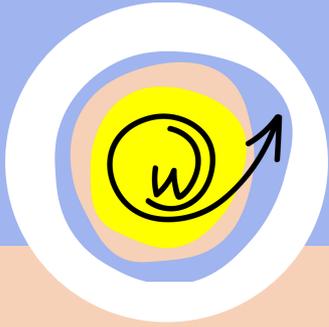




Erasmus+



A handbook

Youth entrepreneurship in the cultural and creative industry

Partner organisations:

Rada mládeže Žilinského kraja (SK)

Centrum pro podporu podnikání a zaměstnanosti (CZ)

FUNDACJA LAJA (PL)

Oravské kultúrne stredisko v Dolnom Kubíne (SK)

Žilinský samosprávny kraj (SK)

PaĽKO - Združenie priateľov ľudovej kultúry Oravy (SK)

The project OW - One Way = Culture + Youth + Creativity is realized thanks to the support of the programme

ERASMUS+ in the years 2021–2023.



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CONTENT

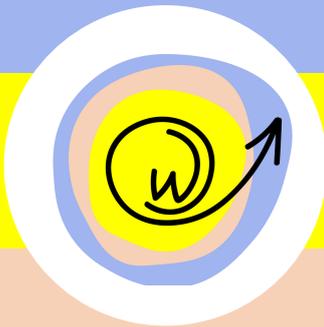
1. ABILITY TO CONVERT IDEAS INTO VALUES
2. THE ABILITY TO CONNECT ACROSS SECTORS
3. ABILITY TO TAKE A POSITIVE APPROACH IN DEALING WITH OBSTACLES
4. ABILITY TO MEET AND EXCHANGE EXPERIENCES
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9. THE ABILITY TO PRESENT ONESELF CONFIDENTLY
10. THE ABILITY TO BE SELF-CRITICAL
11. THE ABILITY TO BE CREATIVE
12. ABILITY TO CREATE A BUSINESS PLAN
13. THE ABILITY TO MAINTAIN BALANCE IN LIFE
14. THE ABILITY TO SET A GOAL AND PURSUE IT

The project OW - One Way = Culture + Youth + Creativity is realized thanks to the support of the programme ERASMUS+ in the years 2021-2023.



ABILITY TO CONVERT IDEAS INTO VALUES

Put ideas into practice. Pick one and breathe life into it. Then add more to it. Every day, do something for your idea, to improve your service/product.



Keep informed and interested!

How to do it:

1. **Business breakfasts** - find business breakfasts or afternoons in your town or neighbourhood where local entrepreneurs meet and share ideas with them.
2. **Business clubs or communities** - become a member of different business clubs or communities, present your activities, ask others what they are doing and see if you can help them. Rotate or be in more clubs over time, it will give you more variety.

Talk to people about what you do.

Talk to people about what you offer.

Participate in business events.



Listen to a short podcast from a Czech freelancing innovator

← **Find more** →

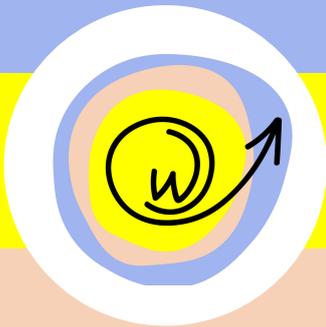
Choose your business club





ABILITY TO CONVERT IDEAS INTO VALUES

Put ideas into practice. Pick one and breathe life into it. Then add more to it. Every day, do something for your idea, to improve your service/product.



Show me what you're doing! Show me what you got!

Showcase your product

Introduce your service

Show yourself online

Show up at the event

How to do it:

1. Find a place where you can display/showcase what you can do (e.g. there are areas in cities where you can paint, so you could paint something there - that way people would see your work). You can also find a small shop that will take your products on consignment. You pay nothing for it, and when they sell it, you get your first money.
2. Social networks - start your own channel where you can present yourself professionally. Express yourself on the issues you are working on, comment, explain, explain how you can solve problems with your product, your service.
3. Festivals - take part in a small festival (e.g. in a city where you pay nothing) and get involved with your idea - selling products or services (moderating the festival). You will test your idea and people will start to know about you. Always have a business card, flyer or QR code ready with what you do and where people can find you.



Find out which social networks are right for you

← **Find more** →

Learn about paid and free offline advertising options



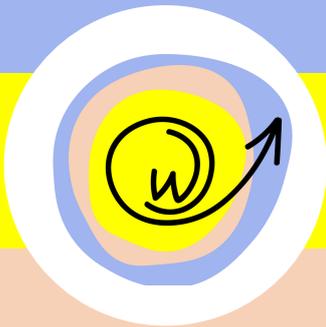


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THE ABILITY TO CONNECT ACROSS SECTORS

The simultaneous development of several sectors offers many unique opportunities. Whenever you think about starting a project, think about the new possibilities that are created by linking different sectors.



"We don't enjoy anything of our own unless we share it." - Erasmus

I participate in events on topics I don't normally follow.

I broaden my horizons.

I am interested in the outside perspective.

How to do it:

1. I focus on finding connections and intersections between different fields.
2. When I study, I choose a subject from a different program or faculty.
3. I will ask my friends to make me aware with their work, take me with them to their workplace, and explain their work to me.
4. I will have my work evaluated by people who are not involved in the subject.
5. I organize roundtables made up of experts from different sectors. I watch them enrich each other.



You learn how through networking we create the necessary links between people who can help each other.

