Projects and Products Portal
for Leonardo da Vinci

PRO-STRATEGY GUIDE

2013-1-PL1-LEO05-36932

http://www.adam-europe.eu/adam/project/view.htm?prj=11261

Project Information

Title: PRO-STRATEGY GUIDE

Project Number: 2013-1-PL1-LEO05-36932

Year: 2013

Project Type: Transfer of Innovation

Status: granted

Country: PL-Poland

Marketing Text: The PRO-STRATEGY project was prepared as a strategic solution for accelerating the development of small and medium sized enterprises – a crucial point for European countries economies. Through our cooperation with Partners from Austria, Italy, Lithuania and Spain we created an innovative content devoted to strategic management – easily adaptable in terms of local business requirements, culture and language model and flexible in terms of time and place what contributes to lower costs implementing.

Summary: 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 SMSs 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.
The goal of the project PRO-STRATEGY Guide was to develop innovative learning models including innovative learning environments and learning content which was flexible enough to address the specific needs of the target group (e.g. time and place flexibility), was adoptable and modular (e.g. different backgrounds, sectors) and reflected the practical needs of the end users. The learning models and content considered strengths of on-site and e-learning (blended learning) and included facilities for transnational virtual collaboration (virtual learning groups, study cycles and coaching as a tool for teachers and trainers).
The main products were available in six languages (EN, DE, LT, ES, PL, IT)
The implementation of the project was accompanied by professional project management, a well co-ordinated dissemination and exploitation strategy and a well elaborated evaluation strategy. The project was supported by relevant stakeholders in the participating countries what underlined the importance of the project and strengthens valorisation activities.
Tangible Outcomes: implementation of PRO-STRATEGY Guide content , tutorial of implementation learning culture in organization, qualitative learning system.
Intangible Outcomes: insights and knowledge sharing, more innovative and productive staff members and trainers, wider dissemination through extensive networks of local and international partners.

In the future the prime impact would be for the target group beneficiaries who become more productive and competitive in the local region. That means more innovative human and knowledge capital, more technological society.
The impact envisaged in partners countries with no doubts more qualitative e-learning system, more qualitative trainers, the enlargement of target group, more training courses.

Description: The goal of the PRO-STRATEGY Guide project was to improve competitiveness of small and medium sized enterprises which were crucial to strengthen the economic development and job creation. Since SMEs are very sensible to tight economy period, the capacity to be innovative and creative was fundamental for those who would lead new or strived to mantain business initiatives. In this aspect, owners and managers of SMEs as well as trainers providing knowledge needed a solid preparation in

Project Information

"Strategic management". This preparation had to be accessible to them from the point of view of its logistics and finances. Only this way they could build a competitive position.
The project aimed at transferring educational programme referring to strategic planning management by adding new units regarding contemporary challenges for SMEs and by embedding the knowledge in innovative formats and learning environments – essential training tool for SMEs and future training method facilitating access to knowledge and skills. This goal was nearly connected with "Encouragement of cooperation between VET and the world of work" priority. Different origin of Partners gave Consortium variety of possibilities to completion of priority. Therefore the project aimed at preparing educational offer which:
• allowed SMEs to face business challenges by providing strategic planning knowledge retrieved from awarded Strategy Train programme completed with contemporary business issues
• was elaborated according to conclusions derived from cross-cultural analysis regarding specific needs of small and medium sized enterprises
• developed innovative learning models including innovative learning formats (e.g. SCORM, Knowledge Pill) and learning environments (e.g. Private Learning Environment) reinforced by elaborating learning culture model (containing for example methods of engaging participants in using different formats and environments for own learning purposes)
• was flexible in terms of time and place what contributes to lower costs of training for target group
• through implementing variety of formats, environments and diversification of content is adoptable enough to meet the different requirements in terms of previous education in strategy planning, different needs of small and medium sized enterprises and different sectors

Themes: *** ICT
*** Lifelong learning
*** Open and distance learning
*** Enterprise, SME
*** Continuous training

Sectors: *** Education
** Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles
** Construction
** Manufacturing
** Accommodation and Food Service Activities
** Information and Communication

Product Types: Film
material for open learning
modules
open and distance learning
program or curricula
teaching material
website
audio or video cassettes

Product information: Tangible Outcomes: implementation of PRO-STRATEGY Guide content , tutorial of implementation learning culture in organization, qualitative learning system.
Intangible Outcomes: insights and knowledge sharing, more innovative and productive staff members and trainers, wider dissemination through extensive networks of local and international partners.

Projecthomepage: www.pro-strategy.eu

Project Contractor

Name:	Profes Sp. z o.o., Sp.k
City:	Wrocaw
Country/Region:	Dolnoslaskie
Country:	PL-Poland
Organization Type:	SME - small and medium-sized enterprise (up to 250 employees)
Homepage:	http://www.profes.com.pl

Contact Person

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Fax:	
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Homepage:	

Coordinator

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City:	Wrocaw
Country/Region:	Dolnoslaskie
Country:	PL-Poland
Organization Type:	SME - small and medium-sized enterprise (up to 250 employees)
Homepage:	http://www.profes.com.pl

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Homepage:	

Partner

Partner 1

Name: Hominem Challenge
City: San Sebastián de los Reyes - Madrid
Country/Region: Comunidad De Madrid
Country: ES-Spain
Organization Type: others
Homepage: http://www.hominemchallenge.com

Partner 2

Name: Euroform RFS
City: Rende
Country/Region: Calabria
Country: IT-Italy
Organization Type: others
Homepage: http://www.euroformrfs.it

