://www.lebensfreude-begeisterung.de/beigeisterung> * Begeisterung macht den Unterschied: <https://begeisterung.de> * Die zehn Eigenschaften eines erfolgreichen Unternehmens: <https://www.dell.com/learn7de7de7debsoft17sb3607sep12-newsletter-1> * Neue Qualität für Ihre Entscheidungen - Fountain Park: company <https://faehrmannschaft.de/gemeinsam-gehts-stakeholder-engagement-als-wettbewerbsvorteil/whitepaper_stakeholder_engagement/> * Delivering Tomorrow, Deutsche Post AG, Bonn August 2014 * Projektkommunikation die Stakeholder begeistert 24.08.2020 <https://projektmagazin.de/meilenstein/projektmanagement-blog/projektkommunikation-5-leitlinien-stakeholder-begeistern> * <https://link.springer.com/chapter/10.1007/978-3-322-83511-6_10> * <https://www.fuer-gruender.de/wiisen/unternehmen-gruenden/aussenauftritt/kommunikation> * <https://www.sputnik-agentur.de/blog/10-dinge-die-sie-tun-koennen-um-ihre-interne-kommunikation-zu-verbessern/> * <https://www.kompetenzzentrum-kommunikation.de/artikel/was-macht-gute-onlinekommunikation-aus-2707/> * <https://interne-kommunikation.net/interne-kommunikation-2019-das-sind-die-top-5-trends/> * <https://www.ik-up-de/blog/interne-kommunikation-diese-trends-solltest-du-kennen> * <https://www.zielbar.de/magazine/bessere-interne-Kommunikation-23585/> * <https://zeitzuleben.de/kommunikation/> * <https://start-green.net/aktuelles/nachrichten/kommunikation-fur-start-ups/> * <https://www.studienkreis.de/deutsch/kommunikation-ueberblick/> * <https://kommunikation-lernen.de/wp-content/uploads/2018/12/Smalltalk-Infografik.png> * <https://www.zeitblueten.com/news/interne-kommunikaton/> * Die 6 Phasen im Kommunikationsprozess [www.userlike.com](http://www.userlike.com) * <http://entrecomp.scify.org/skills.html#competence=competence_10> * <https://sbe.org.gr/newsletters/eflashnews/2018_03/EntreComp.pdf> * McCallum, E., Weicht, R., McMullan, L., & Price, A. (2018). EntreComp into action-Get inspired, make it happen: A user guide to the European Entrepreneurship Competence Framework (No. JRC109128). Joint Research Centre (Seville site). * Vengel, A. A. (2010). The Influence Edge: How to Persuade Others to Help You Achieve Your Goals. ReadHowYouWant. com. * Bacigalupo, M., Kampylis, P., Punie, Y., & Van den Brande, G. (2016). EntreComp: The entrepreneurship competence framework. Luxembourg: Publication Office of the European Union, 10, 593884. * O'keefe, D. J. (2015). Persuasion: Theory and research. Sage Publications. * Chen, X. P., Yao, X., & Kotha, S. (2009). Entrepreneur passion and preparedness in business plan presentations: a persuasion analysis of venture capitalists' funding decisions. Academy of Management journal, 52(1), 199-214. * <https://www.dogsmith.com/effectively-persuading-a-collaborative-model/> * de Janasz, S. C., de Pillis, E., & Reardon, K. K. (2007). The influence of personality traits and persuasive messages on entrepreneurial intention. Career Development International. * <https://www.skillsyouneed.com/ips/negotiation.html> | |
| **Related PPT** | 2.5 Mobilising Others |