

**YOUNG BUSINESS LEADERS (YBLS): "DEVELOPING AND ENHANCING LEADERSHIP SKILLS FOR YOUNG MANAGERS IN TIMES OF CRISIS: AN INNOVATIVE TRAINING PACKAGE FOR EUROPEAN YOUNG PROFESSIONALS".**



## EXPLOITATION STRATEGY

The **YOUNG LEADERS** consortium aims to utilise the training material developed in a number of ways:

- Offer the YOUNG LEADERS course online, through the training platform developed especially for this purpose
- Offer in all participating countries (Cyprus, Greece, Lithuania, Latvia, Bulgaria) face-to-face training seminars to young professionals

- Develop a business plan for the financial exploitation of the training package in many other EU and third countries. The countries selected will be based on their actual needs and potential for penetration in large markets. More detailed information about the provision of these training seminars will be posted in YOUNG LEADERS website and facebook page in the following months.

## THE DISSEMINATION EVENTS

### LATVIA

The presentation of the final project results in Riga Technical University (Latvia) was held on The 17th of September. This event was attended by the project implementers from Latvia, trainer Kaspars Savickis, participants of the pilot training, advisory board members and representatives from mass media as well as other stakeholders. The presentation of the project results were held in a positive atmosphere. Participants shared their experience and personal growth stories after finishing the testing phase of the methodology.

Presentation visitors learned about the project itself and the methodology of the training. Participants continue to build their network and share their successful stories. During the meeting further plans of the project executers were discussed whereas the idea of developing a learning platform for individual training of leadership skills was evaluated positively.

Within the meeting additional information and project brochures were distributed. Students of RTU were interested in the project, therefore some additional presentations were held in order to satisfy other university students.



### LITHUANIA

Kaunas University of Technology has organized two dissemination events with specific target groups relating to YOUNG LEADERS.

The first event has been dedicated to Human resource managers and took place in the Club of Human Resource Managers at Kaunas Chamber of Commerce, Industry and Crafts. 25 participants have participated. Prof. Violeta Šilingienė has presented the package of YOUNG LEADERS. The second dissemination event has been organized for Alumni members of KTU Human Resource Management Masters programme.

Participants from various fields of business and lectures/consultants from the university have participated. All participants have expressed their interest in the seminars relating to leadership development within their companies. It has also been decided to use this package in lectures for Technology Entrepreneurship programme students.

In total 46 participants have been reached directly. Information about YOUNG LEADERS training programme has also been disseminated through Kaunas Chamber of Commerce, Industry and Crafts network.



This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

**YOUNG BUSINESS LEADERS (YBLS): "DEVELOPING AND ENHANCING LEADERSHIP SKILLS FOR YOUNG MANAGERS IN TIMES OF CRISIS: AN INNOVATIVE TRAINING PACKAGE FOR EUROPEAN YOUNG PROFESSIONALS".**

### BULGARIA

The final Dissemination event in Bulgaria, was organized by project partner NASMB on 11.09.2014 in Hotel Rila, Sofia, Bulgaria. This event presented results of the project: "YOUNG LEADERS: Developing and enhancing leadership skills for young managers in times of crisis: an innovative training package for European young professionals". It was held under the motto: Establishment of a network of young leaders in Bulgaria!

During the event the context and the scope of the program for Young Business Leaders was presented, the results from the pilot training seminars, the final training package and the available online platform.

At the end of the event a discussion was conducted concerning the opportunities for co-operation among stakeholders in order to create a network of partners to develop leadership skills of young future leaders through the innovative training package for European young professionals.