Partner 3

Name: Kaunas Science and Technology Park (Kaunas STP)/Kaunas Science and Technology Park (Kauno MTP www.kaunomtp.lt)
City: Kaunas
Country/Region: Lietuva
Country: LT-Lithuania
Organization Type: others
Homepage: http://www.ktc.lt/lt/

Partner 4

Name: Multidisziplinäres Institut für Europa-Forschung Graz
City: Graz
Country/Region: Styria
Country: AT-Austria
Organization Type: others
Homepage: http://www.merig.org

Project Files

14_First draft of tutorial for building and implementing inn.learn.cult..zip

http://www.adam-europe.eu/prj/11261/prj/14_First%20draft%20of%20tutorial%20for%20building%20and%20implementing%20inn.learn.cult..zip

15_Final version of tutorial for building and implementing in.lear.cult..zip

http://www.adam-europe.eu/prj/11261/prj/15_Final%20version%20of%20tutorial%20for%20building%20and%20implementing%20in.lear.cult..zip

16_Testing report 1.pdf

http://www.adam-europe.eu/prj/11261/prj/16_Testing%20report%201.pdf

17_Testing Report_No_2.pdf

http://www.adam-europe.eu/prj/11261/prj/17_Testing%20Report_No_2.pdf

18_Testing Report No_3.pdf

http://www.adam-europe.eu/prj/11261/prj/18_Testing%20Report%20No_3.pdf

20_Verification report.pdf

http://www.adam-europe.eu/prj/11261/prj/20_Verification%20report.pdf

21_Final report on testing actions.pdf

http://www.adam-europe.eu/prj/11261/prj/21_Final%20report%20on%20testing%20actions.pdf

25_Project presentation no_ 1.pdf

http://www.adam-europe.eu/prj/11261/prj/25_Project%20presentation%20no_%201.pdf

26_Project presentation - after first KRIC conference.pdf

http://www.adam-europe.eu/prj/11261/prj/26_Project%20presentation%20-%20after%20first%20KRIC%20conference.pdf

27_Project presentation - after first PROFES on-line conference.pdf

http://www.adam-europe.eu/prj/11261/prj/27_Project%20presentation%20-%20after%20first%20PROFES%20on-line%20conference.pdf

28_Project presentation - after second PROFES on-line conference.pdf

http://www.adam-europe.eu/prj/11261/prj/28_Project%20presentation%20-%20after%20second%20PROFES%20on-line%20conference.pdf

Project Files

29_Project presentation – after EUROFORM conference.pdf

http://www.adam-europe.eu/prj/11261/prj/29_Project%20presentation%20%E2%80%93%20after%20EUROFORM%20conference.pdf

30_Project presentation – after second KRIC conference.pdf

http://www.adam-europe.eu/prj/11261/prj/30_Project%20presentation%20%E2%80%93%20after%20second%20KRIC%20conference.pdf

31_Project presentation – after final PRO-STRATEGY conference.pdf

http://www.adam-europe.eu/prj/11261/prj/31_Project%20presentation%20%E2%80%93%20after%20final%20PRO-STRATEGY%20conference.pdf

32_Project presentation – after Hominem Challenge conference.pdf

http://www.adam-europe.eu/prj/11261/prj/32_Project%20presentation%20%E2%80%93%20after%20Hominem%20Challenge%20conference.pdf

34_Article_Innovative learning model.zip

http://www.adam-europe.eu/prj/11261/prj/34_Article_Innovative%20learning%20model.zip

35_Article_Developed PRO-STRATEGY Guide content.zip

http://www.adam-europe.eu/prj/11261/prj/35_Article_Developed%20PRO-STRATEGY%20Guide%20content.zip

36_Article_Innovative learning formats.zip

http://www.adam-europe.eu/prj/11261/prj/36_Article_Innovative%20learning%20formats.zip

37_Article_E-learning environments.zip

http://www.adam-europe.eu/prj/11261/prj/37_Article_E-learning%20environments.zip

38_Article_Tutorial for building and implementing inn.learn.cult..zip

http://www.adam-europe.eu/prj/11261/prj/38_Article_Tutorial%20for%20building%20and%20implementing%20inn.learn.cult..zip

39_Article_Final version of PRO-STRATEGY key products.zip

http://www.adam-europe.eu/prj/11261/prj/39_Article_Final%20version%20of%20PRO-STRATEGY%20key%20products.zip

40_Article_Project summary.zip

http://www.adam-europe.eu/prj/11261/prj/40_Article_Project%20summary.zip

Project Files

6_Compiled report on analysis.pdf

http://www.adam-europe.eu/prj/11261/prj/6_Compiled%20report%20on%20analysis.pdf

7_Innovative PRO-STRATEGY learning model.zip

http://www.adam-europe.eu/prj/11261/prj/7_Innovative%20PRO-STRATEGY%20learning%20model.zip

8_First draft of developed PRO-STRATEGY Guide content.zip

http://www.adam-europe.eu/prj/11261/prj/8_First%20draft%20of%20developed%20PRO-STRATEGY%20Guide%20content.zip

Products

1 Innovative PRO-STRATEGY learning model

2 Final version of developed PRO-STRATEGY Guide content

3 Final version of innovative learning formats

4 Final version of e-learning environments

5 Final version of tutorial for building and implementing innovative learning culture

6 Articles

7 Testing reports

8 Compiled report on analysis

9 Project presentation

10 Project website and Facebook profile

11 PRO-STRATEGY Guide platform

Product 'Innovative PRO-STRATEGY learning model'