← **Find more** →

David Burkus, author of "Friend of a Friend," explores the science of how networking works and reveals what the best networkers are really doing





ABILITY TO TAKE A POSITIVE APPROACH IN DEALING WITH OBSTACLES

Obstacles and problems can challenge you. How you handle them depends on your mindset. Do not be afraid of them whenever they appear, for you are strong enough to overcome them if you choose to tackle them well.



„If you think you can do it - you're right. If you think that you can't do it, you're right, too.“ - Henry Ford

Stay optimistic.

Surround yourself with people with positive attitudes.

Spend time with youth.

How to do it:

- Believe in what you do.
- Engage in new activities, don't be afraid to take risks and assume that everything will turn out well.
- Be grateful, appreciate every success, even small ones, and rejoice over them.
- Avoid people with negative influences and thoughts who grumble and see everything around them negatively.
- Each day, write in a dedicated notebook what you appreciate about the day, the business you did in it, and what you are grateful for.



Listen to a short video on the importance of positive thinking - how to do it.

← **Find more** →

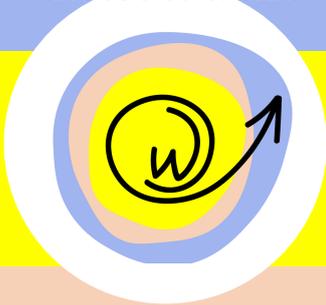
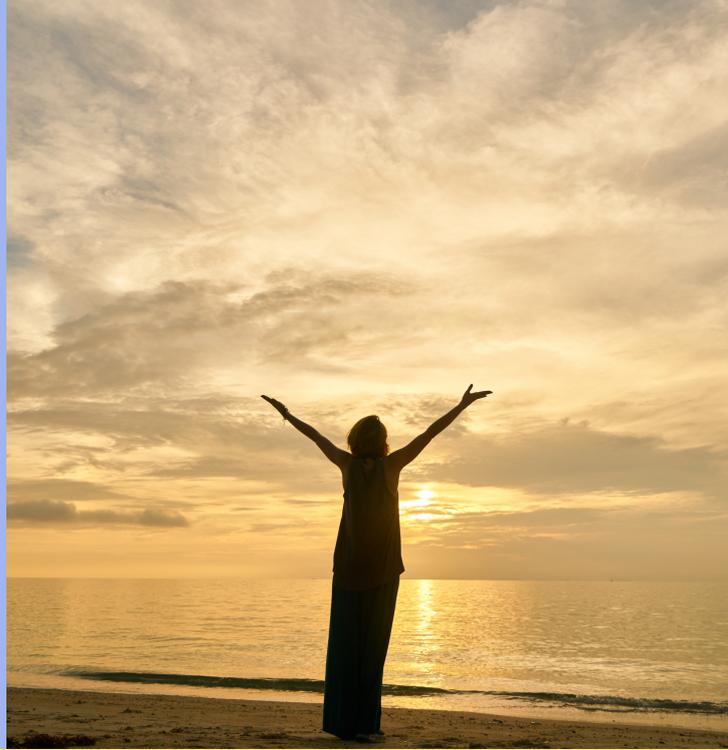
Listen to a short video on the importance of positive thinking - how to do it.





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If you don't know how to do something, go to sleep and try the next day again.

Accept reality.

Don't wear rose-tinted glasses. Keep your feet on the ground and your head within your dreams.

Don't look for happiness. Start creating it.

Start each day with courage and confidence that it will bring success.

How to do it:

- Regularly analyse both progress and obstacles in your business.
- Deal with the findings with a cool head, without emotion.
- Look for improvement in the progress of your business and challenge and change in the obstacles and problems.
- Remember that no situation is so bad that it can't get worse.
- Train your perception of the present moment.
- Visualize the state of your business graphically and in colour: yellow is the positives, and green is the challenges that await you (all obstacles and problems).
- Alongside entrepreneurship, remember self-development, as this builds the ability to take a positive approach to deal with obstacles and problems.
- Write down what you want to adhere to daily and strive to stick to it.
- Write down what you want to do and achieve each month, both in your business and personal life.
- Refrain from expecting others to do things for you. You are intelligent and capable. You can do it.



Look at the approaches to problem-solving.

← **Find more** →

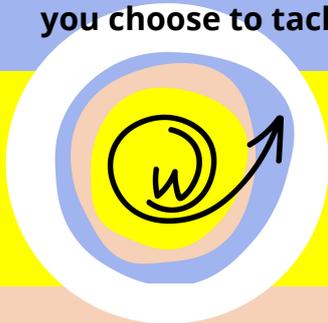
Look at the approaches to problem-solving.





ABILITY TO TAKE A POSITIVE APPROACH IN DEALING WITH OBSTACLES

Obstacles and problems can challenge you. How you handle them depends on your mindset. Do not be afraid of them whenever they appear, for you are strong enough to overcome them if you choose to tackle them well.



It's better to do it with a smile on your face.

Trust yourself.

Look for positive role models.

Examples attract.

Do not repeat the same mistake.

How to do it:

- Fear is a good advisor but a lousy master. Don't let fear control and enslave you in any domain.
- If your thoughts dwell on fear, write down what you are afraid of.
- Then write down how you'd like it if the fear wasn't there.
- Cross out the fear and tell yourself every morning how it will be. You will overcome fear, and you will believe in yourself.
- Look for those doing well in business, life, family, etc.
- Begin to communicate with those individuals by discovering the secrets of their success or attitudes towards the positives, problems, and obstacles.
- Learn from mistakes, don't repeat them and turn them into something more valuable and positive - experience.



Motivate yourself with the example of the positive role model Rob Balušik, whose upbeat attitude overcame life's obstacles.

Find more

Motivate yourself with the example of the positive role model Rob Balušik, whose upbeat attitude overcame life's obstacles.





