

Preface Education and Training program/product - DK

Title	Kvinde – bliv din egen direktør Woman – become your own CEO
Range	<input checked="" type="checkbox"/> Regional National International
Target group(s) (you can mark more than one)	Students in general Female Students (women only) Students in SET Female Students in SET Post graduates Post graduated women Post graduated women in SET <input checked="" type="checkbox"/> Other target group: Women in general
Language(s)	Danish
Kind of program/product	<input checked="" type="checkbox"/> training (different modules) lecture meeting event/conference workshop(s) other kind of training programs/products:
Program started/executed at (date)	February 2003
Duration of the program	16 weeks – one evening/week (4 hours/week)
Contact details	Organisation: Name of contactperson: Lise Damkjær Phone: +45 2949 9636 E-mail: lise@learning4life.dk
Web adress	No webadress according to the training programme Web of Contactperson: www.learning4life.dk
Theme of program	<input checked="" type="checkbox"/> orientation/stimulation <input checked="" type="checkbox"/> training in requirements for (starting) entrepreneurs
Summary of program (max. 12 sentences) Aims, activities, (planned) results	Aims: Encouraging and training women to become entrepreneurs in their own way. Participants: 35 women from a local area near Copenhagen in Denmark.

	<p>Methods: participation-methods as dialogue, café's, coaching, network, individual reflection.</p> <p>We worked together to help each woman to find her motivational power and to design a business according to her motivational power. Business understood as the sustainable holeness of her competencies, her product, her customers, price of the products, her ways of marketing and sale and the development of the business.</p> <p>This "designing" completed with "doing it" is the ongoing process of starting and developing a business.</p> <p>Everybody made up their own business plan describing her unique designed business.</p>
Didactical methods	<p>e-learning</p> <p>X training by a professor/(visiting) lecturer</p> <p>X coaching</p> <p>X other method(s):</p> <p>Dialogue-café's, "Disney-workshops"= dream/realise/critisize</p>
Number of meetings	16
Expenses for the duration of the program	€ 4.000
Evaluation results (so far) (in 6 sentences)	<p>The iterative process of designing your business is very important – the participants are tempted to finish part by part closing the possibilities to develop new ways.</p> <p>Breaking the myths of entrepreneurs as lonely nerd's with a fantastic idea and creating new ways of doing business with family, holeness and unfolding potential.</p>
Used and outcome products/media in program	<p>website</p> <p>cd-rom</p> <p>DVD/video/television</p> <p>game</p> <p>books</p> <p>X seminar concept</p> <p>X workshop concept</p> <p>database</p> <p>others:</p>