Title:	Innovative PRO-STRATEGY learning model
Product Type:	program or curricula
Marketing Text:	Material indispensable for trainers, managers and SME's owners who understand the need of implementing a proper base for innovation approach in their companies.
Description:	The learning model provideed a conceptual foundation to guide the selection and arrangement of experiences intended to promote the achievement of the project PRO-STRATEGY Guide goals. Explicitly acknowledged in the verified learning model were statements about the structure, process, and content of the curriculum that led to achieve project goals. This model interfered with elaborating new content (modules/units) and be The mentioned learnin model was going to be prepared as the basis for the creating pedagogical tutorial for trainers referring to building and implementing innovative learning culture in organisations as essential for raising competiveness.
Target group:	Consortium, Trainers, Owners and Managers of small and medium enterprises
Result:	
Area of application:	
Homepage:	http://pro-strategy.eu/
Product Languages:	English Polish Lithuanian Spanish Italian

product files

Innovative Learning Model

7_EN_Innovative Learning Model.pdf
http://www.adam-europe.eu/prj/11261/prd/1/2/7_EN_Innovative%20Learning%20Model.pdf

7_ES_El Modelo de Aprendizaje Innovador.pdf
http://www.adam-europe.eu/prj/11261/prd/1/2/7_ES_El%20Modelo%20de%20Aprendizaje%20Innovador.pdf

7_IT_Modello di Apprendimento Innovativo.pdf
http://www.adam-europe.eu/prj/11261/prd/1/2/7_IT_Modello%20di%20Apprendimento%20Innovativo.pdf

7_LT_Inovatyvus mokymosi modelis.pdf
http://www.adam-europe.eu/prj/11261/prd/1/2/7_LT_Inovatyvus%20mokymosi%20modelis.pdf

7_PL_Innowacyjny model uczenia si.pdf
http://www.adam-europe.eu/prj/11261/prd/1/2/7_PL_Innowacyjny%20model%20uczenia%20si%C4%99.pdf

Product 'Final version of developed PRO-STRATEGY Guide content'

Title: Final version of developed PRO-STRATEGY Guide content

Product Type: teaching material

Marketing Text: Business reality is changing - respecting this business rule, we were going to update the content of original text:
1) crisis management
2) new markets and risk management
3) strategies of building innovative business
4) KAIZEN philosophy as a tool for building competiveness
5) New business models
6) Key competencies of employees

Description: After testing , final content of the PRO-STRATEGY Guide was elaborated referring to results of verification procedure. Verification concerned the knowledge and skills presented in first draft as well as proposition of learning methods. Minimum number of units to be created during project was 10. Therefore it was useful to plan the preparation of innovative formats and environments. Publication was embeded to project website and on-line platform.

Target group: Consortium, Trainers, Owners and Managers of small and medium enterprises.

Result:

Area of application:

Homepage: www.pro-learning.pl

Product Languages: Polish
Spanish
Italian
Lithuanian
English

product files

8_9_First_draft_of_developed_PRO-STRATEGY_Guide_content and final version.pdf

http://www.adam-europe.eu/prj/11261/prd/2/1/8_9_First_draft_of_developed_PRO-STRATEGY_Guide_content%20and%20final%20version.pdf
Final versions are available on the PRO-STRATEGY Guide platform: pro-learning.pl

Product 'Final version of innovative learning formats'

Title:	Final version of innovative learning formats
Product Type:	open and distance learning
Marketing Text:	PRO-STRATEGY Guide content developed into innovative (on-line managed) formats (such as SCORM - e-learning lessons and Konwledge Pills) encourages SME's to implement it in their companies.
Description:	The primary versions of innovative learning formats were submitted for testing in LT, ES, PL, IT in order to verify assumptions and obtain feedback from users. Later, all formats were verified by all partners and adopted to users requirements. Partners provided verified scenarios to PROFES. There were at least two different kinds of learning formats matched to concrete units (SCORM and Knowledge Pills).
Target group:	Consortium, Trainers, Owners and Managers of small and medium enterprises.
Result:	
Area of application:	
Homepage:	www.pro-learning.pl
Product Languages:	Spanish Italian English Polish Lithuanian

product files

10_11_Innovative learning formats ready for testing and final version.pdf

http://www.adam-europe.eu/prj/11261/prd/3/1/10_11_Innovative%20learning%20formats%20ready%20for%20testing%20and%20final%20version.pdf
Final versions are integrated with e-learning environments and final version of PRO-STRATEGY Guide content platform on the PRO-STRATEGY Guide platfrom (www.pro-learning.pl)

Product 'Final version of e-learning environments'

Title:	Final version of e-learning environments
Product Type:	open and distance learning
Marketing Text:	Distance learning is crucial for effective development of most of contemporary business. They allow users to be time and place unbound and make the learning process easier.
Description:	Environments were selected from already existing solutions and developed to meet the need of SMEs and pedagogical requirements formulated by trainers and adopted to PRO-STRATEGY Guide content. Exact identification of most suitable environments took place after integration of conclusions derived from previous WP. E-learning environments included additional tools: e.g quizzes, knowledge test, community building tools. There were at least two different environments (e-learning platform and Private Learning Environment)
Target group:	Consortium, Trainers, Owners and Managers of small and medium enterprises, Social Partners, VET institutions.
Result:	
Area of application:	
Homepage:	www.pro-learning.pl
Product Languages:	Spanish Polish English Lithuanian Italian

product files

12_13_E-learning environments ready for pilot sessions and final version.pdf

http://www.adam-europe.eu/prj/11261/prd/4/1/12_13_E-learning%20environments%20ready%20for%20pilot%20sessions%20and%20final%20version.pdf
Final versions are integrated with innovative formats and final version of PRO-STRATEGY Guide content platform on the PRO-STRATEGY Guide platfrom (www.pro-learning.pl)