ABILITY TO TAKE A POSITIVE APPROACH IN DEALING WITH OBSTACLES

Entrepreneurship also requires a precautionary attitude so that the moments we don't count on don't crush the entrepreneur. Unpredictable situations can take anyone by surprise. They may "hurt" but won't ruin you if you've prepared for the "what ifs" and how to proceed.



„Nothing is so bad that it cannot provide some good to the earth.“ – William Shakespeare

Expect the unexpected.

Embrace the unexpected.

Stay optimistic.

How to do it:

- Take time in advance to think through the "what ifs" and prepare for the "just in case". That way, you'll stay poised under the pressure of what's to come.
- There's nothing wrong with feeling frustrated at first after a bad experience, but instead of dwelling on "This shouldn't have happened," shift your thinking to "Now that it has happened, how am I going to deal with it?"
- Every problem can bring something good, such as lessons learned and a new experience. They are also a reason why you should remain optimistic.



Why you should define your fears instead of your goals with Tim Ferriss.

← **Find more** →

Look at every problem as an opportunity.





ABILITY TO TAKE A POSITIVE APPROACH IN DEALING WITH OBSTACLES

Entrepreneurship also requires a precautionary attitude so that the moments we don't count on don't crush the entrepreneur. Unpredictable situations can take anyone by surprise. They may "hurt" but won't ruin you if you've prepared for the "what ifs" and how to proceed.



Count on unexpected situations without fear.

Consult with others.

Use creative and critical thinking.

Plan results.

Don't give up.

How to do it:

- Asking for advice and considering multiple perspectives will broaden your view of possible solutions that you may have overlooked.
- Use your critical thinking to analyze the problem and switch to creative thinking to generate options. Then again, use critical thinking when evaluating options, keeping in mind that the best solution may be a combination of multiple solutions - be creative.
- Identify the root cause of the problem and focus on the outcome you planned to achieve. You don't always have to change your ways of doing things. Sometimes you just need to refine them.
- Keep trying and trying again. There is always a solution. If you don't see it, ask for advice.



Why you should define your fears instead of your goals with Tim Ferriss.

← **Find more** →

Look at every problem as an opportunity.





Worksheet for the web

How problems come to you and how to solve them

1

Track the problem, examine the area where things are not going well and work to improve them. The first and most crucial step in solving a problem is determining which stage of the process is not producing any results. Then you should focus on its elimination.

2

Try to accept problems that may arise from unexpected sources. Preparing for difficulties that may arise from sources you think will never fail is essential because life is full of surprises. Consider the "what ifs" and be prepared "just in case" to prevent them.

3

Always have an attitude of optimism. Believe that you can find a solution to any problem.

4

If you are unsure about something or lack knowledge in a particular area of your practice, consult an expert. They can give you the edge you need to resolve the situation.

5

You will use both creative and critical thinking skills to solve problems. Use your critical thinking skills to identify what is wrong and creative thinking skills to develop a solution.

6

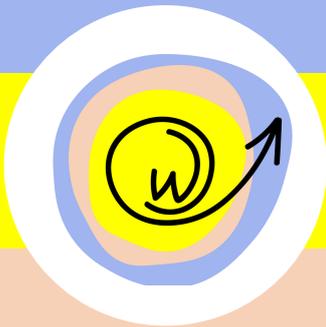
Never give up, and always consider the outcome of your plan. Every problem has an answer. Work hard and you will achieve success.



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ABILITY TO MEET AND EXCHANGE EXPERIENCES

Realize the value other people bring to your life. Reach out to other people, not just your closest friends. Gradually, you will realize that you can learn a lot even from a random stranger. The experiences they bring will allow you to take a better look at the world and its problems in the long run.



Your story is never complete and you will find its completion in others.

Local events

Meeting new people

Share stories, listen to stories

Travel

How to do it:

1. Point out 3-5 events in your area where you can meet new people. Talk about your ideas with at least 5 people at the event. After the event, write to at least one person and get their reaction to what you said.
2. Take the initiative and reach out to the stranger first. Be humble and open in getting to know the other person. Treat your partner with respect, this is the only way to get them to talk about their experiences and pass them on to you. Surround yourself with people with a sense of humour.
3. Talk about your ideas. Attend community meetings. Be interested in reflecting on your activities. Involve others in your ideas. Ask a more experienced person for advice. Recognize the value of the content exchanged. Stories provide you with a communication bridge between different people.
4. If you're not afraid to travel alone and you like adventure, pick a country that you're passionate about and go there. Different country, different people, different experiences. You're sure to have good conversations with strangers,
5. You'll exchange experiences, and you'll get some good foreign language practice.



Here's how to change your mind set for better networking.

Find more

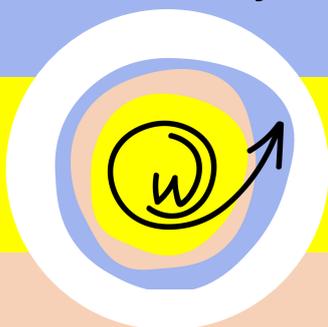
10 tips to get to know people in your area.





THE ABILITY TO OBTAIN FINANCIAL RESOURCES TO IMPLEMENT YOUR IDEAS

Every non-profit organisation and young person in the cultural and creative industry needs financial resources for their activities, creation and fulfilment of their dreams. There needs to be more than an idea and commitment to support and materialise your vision or creative plan.



Get to know your needs – for what and when do you want to get resources?

Identify your needs.

How to do it:

Set a goal for your efforts.

