



PROSTRATEGY

GUIDE

Article

SUMMARY OF THE PROJECT

This article summarizes the PRO-STRATEGY Guide project.

Work package: **WP9 – Dissemination**
Result: **40**
Responsible Partner: **PROFES**
Author: **Martyna Tomiczek-Grzywna**

SUMMARY OF THE PROJECT

Clear strategic planning is the most important indicator for innovation and development processes, for a balanced growth and strengthening the company profile. To be able to plan strategically provides a competitive advantage to enterprises. It allows not only to react to market fluctuations but to analyse and develop medium and longer term concepts for entering new markets, develop new business models etc. which are bringing added value to the enterprise. Finally it is one requirement to keep innovative and to safeguard jobs of the individual employees. In most bigger enterprises the creation and implementation of strategic development processes is an important issue. But there is a lack in strategic planning in most small and medium. Even if SMEs have business plans, there is less evidence of strategic thinking in comparison to larger businesses. This observation is also supported by studies about training needs of small and medium enterprises.

PRO-STRATEGY Guide project

The goal of the project PRO-STRATEGY Guide was to develop innovative learning models including innovative learning environments and learning content which is flexible enough to address the specific needs of the target group (e.g. time and place flexibility), is adoptable and modular (e.g. different backgrounds, sectors) and reflects the practical needs of the end users. The learning models and content will consider strengths of on-site and e-learning (blended learning) and will include facilities for transnational virtual collaboration (virtual learning groups, study cycles and coaching as a tool for teachers and trainers). Together with Partners from all over Europe we produced the platform PRO-STRATEGY Guide which is the main result of our project and is available in five languages (EN, LT, ES, PL, IT). To make it easier to use, we also created a Guidebook that could be used both by trainers/consultants and individual users.

The implementation of the project was accompanied by dissemination and exploitation strategy and a well elaborated evaluation strategy. Each Partner organized event or use events they took part in to present the project. The project was supported by relevant stakeholders in the participating countries what underlines the importance of the project and strengthens dissemination activities.

Beyond the tangible outcomes, we also achieved intangible ones: insights and knowledge sharing, more innovative and productive staff members and trainers, wider dissemination through extensive networks of local and international partners, knowledge about different countries.

We hope that in the future target groups (SMEs and trainers/consultants working for them) will become more productive and competitive in the local region thanks to knowledge and inspirations delivered by the PRO-STRATEGY Guide project which will be available in all Partners' countries.

The Consortium produced all together 43 results. Most of them are available on project's website (www.pro-strategy.eu) and in ADAM's Base. We spent together 2 years and were able to cooperate in order to achieve common goals. It was hard work and great adventure.