Product 'Final version of tutorial for building and implementing innovative learning culture'

Title:	Final version of tutorial for building and implementing innovative learning culture
Product Type:	teaching material
Marketing Text:	Our main task in the project was to encourage target group to implement all developed content in their enterprises or daily work. To achieve this goal we needed to show them how to create a friendly environment and educate employees.
Description:	Pedagogical tutorial was submitted for testing for trainers and consulted with SMEs representatives in order to gain a broad feedback and comparing requirements of two target groups.
Target group:	Consortium, Trainers, Owners and Managers of small and medium enterprises.
Result:	
Area of application:	
Homepage:	http://pro-strategy.eu/
Product Languages:	English Italian Spanish Lithuanian Polish

product files

Tutorial

15_EN_Final version of tutorial.PDF

http://www.adam-europe.eu/prj/11261/prd/5/2/15_EN_Final%20version%20of%20tutorial.PDF

15_ES_Guía para la creación e implantación de una cultura.pdf

http://www.adam-europe.eu/prj/11261/prd/5/2/15_ES_Gu%C3%ADa%20para%20la%20creaci%C3%B3n%20e%20implantaci%C3%B3n%20de%20una%20cultura.pdf

15_IT_Tutorial_per_la_creazione.PDF

http://www.adam-europe.eu/prj/11261/prd/5/2/15_IT_Tutorial_per_la_creazione.PDF

15_LT_Inovatyvaus_mokymosi_kultros.PDF

http://www.adam-europe.eu/prj/11261/prd/5/2/15_LT_Inovatyvaus_mokymosi_kult%C5%ABros.PDF

15_PL_Finalna wersja podrcznika.pdf

http://www.adam-europe.eu/prj/11261/prd/5/2/15_PL_Finalna%20wersja%20podr%C4%99cznika.pdf

Product 'Articles'

Title:	Articles
Product Type:	others
Marketing Text:	Articles presenting the main results of the project.
Description:	Articles presenting the main results of the project.
Target group:	SMes and trainers/consultants
Result:	
Area of application:	
Homepage:	www.pro-strategy.eu
Product Languages:	English German Italian Lithuanian Polish Spanish

product files

Article_Developed PRO-STRATEGY Guide content

35_PRO-STRATEGY Guide content development_DE.pdf
http://www.adam-europe.eu/prj/11261/prd/6/3/35_PRO-STRATEGY%20Guide%20content%20development_DE.pdf

35_PRO-STRATEGY Guide content development_EN.pdf
http://www.adam-europe.eu/prj/11261/prd/6/3/35_PRO-STRATEGY%20Guide%20content%20development_EN.pdf

35_PRO-STRATEGY Guide content development_ES.pdf
http://www.adam-europe.eu/prj/11261/prd/6/3/35_PRO-STRATEGY%20Guide%20content%20development_ES.pdf

35_PRO-STRATEGY Guide content development_IT.pdf
http://www.adam-europe.eu/prj/11261/prd/6/3/35_PRO-STRATEGY%20Guide%20content%20development_IT.pdf

35_PRO-STRATEGY Guide content development_LT.pdf
http://www.adam-europe.eu/prj/11261/prd/6/3/35_PRO-STRATEGY%20Guide%20content%20development_LT.pdf

35_PRO-STRATEGY Guide content development_PL.pdf
http://www.adam-europe.eu/prj/11261/prd/6/3/35_PRO-STRATEGY%20Guide%20content%20development_PL.pdf

Article_E-learning environments

37_Article_E-Learning Environment_DE.pdf
http://www.adam-europe.eu/prj/11261/prd/6/5/37_Article_E-Learning%20Environment_DE.pdf

product files

37_Article_E-Learning Environment_EN.pdf
http://www.adam-europe.eu/prj/11261/prd/6/5/37_Article_E-Learning%20Environment_EN.pdf

37_Article_E-Learning Environment_ES.pdf
http://www.adam-europe.eu/prj/11261/prd/6/5/37_Article_E-Learning%20Environment_ES.pdf

37_Article_E-Learning Environment_IT.pdf
http://www.adam-europe.eu/prj/11261/prd/6/5/37_Article_E-Learning%20Environment_IT.pdf

37_Article_E-Learning Environment_LT.pdf
http://www.adam-europe.eu/prj/11261/prd/6/5/37_Article_E-Learning%20Environment_LT.pdf

37_Article_E-Learning Environment_PL.pdf
http://www.adam-europe.eu/prj/11261/prd/6/5/37_Article_E-Learning%20Environment_PL.pdf

Article_Final version of PRO-STRATEGY key products

39_Final version of PRO-STRATEGY key products_DE.pdf
http://www.adam-europe.eu/prj/11261/prd/6/7/39_Final%20version%20of%20PRO-STRATEGY%20key%20products_DE.pdf

39_Final version of PRO-STRATEGY key products_EN.pdf
http://www.adam-europe.eu/prj/11261/prd/6/7/39_Final%20version%20of%20PRO-STRATEGY%20key%20products_EN.pdf

39_Final version of PRO-STRATEGY key products_ES.pdf
http://www.adam-europe.eu/prj/11261/prd/6/7/39_Final%20version%20of%20PRO-STRATEGY%20key%20products_ES.pdf