Have a clear idea of what you want to fundraise for – there are several ways to obtain financial resources, but it depends on the purpose.

a) Make a list of obstacles and problems, that prevent you from realizing your vision, and your purpose.

b) Circle the ones you need financial resources to overcome, and eliminate. For example, do you need to reconstruct the workshop space, studio, equip the workshop, buy the necessary stand, and tools, increase sales, promote the results of your creative work or something else?

c) Prioritise them – number them in order of importance, starting with the most important (often the most complex and most costly).

Determine the time horizon – when?

Work out the time until when you need to raise funds and the time you need to carry out each step – create a timetable. Answer the following questions:

a) How much time do I need for preparation?

b) How much time do I need for fundraising?

c) How much time do I need to carry out my plan once I have obtained the funds?

d) How much time do I need to account for these resources (if it is a grant)?



A crowdfunding campaign of enthusiasts interested in the history of Novohrad to raise funds for publishing a book on the region's history.

Find more

Campaign to support the release of a children's book in which Jašo learns about folk crafts.





THE ABILITY TO OBTAIN FINANCIAL RESOURCES TO IMPLEMENT YOUR IDEAS

Financial resources can be obtained in several classical and less common forms to ensure that a good idea is supported and implemented.



Look for funding opportunities for your project – how do I want to raise my funds?

Search for financing options.

How to do it:

Determine your method of implementation.

a) Make it clear whether you will fundraise alone or with friends in a team, who could help, and how they can help – create a team and define the tasks.

b) Make a budget plan, and don't forget about unexpected expenses.

c) Think about what form of fundraising suits you best – grant – endowment – crowdfunding – donation.

d) Consult with experts in the field of fundraising, and get in touch with crowdfunding platforms.

e) Keep an eye on current appeals and similar fundraising campaigns. They'll be a good inspiration for you. Follow the blogs of successful fundraisers.

You can also be inspired by Zuzana Zatovič's crowdfunding textbook: How to Raise Money for a Good Cause.



Tips for good fundraising campaign from a fundraiser Zuzana Suchova.

← **Find more** →

The largest Slovak crowdfunding platform.





THE ABILITY TO OBTAIN FINANCIAL RESOURCES TO IMPLEMENT YOUR IDEAS

Raising funds through multi-source financing is an effective way to implement our ideas so that they don't just stay in our heads, in a file on a disk or sketched out on paper.



Prepare and implement a project, campaign - Am I doing everything right?

Prepare and execute.

How to do it:

- a) Follow the designated plan.
- b) Make a spreadsheet – write a list of steps and activities in the rows and the time you have to implement them in the columns. Keep track of the spreadsheet, and update it regularly.
- c) If you are implementing a project or campaign in a team, communicate regularly with team members and solve problems together.
- d) If your campaign isn't going well (e.g. fundraising isn't going as planned), reconsider ways to increase your support – marketing tools, promoting your project, extending your timeframe, or reassessing your expectations.
- e) Monitor the achievement of the project campaign, objectives, indicators and budget.



Some global and Czech crowdfunding platforms.

← Find more →

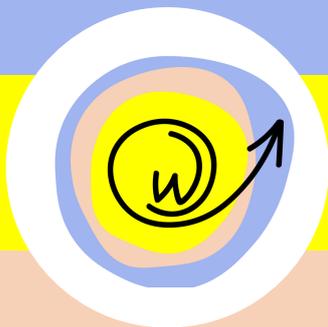
Slovak platform for donors.





THE ABILITY TO OBTAIN FINANCIAL RESOURCES TO IMPLEMENT YOUR IDEAS

A prerequisite for success is the knowledge and mastery of the basic options and forms of multi-source financing. This competency includes approaching donors, preparing your campaign, and preparing, managing and evaluating a successful project. It is a process that requires knowledge of the issues and the sequence of steps necessary for success.



Evaluate your project, and campaign – did I go the right way? Did I raise enough to accomplish my goal?

Evaluate your project, campaign.

How to do it:

- a)** Evaluate your project and campaign. Write the positives on one side of the paper - what you did right, what exceeded your expectations. On the other side of the paper, write what disappointed you and with what you had problems.
- b)** Answer the questions:
What did I do right, and what did I do wrong?
What would I have done differently?
Did the campaign or project meet my expectations?
- c)** Remember to give thanks to the donors. Think about the form of the reward – an artist can send an original graphic letter to the contributors, a folk craftsman, a creator can send his product – a little something with a thank you note, etc.



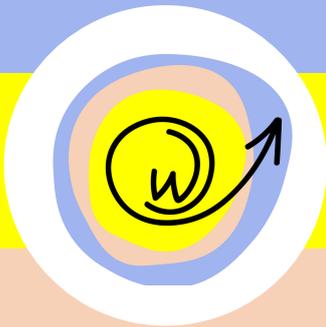


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ABILITY TO TAKE INITIATIVE

Be brave. Be persistent in achieving your goals. When someone says something isn't working, don't settle for it and look for ways it can go differently. Be aware of when you don't need to draw energy and when, on the contrary, is the time to work.



You're gonna wake up this morning and start working on your business plan.

How to get started?

It's slow going as you hold the direction.

I'll take any opportunity.

I'm on my own.

How to do it:

1. Start figuring out what you'll need to do to turn your idea into reality. Make a list of the steps. The more you know about what you want to do, the more realistic your idea will appear. Also take an interest in people in the field, find out where they get their information from, if you have better knowledge or experience, if not, what you need to do to have it.
2. Write a list of tasks you will do for your business that day. In the evening, go through it to see what you've done.
3. Don't miss an opportunity - You don't take an order because you're not 100% ready, you don't have the perfect product - give it a try. For the most part, it's all about luck too, so when luck comes your way, don't let it pass you by. When you get the opportunity to learn something, gain a new experience or contact, sell your first product/service, take it. Even if it's not easy at first - everything you do can enrich you in the future.
4. Find a mentor or a coach to talk to about your steps, and if you don't know, you can ask them.



