

Course 1 – entre-coach Teacher

Course 1 – the Train the Trainer entre-coach course - was delivered by the German partners and participants from Spain, Hungary, Finland, UK and Switzerland.

The course ran over the summer of 2011, with the coaching part of the course taking place in Berlin.



Part 1 was delivered at the end of June (5 days) and part 2 at the beginning of September (2 days). Participants also continued with distance e-learning and activities throughout the summer; they also evaluated the learning resources to aid the planning and content of Course 2.

Everyone agreed that the course was extremely interesting and very good; the German partners, who provided 3 coaching teachers, excelled themselves in the choice of subjects and how they put the ideas across to the rest of the partnership; it was agreed by all participants how useful the whole experience was.

The group dynamics were felt by all to be exactly right, which aided participation and learning on the course. In general, the only down-side was the desire for more time of the course to practice what had been demonstrated.

The "Jam Boy" inspired entrepreneurship students on Porvoo Campus, Finland

SuperJam was created by Scottish jam-maker Fraser Doherty, after being taught to make jam using his Gran's secret recipes at the age of fourteen. From humble beginnings, the company has gone on to sell millions of jars, has won a variety of awards and is even exhibited in the National Museum of Scotland as an example of an 'Iconic Scottish Food Brand'. SuperJam is a range of 100% pure fruit jams; sweetened with grape juice and made using Super Fruits, such as blueberries and cranberries.

Fraser told his story on Porvoo Campus, Finland, on September 26th, 2011. He shared the



journey he has been on from his Gran's kitchen in Glasgow to the shelves of thousands of supermarkets. This is a story of reinventing a product that has been around for hundreds of years, of not giving up at the first hurdle and of doing good along the way. As Fraser says himself: "It is possible do something extraordinary with something as ordinary as jam."

The event was organized by SYMBIO Entrepreneurship, HAAGA-HELIA Start up School in Porvoo.

Profile of our Swiss Partner

SOL was created in 1992 following Switzerland's refusal to enter the European Economic Area and the decision of Switzerland's Western cantons to strengthen existing collaborations with the EU in the field of vocational education and training. Since its formation, the association has adapted to political changes while defending its member's interests.

With over 20 years' experience in project management and the organisation of transnational work placements and mobilities, they offer consultancy and resources to help organisations address the demands of globalisation and increased exchanges between partners of different origins.



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Coaching and Mentoring

Some definitions given below; you may not agree with them.

A mentor or tutor: A tutor is someone who assesses guides and advises a student or colleague as to what to do and how to do it. A mentor fulfils the same role but to a lesser extent and is closer to the philosophy of a coach in that the role may be more personal. The aim is to facilitate the learning curve.

A coach is someone with a formal relationship to the client who aims to support the client(s) in improving their performance and competences, centring on their personal traits, habits, behaviours and attitudes to do so. The coaching process and programme is established by the coach but solutions are not offered. Guidance (involving certain coaching skills such as effective directed questioning, listening, mirroring etc) feedback and analytical tools are used to promote the client's discovering their own solution to a given difficulty or situation.

Course 2 is currently being prepared, following evaluations of Course 1 and the learning resources. This is proving to be an interesting task - coaching is not something that can easily be taught in a short workshop, or even a series of them. We all now understand that coaching needs a shift in attitude and the participants of course 2 will have to spend some time practising and coming to the realisation of the new skills. Course 2 will also be delivered using blended learning, workshops and online e-learning



Education and Culture DG

Lifelong Learning Programme

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