39_Final version of PRO-STRATEGY key products_IT.pdf
http://www.adam-europe.eu/prj/11261/prd/6/7/39_Final%20version%20of%20PRO-STRATEGY%20key%20products_IT.pdf

39_Final version of PRO-STRATEGY key products_LT.pdf
http://www.adam-europe.eu/prj/11261/prd/6/7/39_Final%20version%20of%20PRO-STRATEGY%20key%20products_LT.pdf

39_Final version of PRO-STRATEGY key products_PL.pdf
http://www.adam-europe.eu/prj/11261/prd/6/7/39_Final%20version%20of%20PRO-STRATEGY%20key%20products_PL.pdf

Article_Innovative learning formats

36_PRO-STRATEGY Innovative learning formats_DE.pdf
http://www.adam-europe.eu/prj/11261/prd/6/4/36_PRO-STRATEGY%20Innovative%20learning%20formats_DE.pdf

36_PRO-STRATEGY Innovative learning formats_EN.pdf
http://www.adam-europe.eu/prj/11261/prd/6/4/36_PRO-STRATEGY%20Innovative%20learning%20formats_EN.pdf

36_PRO-STRATEGY Innovative learning formats_ES.pdf
http://www.adam-europe.eu/prj/11261/prd/6/4/36_PRO-STRATEGY%20Innovative%20learning%20formats_ES.pdf

36_PRO-STRATEGY Innovative learning formats_IT.pdf
http://www.adam-europe.eu/prj/11261/prd/6/4/36_PRO-STRATEGY%20Innovative%20learning%20formats_IT.pdf

product files

36_PRO-STRATEGY Innovative learning formats_LT.pdf
http://www.adam-europe.eu/prj/11261/prd/6/4/36_PRO-STRATEGY%20Innovative%20learning%20formats_LT.pdf

36_PRO-STRATEGY Innovative learning formats_PL.pdf
http://www.adam-europe.eu/prj/11261/prd/6/4/36_PRO-STRATEGY%20Innovative%20learning%20formats_PL.pdf

Article_Innovative learning model

34_Innovative learning model_DE.pdf
http://www.adam-europe.eu/prj/11261/prd/6/2/34_Innovative%20learning%20model_DE.pdf

34_Innovative learning model_EN.pdf
http://www.adam-europe.eu/prj/11261/prd/6/2/34_Innovative%20learning%20model_EN.pdf

34_Innovative learning model_ES.pdf
http://www.adam-europe.eu/prj/11261/prd/6/2/34_Innovative%20learning%20model_ES.pdf

34_Innovative learning model_IT.pdf
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34_Innovative learning model_LT.pdf
http://www.adam-europe.eu/prj/11261/prd/6/2/34_Innovative%20learning%20model_LT.pdf

34_Innovative learning model_PL.pdf
http://www.adam-europe.eu/prj/11261/prd/6/2/34_Innovative%20learning%20model_PL.pdf

Article_Project summary

40_Article_Project summary_DE.pdf
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40_Article_Project summary_EN.pdf
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40_Article_Project summary_ES.pdf
http://www.adam-europe.eu/prj/11261/prd/6/8/40_Article_Project%20summary_ES.pdf

40_Article_Project summary_IT.pdf
http://www.adam-europe.eu/prj/11261/prd/6/8/40_Article_Project%20summary_IT.pdf

40_Article_Project summary_LT.pdf
http://www.adam-europe.eu/prj/11261/prd/6/8/40_Article_Project%20summary_LT.pdf

40_Article_Project summary_PL.pdf
http://www.adam-europe.eu/prj/11261/prd/6/8/40_Article_Project%20summary_PL.pdf

Article_Tutorial for building and implementing innovative learning culture

product files

38_Tutorial for building and implementing innovative learning culture_DE.pdf

http://www.adam-europe.eu/prj/11261/prd/6/6/38_Tutorial%20for%20building%20and%20implementing%20innovative%20learning%20culture_DE.pdf

38_Tutorial for building and implementing innovative learning culture_EN.pdf

http://www.adam-europe.eu/prj/11261/prd/6/6/38_Tutorial%20for%20building%20and%20implementing%20innovative%20learning%20culture_EN.pdf

38_Tutorial for building and implementing innovative learning culture_ES.pdf

http://www.adam-europe.eu/prj/11261/prd/6/6/38_Tutorial%20for%20building%20and%20implementing%20innovative%20learning%20culture_ES.pdf

38_Tutorial for building and implementing innovative learning culture_IT.pdf

http://www.adam-europe.eu/prj/11261/prd/6/6/38_Tutorial%20for%20building%20and%20implementing%20innovative%20learning%20culture_IT.pdf

38_Tutorial for building and implementing innovative learning culture_LT.pdf

http://www.adam-europe.eu/prj/11261/prd/6/6/38_Tutorial%20for%20building%20and%20implementing%20innovative%20learning%20culture_LT.pdf

38_Tutorial for building and implementing innovative learning culture_PL.pdf

http://www.adam-europe.eu/prj/11261/prd/6/6/38_Tutorial%20for%20building%20and%20implementing%20innovative%20learning%20culture_PL.pdf

Product 'Testing reports'

Title:	Testing reports
Product Type:	others
Marketing Text:	Three reports presenting results from testing procedures that were conducted during the project.
Description:	Three reports presenting results from testing procedures that were conducted during the project.
Target group:	SMEs and trainers/consultants
Result:	
Area of application:	
Homepage:	
Product Languages:	English

product files

Testing reports

16_Testing report 1.pdf
http://www.adam-europe.eu/prj/11261/prd/7/2/16_Testing%20report%201.pdf