Watch the video why you should take the initiative

← **Find more** →

Get inspired how to create the business checklist

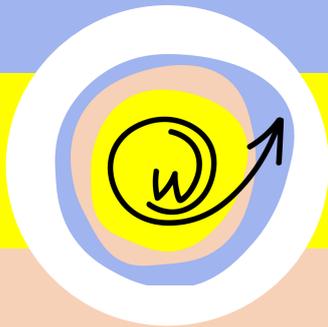




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ABILITY TO BE INDEPENDENT AND RESPONSIBLE IN ENTREPRENEURSHIP

In the mindset of independent and responsible entrepreneurship, creating value for society makes an entrepreneur thrive in the long term.



„ In business, you either get money or experience. Take the experience, and the money will come“.

-Harold Geneen

Don't be afraid of new things.

Start making your own decisions.

Take responsibility for yourself and your work.

Discover the power of teamwork.

How to do it:

If you get an offer to do something you've never done before, don't be discouraged by the possibility of failure. Think of it as an opportunity to learn something new. One way to start making your own decisions is to answer the question: How do I want to go about my day today? Think not only about work and responsibilities but also about your hobbies. Take responsibility for both success and failure. Don't shy away from praise when you succeed in something. Don't hide or make excuses if you fail at something. Get to know yourself and your teammates. We are all original. We have strengths and weaknesses. Something comes easily to us, and something comes easier to our teammates.



Motivation - Learn to make decisions!

← **Find more** →

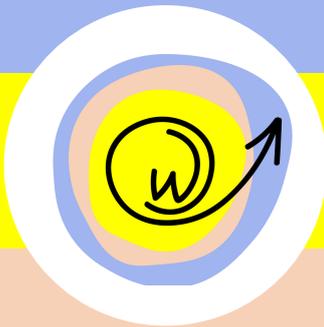
The life of an entrepreneur in 90 seconds.





ABILITY TO WORK IN A TEAM

The ability of people to connect and cooperate is something normal that has existed since prehistoric times. So working in a workplace with teamwork is nothing groundbreaking or revelatory. It's a fundamental skill that we use to guide the potential of our co-workers.



„None of us is as smart as all of us together“ – Ken Blanchard

Stick to the deadlines.

Be open-minded.

Appreciate other people's working styles.

How to do it:

Be reliable and meet deadlines. Find assignments to complete the week before the deadline. Know how to find work and finish it. Cooperate with others. Be responsive and diplomatic. Be fair to yourself, co-workers, vendors, and partners. Follow through on agreements. Be receptive to feedback from co-workers. Take it as an opportunity for growth. Learn how to listen and prevent friction. Understand your role on the team and identify with it. Work with the knowledge that no role is better or more important than another. Each is simply different. Try to learn about different working styles and their values since you can enrich yourself.



An example of good and bad teamwork.

Find more

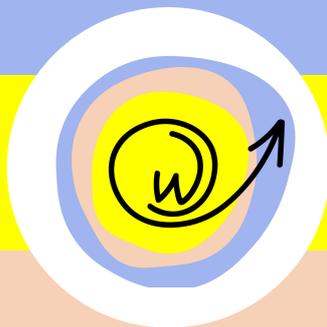
Teamwork is an asset for others and you.





ABILITY TO WORK IN A TEAM

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In the world of organisations, work tasks need to be shaped so that they can be performed successfully by ordinary people with ordinary skills – because others are not available.

Adapt quickly.

Focus on the team's goals.

Celebrate the achievements of your peers.

How to do it:

Be flexible. Every obstacle, or change challenges you to find new ways for approaches in your team. Keep talking to each other. Encourage, help and reward each other for your performance, learn from each other, and look for ways to avoid mistakes. Have the willingness and ability to put the team's interests ahead of individual interests. Formulate simple, clear and concise team goals. Provide recognition and appreciation for good performance. Communicate the accomplishments of individual members.

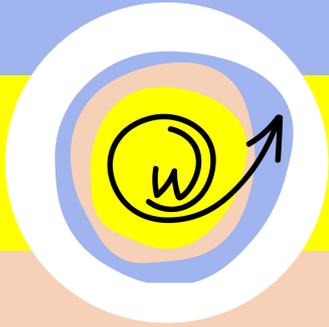


An example of good and bad teamwork.

Find more

Teamwork is an asset for others and you.





Project Management

An excellent way to practice project management skills is to lead a group of people on a project, which will help you improve your leadership skills as well as help you maintain a positive attitude towards the whole team because if you maintain a positive attitude towards the project, the entire team can benefit from it.

Time pressure on deadline – you can learn a lot from managing not to collapse from the time pressure of work, a deadline or something else. Sometimes it's better to try your best than to collapse under stress.

How to do it:

1. Mood awareness

Focusing more on how you behave in stressful situations or everyday life can allow you to reflect more and improve. So, for example, when you're in a stressful situation, think about the best way to approach the final solution you need.

2. Analyse the process

Many mistakes and problems can be avoided if you prepare a plan and an analysis of what you want/need to do. Try to imagine each step of the process, find a solution, and write it down. Doing it according to a plan is much better for your mood and attitude than doing it on the fly.