The dissemination event was attended by representatives of: Ministry of Youth and Sports, National Agency for Vocational Education and Training, National Youth Forum, Employment Agency, Labour Offices, Roma professional network at ARETE, Youth Foundation, Bulgarian Network

for Corporate Social Responsibility, Confederation of Independent Trade Unions in Bulgaria, Business Relationship Associate, School of Business Competences, Center for Regional Development, Educational business center "Hermes" LTD, Vocational training centers to - Bulgarian Association of Health Care Professionals, Training Center "Elite-C, Vocational Training Center for Vision Education, Vocational Training Center Knowledge, Vocational Training Centre Royal-2006 Ltd., Delina Consult Ltd., Creative Consult and Co. Ltd., Professor. Kiril Angelov, Faculty of Economics, Technical University of Sofia, Assoc. Dr. Adelina Alexieva Technical University of Sofia, Associate Professor at Ivan Rilski Southwestern University Plamen Putchev also member of the Advisory Committee and others.

In the dissemination event young business owners of various companies and the pilot testing participants also took part. The event was covered by the media: Magazine "HR", magazine "Funds, programs and projects", Radio "Alma Mater" - Radio of Sofia University "St. Kliment Ohridski", BNews-electronic media and others. All participants expressed their interest in the training package and shared their opinion that it would be useful for young people to participate in such programme. Many said that they eagerly await the training package to be launched in the Bulgarian market.



### CYPRUS

The final Dissemination Event of YBL was held in Cyprus on the 24/09/2014 at the University of Cyprus. This event was organized by P0 (GrantXpert Consulting) and P1 (Dias Publishing LTD) and was presented by Dr Celia Hadjichristodoulou (General Manager of GrantXpert Consulting) and Antonis Karatzias (Human Resources Manager of Dias Publishing LTD).

The training programme was described as unique and innovative that is mainly designed for young leaders whose aspiration is to enhance their business skills as well as correspond to nowadays market needs in a period of economic crisis. Moreover, YOUNG LEADERS' objective is to limit youth unemployment and build on creating exceptional leaders in Europe. During the presentation several ideas emerged concerning the best ways to utilise this training package further within the Cyprus context

It is worth noting that the pilot testing seminars were conducted with great success in Cyprus, Bulgaria, Latvia and Lithuania. The results that emerged from this pilot seminars were more than satisfactory, since participants stated that after this program some of them managed to find employment following months of being unemployed and some others explained that YBL program has enriched their CVs and helped them to pursue their career goals by feeling more confident.



## DEVELOPING THE LEADERS OF THE FUTURE

### The successful Young Business Leaders event at Panteion University



On Wednesday the 24th of September the «Young Business Leaders» event took place at Panteion University, organized by the Department of Communication, Media and Culture. This very successful event gave a young audience the opportunity to get introduced to an innovative, EU certified training program, which aims at offering young graduates and professionals the tools to develop their own leadership skills. Mrs. Dimitra Iordanoglou,

Lecturer at Panteion and Scientific Coordinator of «Young Business Leaders» presented the program. She emphasized its vision to develop the leaders of the future, its experiential learning methodology and she presented the online platform that supports it. Other aspects of the program were analyzed next, with Mrs. Betty Tsakarestou talking about the importance of cooperation and inter-

connections in the digital era, Mr. Konstantinos Ioannidis analyzing the crucial role of leadership skills in today's work environment, the founder of the 100 mentors start up Mr. George Nikolettakis offering an insight in how a new business can get off the ground, and climber/business consultant Mr. Panagiotis Kotronaros sharing with the audience the unique experience of climbing Mount Everest as head of the Greek mission. This combination of theory and real life experiences was received enthusiastically by the audience, which was next given a taste of developing leadership skills through experiential activities. Mrs. Leda Tsene presented the part of the program that trains future leaders through comics and asked the participants to create their own super-heroes, Mrs. Krysta Tzelepi introduced the audience to Solution Focused Coaching, giving them the opportunity to learn something about themselves and understand how they can improve their abilities, and, last but not least, Mr. Costas Simatos showed leadership and co-operation in action creating an orchestra by people with hardly any musical knowledge, and inviting a participant to become "maestro" for a night! The evening ended in a relaxed mood, with people networking, enjoying a lovely wine and finger food buffet and everyone congratulating the organizers on a very successful event.



This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.