17_Testing Report_No_2.pdf
http://www.adam-europe.eu/prj/11261/prd/7/2/17_Testing%20Report_No_2.pdf

18_Testing Report No_3.pdf
http://www.adam-europe.eu/prj/11261/prd/7/2/18_Testing%20Report%20No_3.pdf

20_Verification report.pdf
http://www.adam-europe.eu/prj/11261/prd/7/2/20_Verification%20report.pdf

21_Final report on testing actions.pdf
http://www.adam-europe.eu/prj/11261/prd/7/2/21_Final%20report%20on%20testing%20actions.pdf

Product 'Compiled report on analysis'

Title:	Compiled report on analysis
Product Type:	others
Marketing Text:	
Description:	The consolidated report integrating the findings and conclusions of national analysis. The report presented in clear way the results from needs analysis from PL, ES, IT and LT emphasizing the similarites and differences.
Target group:	The Consortium, SMEs (owners, managers), trainers/conslutants, relevant stakeholdersTrainSelf employers, Managers and owners of SMEs, Leader of New business intitiatives, Formal and informal VET institutions, Social partners, Supportive organisations, Research organizations interested in VET education, Training companies
Result:	Report
Area of application:	
Homepage:	http://pro-strategy.eu/vos.html
Product Languages:	Polish Spanish Italian Lithuanian English

product files

6_Compiled report on analysis.pdf

http://www.adam-europe.eu/prj/11261/prd/8/1/6_Compiled%20report%20on%20analysis.pdf

Product 'Project presentation'

Title:	Project presentation
Product Type:	others
Marketing Text:	
Description:	nformative material presenting effects of dissemination events.
Target group:	Self employers, Managers and owners of SMEs, Leader of New business intitiatives, Formal and informal VET institutions, Social partners, Supportive organisations, Research organizations interested in VET education, Training companies
Result:	Presentation available on the project website
Area of application:	
Homepage:	
Product Languages:	German English Polish Spanish Italian Lithuanian

product files

Project presentation – after EUROFORM conference

29_Project presentation – after EUROFORM conference.pdf

http://www.adam-europe.eu/prj/11261/prd/9/6/29_Project%20presentation%20%E2%80%93%20after%20EUROFORM%20conference.pdf

Project presentation – after final PRO-STRATEGY conference

31_Project presentation – after final PRO-STRATEGY conference.pdf

http://www.adam-europe.eu/prj/11261/prd/9/8/31_Project%20presentation%20%E2%80%93%20after%20final%20PRO-STRATEGY%20conference.pdf

Project presentation - after first KRIC conference

26_Project presentation - after first KRIC conference.pdf

http://www.adam-europe.eu/prj/11261/prd/9/3/26_Project%20presentation%20-%20after%20first%20KRIC%20conference.pdf

Project presentation - after first PROFES on-line conference

27_Project presentation - after first PROFES on-line conference.pdf

http://www.adam-europe.eu/prj/11261/prd/9/4/27_Project%20presentation%20-%20after%20first%20PROFES%20on-line%20conference.pdf

product files

Project presentation – after Hominem Challenge conference

32_Project presentation – after Hominem Challenge conference.pdf

http://www.adam-europe.eu/prj/11261/prd/9/9/32_Project%20presentation%20%E2%80%93%20after%20Hominem%20Challenge%20conference.pdf

Project presentation – after second KRIC conference

30_Project presentation – after second KRIC conference.pdf

http://www.adam-europe.eu/prj/11261/prd/9/7/30_Project%20presentation%20%E2%80%93%20after%20second%20KRIC%20conference.pdf

Project presentation - after second PROFES on-line conference

28_Project presentation - after second PROFES on-line conference.pdf

http://www.adam-europe.eu/prj/11261/prd/9/5/28_Project%20presentation%20-%20after%20second%20PROFES%20on-line%20conference.pdf

Project presentation no_ 1

25_Project presentation no_ 1.pdf

http://www.adam-europe.eu/prj/11261/prd/9/2/25_Project%20presentation%20no_%201.pdf

Product 'Project website and Facebook profile'

Title:	Project website and Facebook profile
Product Type:	website
Marketing Text:	
Description:	Project website and Facebook profile were the means of communication with target groups and relevant stakeholders. It were gradually updated and all Partners participated in this process. The website was in 6 language versions and Facebook is conducted in English. After the project ended, the project website would be held for at least next 6 months to sustain the dissemination effect. Project website is available here: http://pro-strategy.eu/ Facebook profile is available here: https://www.facebook.com/Pro-Strategy-GUIDE-677392575630043/?ref=hl
Target group:	Self employers, Managers and owners of SMEs, Leader of New business intitiatives, Formal and informal VET institutions, Social partners, Supportive organisations, Research organizations interested in VET education, Training companies
Result:	Website
Area of application:	
Homepage:	
Product Languages:	Spanish Polish Lithuanian English German Italian

Product 'PRO-STRATEGY Guide platform'

Title:	PRO-STRATEGY Guide platform
Product Type:	website
Marketing Text:	
Description:	On-line platform that integrated final version of e-learning environments, final version of innovative learning formats, final version of PRO-STRATEGY Guide content.
Target group:	Self employers, Managers and owners of SMEs, Leader of New business intitiatives, Formal and informal VET institutions, Social partners, Supportive organisations, Research organizations interested in VET education, Training companies
Result:	On-line platform
Area of application:	
Homepage:	www.pro-learning.pl
Product Languages:	Polish Spanish Italian Lithuanian English