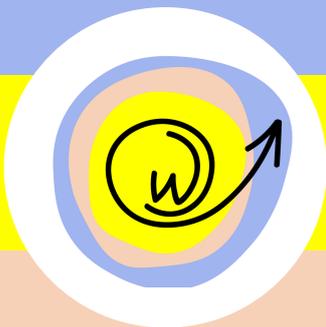
3. Be a mentor

When you work with someone who doesn't have such extensive skills in the field you are working in, try to be patient with them, pass on your experience, and support them in any way you can that might help them. If you shout at someone instead of trying to understand them, the worst thing you transmit is the fear of asking questions if you don't know the answer.



THE ABILITY TO PRESENT ONESELF CONFIDENTLY

Self-confidence is a superpower. It is essential in the creation of any plan. It sounds simple, just know your worth and believe in yourself! It is as vital for a creator (artist) to continually build it as to look for opportunities to allow it to grow naturally.



"Happiness is to be with yourself without obstructing yourself." – Jaroslav Dušek.

Know your products.

Showcase your work.

Meet informally.

Determine the objective of your presentation.

How to do it:

Think in advance about what you want to talk about, and prepare an introduction of your work in a few concise sentences (know the whole production process, its price, and the target group, etc.). Know the target group to whom you are presenting. The presentation aims not to present everything at once but to arouse interest. You can be inspired by the meeting, find new contacts, get a client, spread awareness, and compare yourself with others. After the meeting, mentally review what you did well and what you need to improve. Check the achievement of your goals. That will help you see your successes but also detect self-deception. Build up your self-esteem around your loved ones and, at the same time, observe their reactions. This way, you will get to know your strengths and weaknesses more clearly. Talk about yourself, about what you are doing. You don't have to prepare anything. You are among the people you know, after all.



The six behaviours discussed are based on more than 90 interviews with female leaders in sports.

← **Find more** →

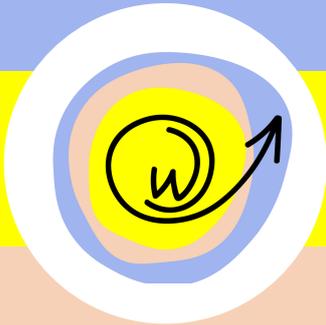
Four tips to become a great speaker and improve your public speaking skills.





THE ABILITY TO BE SELF-CRITICAL

The ability to self-criticise helps people to achieve their goals. Self-criticism is the identification of one's mistakes and the analysis and evaluation of negative aspects of one's actions, thinking and behaviour. Self-criticism is related to self-esteem, and it is a character trait. It is the key to self-improvement. It is the knowledge of what aptitudes, abilities, and resources I have at my disposal and how to use them to the maximum extent to achieve my goals.



"Humble thyself before no man, above no man exalt thyself" - William Saroyan.

Self-reflect on your presentations.

Failure? - does not exist.

Make decisions.

How to do it:

Find time for self-reflection, critical but constructive.

Ask yourself questions regularly - so-called personal SWOT analysis (link to worksheet with questions). It will help you find answers, see new opportunities and know threats. But avoid excessive self-criticism, which is limited to your shortcomings.

Failure is part of the lives of all artists and creatives.

Try to have an outsider's perspective and go back to the beginning to the question - Why am I doing this?

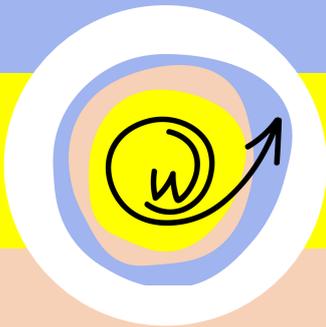
The goal is not to know everything, nor is it to not make mistakes, but to learn to cope.





THE ABILITY TO BE CREATIVE

Creativity is everyone's ability to create and find something new. It helps us look at the world with different eyes and find new solutions and perspectives. It allows us to see new things where they seem not to be and deviate from habitual thought patterns and stereotypes.



Creativity isn't just for art school graduates and the drawing of squiggly lines. It's the ability to think of what isn't and create a way to make it possible.

Train receptivity, curiosity and imagination.

Travel and perceive differences.

Create your own visualizations.

Practice concentration - always from start to finish.

How to do it:

Be perceptive and write down five things that caught your eye while travelling.

Imagine how you would improve these five things and change them (for a material thing, try to change it, for a situation, find another way).

Find a moment, relax and imagine your success, where you want to be, or what the perfect product looks like which you want to be successful. The more detailed you see it in your mind, the more you engage your imagination, and your creativity will look for ways to make it happen.

Don't let your head or your doubts stop you from completing any search for a new solution or possibility. Only patience and concentration can bring success and take your creativity to the next level.



Watch a 1,30-minute motivational video. You don't need more time. The idea is in your head already.

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15 ways to increase your creativity.

