



# PROSTRATEGY GUIDE

## Article

### PROSTRATEGY GUIDE FINAL KEY PRODUCT

This article presents final key product of the PROSTRATEGY GUIDE project and its different components and functionalities.

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## PROSTRATEGY GUIDE final key product

PROSTRATEGY GUIDE is a transfer of innovation project, framed within the Lifelong Learning programme and financed by the European Commission. Launched in January 2014, it is now, in October 2015, coming to its end. During this 2 years period, the project development team formed by a consortium of 5 European training and research institutions, from Poland, Italy, Spain, Austria and Lithuania, has worked hard to achieve the ambitious objective of the project: To produce a high quality learning material within the field of Strategic Management, especially dedicated to SMEs and accessible through innovative technological formats.

The PROSTRATEGY GUIDE team is proud of its achievement and is now in a position to present the final key product, which is now ready for the use of every SME interested in improving the competencies of its management team, to strategically run their businesses in being more efficient and effective.

### **Key product**

The key product has been developed under the format of 30 very specialised and focused flashcards that are distributed in 10 units dedicated to the following Strategic Management topics: Foundation of strategic management, External environment, Internal environment, Business level strategy, Vertical integration for SMEs, Internationalisation of SMEs, Diversification for SMEs, Business development, Strategy implementation and, Quality control and quality assurance.

Access to all of the PROSTRATEGY GUIDE flashcards only requires to register and then to log onto the system once.

### **Structure of Flashcards**

All PROSTRATEGY GUIDE flashcards can be accessed through a learning platform, available at <http://www.pro-learning.pl> and they all have a unified structure. In fact, all of them are developed around the following items: a video-tutorial, a description of the strategic management tools presented (Tool description), selected activities for the specific topic (Activity for users), a compendium of good practices (Good practices catalogue), a summary of the flashcard, suggestions on the way to apply the acquired knowledge in the company, suggested other flashcards to consult and finally a selected bibliography.

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## **Diagnostic tool**

A diagnostic tool has been incorporated to the PROSTRATEGY GUIDE key product. It has been designed taking into account two main objectives: On one hand, it allows users to choose the flashcard to start with on the basis of their current knowledge of the selected topic and on the other hand, to give them the opportunity to evaluate their level of knowledge in that specific topic, before accessing a specific flashcard.

## **Access to the final key product**

Through the PROSTRATEGY GUIDE learning platform, users are given the opportunity to access the learning materials in 3 different ways. This design offers the possibility to interact with the system, depending on the needs of the users.

On one hand, users can access the Flashcards straight from the Home page of the platform, by hovering the mouse on the top menu.

On the other hand, it is possible to access by selecting a flashcard by clicking on one of the blocks that contain the different icons representing the units and flashcards.

Finally, the 'Diagnostic tool' available on the menu bar is another starting point for users. It includes a list of questions connected with Strategic Management and it allows a quick diagnosis of knowledge. In case the responses are not correct, the system moves the user to a proper Flashcard in order to learn about a particular topic.

## **Guidebook**

The final key product has also included in the PROSTRATEGY GUIDE learning platform a "tutorial for building and implementing innovative learning culture" to allow all organisations interested in implementing new models of learning, that include innovative formats and technologies, to get inspiration from PROSTRATEGY GUIDE and also from the case studies that have been selected, as the guidebook incorporates a total of 8 cases studies of some European companies, presenting their experiences of shifting to new learning models.

## **Forum for SMEs**

The "SME world" is very rich of unique experiences as the organisations that have this condition are very lively organisations, always looking for the most efficient use of resources (human, material and financial). For that reason, PROSTRATEGY GUIDE key product includes a FORUM with several functionalities to allow all SMEs, that use the product, to share their experiences with others and to create a learning community around the topic of strategic management for SMEs.