Events

Final conference in Lithuania

Date	15.12.2015
Description	Final conference “Inspiring leadership: how to achieve your results in 2016?” Yesterday Kaunas Science and Technology Park team invited SME business leaders and managers to take part in final PRO-STRATEGY conference “Inspiring leadership: how to achieve your results in 2016?” The goal of the conference was to build the awareness about Strategic Management in SMEs, convince that creating the strategy is possible and feasible even for SMEs and present the products developed within the PRO-STRATEGY Guide project. During the conference, we also tried to reveal inner leadership skills and plan goals for 2016! The training material is available at: http://www.ktc.lt/lt/naujien%C5%B3-archyvas/443-po-mokym%C5%B3-apie-%C4%AFkvepian%C4%8Di%C4%85-lyderyst%C4%99
Target audience	SMEs, trainers/consultants, organisations working with/for SMEs, people interested in strategic planning
Public	Closed event
Contact Information	www.pro-strategy.eu
Time and place	Kaunas, 15.12.2015

Events

Final conference in Poland

Date 03.12.2015

Description Final conference in Poland – “Strategic management in SMEs and methods of funding strategic activities”

It was beautiful day in Wroclaw – city was waking up, many people were on their way to work already and few people from PROFES were working to finalise the preparation for the final dissemination event in Poland. It was 1st December.

The conference was organized as a final dissemination activity in Poland. From the very beginning PROFES had desire to prepare something special for participants recruiting from SMEs, organisations supporting SMEs, trainers/consultants and project Partners who were invited. The conference team had been working for several months to prepare the event in every detail.

In order to spread the information about the conference among the SMEs, trainers and consultants working with SMEs and others interested in this theme, PROFES decided to launch the Internet campaign targeted to reach the mentioned groups. Moreover, we conducted the email campaign inviting our clients from SMEs sector. We also used other available channels: supportive organisations (Lower Silesian Chamber of Commerce, Polish French Chamber of Commerce) and familiar universities (Wrocaw University of Economics, University of Business in Wrocaw, WSB Schools of Banking) to disseminate the news about conference. We obtained around 50 applications and finally around 40 participants took part in conference.

During the conference we had several very interesting presentations that were connected with strategic management and aimed at showing PRO-STRATEGY Guide main results:
• Johann Laister, Director of our Strategic Partner – MERIG spoke about challenges of strategic management and Start-ups situation in Austria
• Renata Granowska, Director of DWUP and Ewa Grzebieniak, Director of DIP presented how EU funds could be used for strategic actions
• Krzysztof Gwozdek, PROFES Managing Consultant explained how the PRO-STRATEGY Guide platform could be used to develop strategies in companies
• Klaudia Kobyecka, Kaizen Senior Consultant and Krzysztof Drozdowski from Bombardier company spoke about SMEs that were successful in implementing Kaizen tools
The conference was conducted in engaging form – presenters were asking questions and participants were eager to participate in discussion. Also many of them asked questions. During lunch time and coffee break lots of discussion about the platform and other strategic topics could be heard.

The goal of the conference was to build the awareness of meaning of Strategic Management in SMEs, convince that creating the strategy is possible and feasible even for SMEs and present the product developed within the PRO-STRATEGY Guide project that would allow SMEs to gain the knowledge and inspiration indispensable to start implementing the Strategic Management.

Target audience SMEs, trainers/consultants, organisations working with/for SMEs, people interested in strategic planning

Public Closed event

Contact Information www.pro-strategy.eu

Events

Wrocaw
3.12.2015

Final conference in Madrid

Date 24.11.2015

Description Hominem and the Foundation for Employment and Training (Forem) jointly organised the final conference of the PROSTRATEGY GUIDE project. The event was held on 24 November 2015 in Madrid and several micro and small companies, along with trainers and associations have been invited in order to find out about the final products of the project.

The conference started with a presentation of a comprehensive radiography of the SMEs sector and the strategic management level of knowledge and training in this kind of organisations, in Spain. It was shown that Strategic management is an approach that still needs to be promoted and developed in Spanish SMEs, since only 31% of micro companies and 42% of small ones perform some formal strategic planning. From those who do so, only 18% realise this activity for a period longer than 1 year (micro companies) and 29% (small companies). A debate was generated to stress out the idea that the benefits of strategic management are crucial for any business and its concepts and tools are not only applicable in large organisations but also in SMEs.

After this presentation, a brief description of the PROSTRATEGY GUIDE project was carried out by Hominem´s senior consultants. During this block, all development steps of the project were explained and a debate was engaged around some of these steps such us the election of the topics, the use of the flashcard concept, the diagnostic tool and also a long explanation was given about the testing phase of the platform, as several questions raised about this area.

The next time slot of the conference was dedicated to perform a demonstration of the PROSTRATEGY GUIDE learning platform (www.pro-learning.pl). The consultants answered different doubts and clarified some points related to the contents, functionalities and the interactions between the elements of the learning platform.

Finally and in order to put in practice “strategic management” and to visualise it clearly, a practical activity was organised by Hominem´s senior consultants. In this respect, attendants were split into small groups and have been asked to conduct a company´s strategic analysis using the Porter´s five forces.