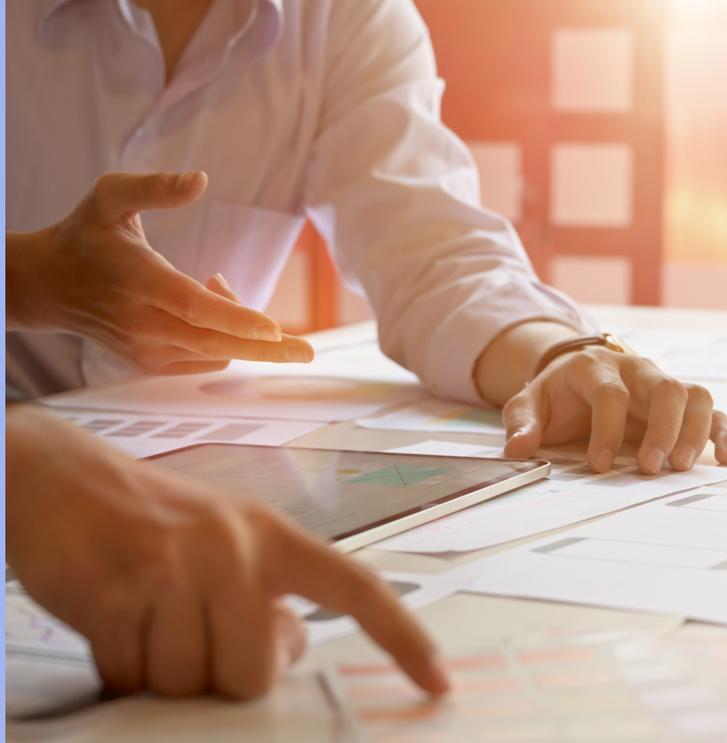




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ABILITY TO CREATE A BUSINESS PLAN

Ability to assess the environment, recognize opportunities and threats, mobilize resources and take actions leading to business success. Ability to describe and analyze a business and make estimates about its future. Includes the ability to make financial estimates - how much money will be needed to start or expand the business.



You have paid your taxes, you know your costs, your customers, your competitors, your product, your partners, your resources, your distribution channels, your revenue, and you are an ordinary person.



I don't have visibility over everything I probably should.

I'm going to build a Business Canvas model (by A. Osterwalder)

Pojmenuji si všechny jeho části - partnerství, činnosti, zdroje, hodnotu, vztahy, distribuční kanály, zákazníky, náklady, příjmy

How to do it:

- Describe the entities needed for the business (suppliers or other partners).
- Describe the basic activities through which you produce products or provide services.
- Describe what you need to carry out the core activity (physical resources, intellectual resources, human and financial resources).
- Describe what problem are you solving and what are the benefits for the customer by buying the product or a service.
- Describe how you communicate with your customers and how you build long-term relationships with them.
- Describe how you contact your customer and how you deliver goods or services to them.
- Describe which customers buy products most often and what you know about your customers.
- List the main costs associated with your business.
- Describe what customers are paying for specifically (service, rental, product, subscription, etc.)



See how to fill out the Business Canvas

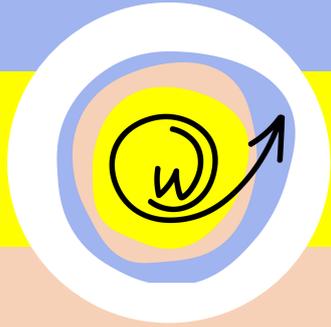
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You can download the model in Word at this link.



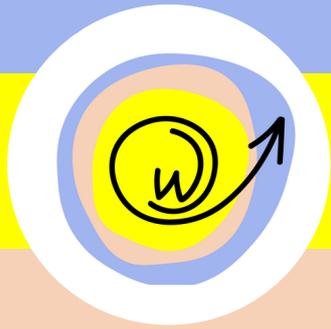


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Model Business Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	



SWOT ANALYSIS

ABILITIES

- At what am I good?
- What do others consider to be my strengths?
- At what do I excel?
- What do I know differently than others?
- What can I do to be better?
- Who or what can help me improve?
- Am I a team player? Do I have the ability to connect, look for connections?

LIMITATIONS

- What tasks do I fear?
- What am I putting off for later?
- What limitations am I creating for myself?
- How can I influence my inner limitation?
- What can I do to remove my fundamental limitations?

OPPORTUNITIES

- What specific opportunities do I have?
- Where everywhere do I see my opportunities?
- For what can I use them?
- How can I improve my chances in the market?

THREATS

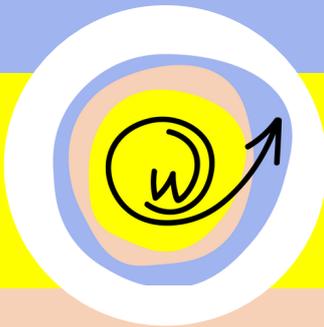
- What is my biggest nightmare when it comes to the question of success?
- Who can threaten my goal?
- What happens to me when I feel threatened?
- What works for me when I want the threat, the doubt, averted?
- Can a threat be turned into an opportunity? If so, how?

Remember, to make the analysis effective, you need to think about how to make the most of your strengths, remove your limitations and weaknesses, make the most of opportunities, and eliminate threats.



THE ABILITY TO MAINTAIN BALANCE IN LIFE

Do something for your joy every day; the whole day is not just about work. Relax, and do what you love. When you see that you are currently without inspiration, change the activity. Don't close in on yourself. Communicate.



A little voice inside you whispers all day long: "I feel this is right for me. I feel that this doesn't seem right for me." No teacher, preacher, parent, friend, or even the wisest person can decide what is right for you. Just listen to that little voice that whispers inside you.

Find out where you stand with your life balance.

Do you feel tired, without energy?

Then it would be best if you had a "life balance".

How to do it:

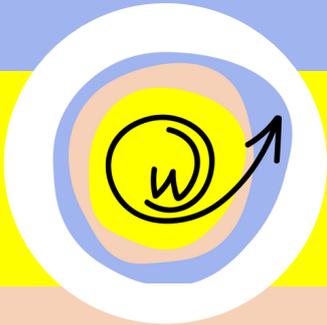
- Be honest with yourself and name how much time you devote to work, family, friends, yourself and your health.
- Name your values, and number them from 1. - 5. (e.g. health, family, children, etc.) and name how much time you devote to these values.
- Take time out for yourself - leisure activities such as active recreation, sports, wellness, family time, and friends.
- When you are unmotivated, change the activity you are doing.
- Emotions are important. Talk about them with family and loved ones.
- Give time to your priorities/values (health, children, family, etc.).
- Work in intervals - use the Pomodoro technique. Set a schedule, and avoid workaholism.
- Explore nature, which holds many extraordinary inspirations, and you will be able to clear your head.
- Search for places you love.
- Get to know the country or other countries and other people.
- Meet up with friends. Attending a self-development seminar/webinar is also a good choice.





