



### **Session 1: Establishing the Core Idea and Objectives**

At the end of this session, participants will have improved their ability to communicate the essentials of their core project idea in a concise and logically consistent way. Each participant will be able to provide convincing answers to the following questions:

- What is the product/service envisaged?
- Are the location and technology appropriate?
- Who are the customers? (or who is the customer?)
- What needs of the customer[s] will be satisfied?
- What is/are the entrepreneur's objective/s for advancing the core idea?

This session is important because it provides the first building block in the development of a Business Plan (BP). Success in this session is determined by the progress made from the Core Idea Description to Checklist A and the level of understanding presented during the discussion. The evidence will come through in Day 2 during the case studies.

#### **Session Plan:**

1. *Lecture on "What is a Core Idea and How Do You Define Objectives?" 15 minutes*

Will include lecture and slide presentation. Some of the slides are attached, other items that are not money related will be included.

2. *Discussion of Core Idea descriptions received: 15 minutes*

Trainer will lead a discussion of the major trends and findings of the Core Descriptions that were submitted. If needed and time permits, can compare them to the Project descriptions in the Toolkit, Chapter 1, Section 3.

3. *Exercise: Toolkit Chapter 1, Checklist A: 20 minutes*

Exercise A is attached – audience can find in Toolkit. Participants will look at their core idea and then expand it to fit into the different boxes under each category. Provide 20 minutes to complete this exercise. Trainers should walk around and clarify details for the audience. The goal is to expand the simple sentences delivered in the core idea into a more detailed expression of their understanding of their project.

4. *Individual Presentation: Entrepreneurs' Core Idea and Objectives addressing the following: What is your Core Idea?; What are your objectives?; How can AREED provide assistance? 25 minutes*

The trainer will facilitate a sequential presentation of envisioned futures by each participant. Each presentation will cover: core enterprise idea; individual objective[s];



and what the participants expects of AREED. The following activities and trainer roles are suggested:

- Step 1: Trainer describes the objectives of the session and presents the ground rules for participants to follow. Some suggested rules are:
- a. One participant speaks at a time
  - b. The other participants are not competitors, rather they can help advance ideas and share information.
  - c. No core idea is 'better' than others at this stage.
  - d. Any comments on other people's ideas must be made in a non judgmental way (that is, by avoiding comments like "great," or "good" which can be seen as making comparisons between different contributions)
  - e. No comments that put down others or oneself should be made. Self-put-downs include comments such as, "I don't think anyone will agree with me, but...," or "I'm not very good at..."
- Step 2: Trainer invites each participant to present their core business idea specifying the following characteristics:
- a. Location
  - b. Fuel
  - c. Technology
  - d. Customers
- Step 3: Trainer presents his views on the core business ideas. Points out missing or strong points of prior presentations of core ideas and objectives.

### **Trainers Technique: Envisioning**

This activity is an application of the training technique called "envisioning," the visualization and expression of a future desired condition. As applied here, participants are asked to focus mentally on the most critical features of an energy enterprise—its location, fuel, technology and customers—and to capture as much of this as they can in writing. The rationale for documentation is that "the written word is better than the spoken word, while the two together make an unbeatable combination." Envisioning helps stimulate the imagination, and strengthens the capacity of the practitioner to take steps needed to implementing a decision. Envisioning exercises are often used to prepare participants to describe the characteristics of an ideal future. Imagining such an ideal future often facilitates strategic planning exercises such as involved in the formulation of mission statements, personal and group objectives and strategies in order to improve the effectiveness of personal or group development efforts.



**Summary of Trainer roles:**

- **Facilitator:** Arranges for participants to present their core ideas and objectives one at a time.
- **Co-learner:** Learns, like all the other participants about different business ideas and objectives.
- **Contributor:** Adds missing points of view and points out interpersonal dynamics that may hinder the group while participating in discussions of objectives vis-à-vis the AREED concept.
- **Monitor:** Keeps an eye on the overall training process; makes on-going adjustments to content and process where necessary; and ensures that the needs of the participants are being met and that the objectives of the program are being realized.

**SUMMARY**

<b>Delivery Method:</b>	<b>Lecture, Discussion, and Presentation</b>
<b>Training Technique:</b>	<b>Envisioning</b>
<b>Total Duration:</b>	<b>45 minutes</b>
<b>Toolkit Chapter:</b>	<b>Chapter 1, Section 2</b>
<b>Participants' Materials:</b>	<b>Core Idea Descriptions, Toolkit Chapter 1, Checklist A</b>