Target audience SMEs, trainers/consultants, organisations working with/for SMEs, people interested in strategic planning

Public Closed event

Contact Information www.pro-strategy.eu

Time and place 24.11.2015
Madrid

Events

Final conference in Rende (Italy)

Date	30.09.2015
Description	On 30th of September, 2015 Euroform RFS invited local managers, representatives of various SMEs, trainers working in the sector of continuous training, to participate in the project PROSTRATEGY dissemination event. Event participants got acquainted with project PRO-STRATEGY, which aims to support implementing an effective strategic planning in small and medium-sized enterprises. Clear strategic planning is the most important indicator for innovation and development processes, for a balanced growth and strengthening the company profile; and the problem is quite occur in Calabria Region because there is a gap in training offers. The lack of training possibilities often lead local SMEs being far away from innovation and having difficulties to safeguard jobs. During PRO-STRATEGY dissemination event business managers, SMEs‘ owners and trainers were introduced with the e-Learning training courses, Flashcards as the innovative method of online training. The atendees were also acquainted with the main findings from research regarding needs and requirements of small business in nowadays, speaking in terms of training. The event was attended by trainers, business representatives from local area and it was also a good opportunity to bound the continous training and the business world. The participants were interested and actively participated in discussions as the topic is important.
Target audience	SMEs, trainers/consultants, organisations working with/for SMEs, people interested in strategic planning
Public	Closed event
Contact Information	www.pro-strategy.eu
Time and place	Rende (Italy) 30.09.2015

Events

On-line conference in Poland - Strategic planning

Date 24.06.2015

Description On 15th of December 2014 PROFES organised the on-line conference 'Plan your success' that was the first dissemination activity on Polish ground in the project PRO-STRATEGY Guide and was devoted to creating and implementing strategic planning in SMEs. This corresponded directly with the main topic of PRO-STRATEGY Guide project. On 24th of June 2015 PROFES organized second on-line conference that corresponded again with the topic of strategic management. Again PRO-STRATEGY Guide main result, the e-learning platform, was presented to the audience.

The goal of the conference was again to build the awareness of meaning of Strategic Management in SMEs, convince that creating the strategy is possible and feasible even for SMEs and present the product developed within the PRO-STRATEGY Guide project that would allow SMEs to gain the knowledge and inspiration indispensable to start implementing the Strategic Management. This time, participants could work on real example of company similar to their and learn from its experience.

During the conference Managing Consultant from PROFES presented the audience gathered in virtual room more complex aspects of strategic management. However, in order to make new participants more familiar with crucial aspects of strategic management, basic concepts were introduced firstly. Then our expert invited the audience to analyse specially prepared case study. Moderated discussion allowed to derive conclusions about main barriers that could be considered as obstacles on the way to SMEs development. Participants changed their opinions and experience. PROFES Managing Consultant also stressed that it is highly important to constantly improve all company's processes – here one of the PRO-STRATEGY Guide Flashcards was presented as a source of knowledge how to do this. Finally, our expert pointed on crucial moments on the way of company's development path that could be considered as milestones in strategic management. Flashcards connected with diversification and internalization were presented to the audience.

To disseminate information about conference PROFES got support from national SMEs Foundation who invited members to participate in on-line event. We had 16 active participants which is the proof that Polish SMEs are eager to learn and build their competiveness.

Target audience SMEs, trainers/consultants, organisations working with/for SMEs, people interested in strategic planning

Public Closed event

Contact Information

Time and place On-line conference, 24.06.2015
www.pro-strategy.eu

Events

On-line conference "Plan your sucess"

Date	15.12.2014
Description	On-line conference ‘Plan your success’ organised on 15th of December 2014 in order to raise the awareness among Polish SMEs about the meaning of Strategic Management. Trainers and consultants working with SMEs in business management field were also invited as well as representatives of higher education sector (as we see potential for exploitation in this area, because many post graduate students run their companies.
Target audience	SMEs owners and managers, trainers and consultants working with SMEs, post graduate students, everyone interested in Strategic Management. PROFES employees and Board Members were also invited.
Public	Event is open to the public
Contact Information	
Time and place	Please read the summary: http://pro-strategy.eu/32475_en.html

Events

Project PRO-STRATEGY presented to business managers and specialists

Date 26.06.2014

Description On 26th of June, 2014 Kaunas Regional Innovation Centre together with Business Support Academy of KTU Regional Science Park, invited Kaunas region business managers and specialists to participate in the project PRO-STRATEGY dissemination event and workshop on “How to communicate in organization?”
Event participants got acquainted with project PRO-STRATEGY, which aimed to support implementing an effective strategic planning in small and medium-sized enterprises. Clear strategic planning is the most important indicator for innovation and development processes, for a balanced growth and strengthening the company profile. Strategic planning provides a competitive advantage to enterprises and allows not only reacting of market fluctuations but to analyse and develop medium and longer term concepts for entering new markets and developing new business models. It is also a requirement for being innovative enterprise and to safeguard jobs.
During PRO-STRATEGY dissemination event business managers and specialists were introduced with S.Dellinger psychogeometry method (self-understanding and modeling their behavior), Neil Howe and William Strauss theory of generations (communication between different generations in organizations) and Karl Heinz Schindler square (defining and motivating saff with different attitudes).
The event was attended by over 30 researchers and business representatives. The participants were interested and foreseen practical need developing organization culture, employment policy and managing staff change processes, building organization teams and asigning tasks, creating motivation and reward systems in an organization, managing conflict situations, implementing marketing decisions and fostering personal relationships.
Project PRO-STRATEGY was a Leonardo da Vinci Transfer of Innovation project, funded with support from the European Commission, and based on the Strategy Train project results and products.

Target audience Business managers and specialists

Public Closed event

Contact Information Vaiva Kelmelyte
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Time and place Kaunas Regional Innovation Centre together with Business Support Academy of KTU Regional Science Park
26 June 2014