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"Know thyself, and thou shalt be happy" – Socrates.

How to manage your time effectively?

Write everything down in your planner.

Define your priorities and deadlines.

Create an anti-procrastination plan.

How to do it:

Write down all the duties that await you at a particular time. It can be work, family, or various leisure activities. It is important to list everything in detail. You can visualize your activities using a mind map for a better overview. For example, use Mindmapmaker or the Mindly app.

In the next step, transfer all your activities and obligations into an app or calendar.

If you have a lot of obligations and activities, it's key to prioritize, i.e. determine what needs to be done right away and what still has time.

Remember to add the tasks' time frame and the completion deadline.

Taking a break between obligations or tasks is fine. It should, however, not take 2 hours.

Procrastination is the biggest enemy of efficiency (not only) of youth, so try to identify the activities you procrastinate with most often (watching soap operas, cleaning, social networking, PC games...) and avoid them until you've fulfilled your plan.

Indulge in these activities as a reward for meeting your goal.

As responsibilities keep adding up and (thankfully) diminishing, the end or beginning of the week is the ideal time to create a list of what you need to accomplish for the week/month or to update your calendar.



Good advice for achieving work-life balance.

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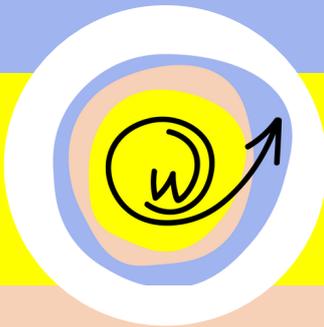
Practical advice and links to time management tools.





THE ABILITY TO SET A GOAL AND PURSUE IT

Plan and create, one step at a time. Have a big vision. Determine why and where you want to go. Break it down into smaller parts. For each part, identify the steps that lead to it. Focus, learn and experience the joy stemming from growth.



"Set a goal that you will achieve something so big, exciting, and in tune with your spiritual core that you can't stop thinking about it. It has to both excite and scare you. If it doesn't send chills down your spine, then the goal you're giving yourself isn't big enough. – Bob Proctor"

Are you looking for a life mission?

How to do it:

- Every incredible journey begins with small steps that require great courage.
- The most common reason people don't achieve their dreams is that they don't know what they want and don't have a defined goal.
- When you don't have clear goals, you will achieve unclear results.
- The first step to accomplishment is to set a goal that is as specific as possible.
- Be excited not only about the goal you have achieved but also about the path that leads to it.
- Even the journey can be a goal.
- You can use the SMART method when planning your projects.
- Explore and discover what is holding you back from achieving your goals.
- What specific fears, anxieties, feelings, and obstacles do you perceive on the way to achieving your goals?



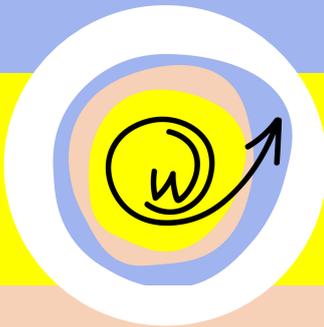
Website and inspirational talks by successful entrepreneurs on a variety of topics.

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Do you want to clearly define your dreams?

How to do it:

Visualize your desired future.

- Imagine a timeline of your career, with a past and a future. Where are you right now?
- Make a list of your priorities – organize your goals/dreams according to your priorities.
- Describe your goal/dream as precisely as possible. Write down precisely what you want, what qualities it should have, when it should happen, write down exact financial details, with whom and where, and other details and specifics.
- What strengths, abilities, and skills would you use to achieve your goal/dream?



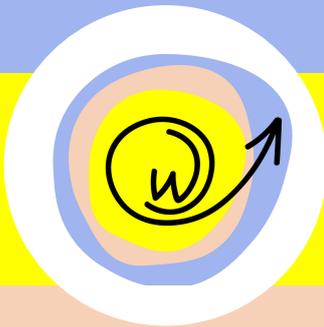
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Are you looking for a path toward a topic in which to do your business?

How to do it:

- Start a business doing something you love that makes sense to you.
- Your motivation comes from within.
- Start small, and with a small financial investment, you won't be so pressured.
- Take it one step at a time.



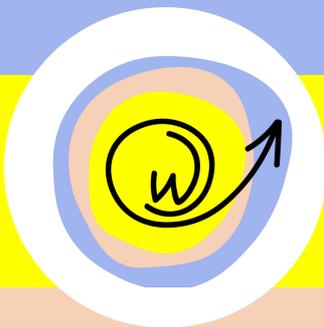
Good advice from experienced managers for a successful business - a humorous lecture for young people.

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Do you need help with meeting your goals?

How to do it:

- Find someone more experienced to help you implement your vision – a mentor/coach.
- Become an observer of the environment.
- Reach out to professionals, teachers, and entrepreneurs in your area of interest.
- Expand your knowledge and skills, and nurture your development.
- Go to places where people with a similar focus to yours meet, share their experiences, and get involved in activities to support your vision.
- Meet new people, be supportive, share business experiences, and don't be afraid to reach out to those more experienced in entrepreneurship.
- Follow successful people who are happy to share their experiences.



Good advice from experienced managers for a successful business - a humorous lecture for young people.

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