



PROSTRATEGY GUIDE

Article

INNOVATIVE PRO-STRATEGY LEARNING MODEL

This article presents the idea of innovative learning model developed in PRO-STRATEGY Guide project.

Work package: **WP9 – Dissemination**
Result: **34**
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This project has been funded with support from the European Commission under the Lifelong Learning Programme. This publication 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.

Leave, transform, develop, create...? What should be done to make the training offer available for SMEs?

Lack of time, finance constraints, long and non-customized training, incomprehensible and too theoretical content - these are only few of obstacles identified by SMEs in area of their possibilities and willing to participate in available trainings and courses. This situation requires serious modification.

The first part of the title is not accidental at all – this is very important question that should be asked if we want to think seriously about training offer (in general, not in particular area) suitable for SMEs across Europe. Should we start from beginning and create a new training programme? Or maybe it would be better to add some topics and develop the already existing one? Or the already available offer is perfect? The answer would lead us to designate a way of acting. Undoubtedly, there is something that has to be done in order to provide a training solution that would enable companies from SMEs sector to compete and survive in current economic circumstances.

Let's start with simple statement: hearing is not the same as listening. If the goal is to prepare a product for particular target group, the first thing that should be done is to get to know the representatives of this group in terms of their fears, problems, dreams, possibilities, constraints (both external and internal), expectations and needs in most detailed way as is it possible. Even if they would not give us information we expected, we would be able to obtain precious hints that could be used in the process of designing a proper training offer. The worst thing that could be done is to presume what the target group really need –we may be sure that our solution is perfect but in the end the market would decide about its usefulness. Therefore it is worth to ask the market what is missing that spending great amount of time and money, don't you think?

In PRO-STRATEGY Guide project we have chosen the way of listening. Conducting cross-cultural needs analysis enabled us to identify valuable SMEs requirements connected with training offer, particularly in the field of strategic management. Let's see what we have found out.

The most important findings could be summarise in one sentence: the necessity to provide a short, modular, customized content presented in flexible and user friendly form with special regard to its practical dimension (training material should present tools that could be implemented in SMEs in easy and quick way with regards to language and suitability for specificity of SMEs and reinforce the practical dimension by case studies reflecting SMEs reality).

What is our answer? Digitalized set of Flashcards. The Flashcard has been selected as the innovative method for transferring the knowledge taking into account not only SMEs representatives' requirements in terms of content and learning environment, but also adult's learning principles. Flashcards present the strategic management content as small portion of knowledge embedded on on-line platform (Moodle) allowing participants to use it in flexible manner in terms of place and time. It is designed to enable participants to learn in most effective way and trainers to use it in their training or consulting processes, as a supportive method.

In other words, our intention is to adapt the already available strategic management content to SMEs possibilities in order to facilitate the way of training and enable them to manage the

process of self-education rather than fit into schedule of traditional courses plan. Flashcards are designed in such a way that they reinforce the motivation of users by providing different kind of learning methods, opportunities of interaction and occasion to make a self-assessment in friendly and safe environment. SMEs managers and owners could learn without the necessity of leaving their companies for two or more days and trainers are able to create a more attractive path of training by including innovative Flashcards as a supportive method of training.

In this short article we tried to explain the idea of Flashcard as a part of innovative learning model. Of course, the whole model is described in far more comprehensive manner. You can find it below. (the model will be attached below the article in pdf format for downloading purposes)