



# TOT & COACHING

## FOR FUTURE ENTREPRENEURSHIP AMBASSADORS



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LIFOS YOUTH GROUP & CEFE MACEDONIA

OFFERING YOU AN OPPORTUNITY TO CHOOSE: BUTTERFLIES OR CATERPILLARS?

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WHEN?  
05/10/2015 - 18/10/2015

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WHERE?  
SERACE HOTEL,  
KAYSERI, TURKEY

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WHAT?  
TRAINING OF TRAINERS  
FOR CEFE METHOD

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MR. MUSTAFA YILDIZ  
MRS. ELENA GAGACHEVA

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MCCERKILET@HOTMAIL.COM  
INFO@CEFE.MK

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+905386661868  
+38978201854



Nowadays we have one common problem which is becoming more and more urgent in Europe; the youth unemployment and low level of entrepreneurial skills among them for starting business or working in already existing company.

- Do you want to learn how to train people to be successful entrepreneurs?
- Do you want to help to reduce the unemployment in your country?
- Do you want to evoke creative energy of Individuals and use this potential for business development, skills improvement and creation of new entrepreneurs?

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### **If your answer is YES than we have a solution:**

The project "ToT and Coaching for Future Entrepreneurship Ambassadors" taps the strong societal need for building enterprising societies across Europe which will enable young people to realize their ideas and professional plans.

The training, particularly, is about creating competent trainers and leaders to be licensed entrepreneurship trainers who will use the world famous CEFE Methodology.

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### **What is CEFE?**

It is a methodology that stands for Competency based Economies, Formation of Enterprise and is a comprehensive set of training instruments using action-oriented and experiential learning methods to develop and enhance the business management and personal competences of a wide range of target groups, mostly in the context of income and employment generating and economic growth.

It is developed in 1980s and is considered to be one of the most successful methods of teaching business development. CEFE trainings are completely adapted to teaching and oriented towards simulations, empirical and interactive participation of participants.



## What will you benefit?

- ✓ Increased competence in state of the art of CEFE methodology application.
- ✓ Enhance familiarity with methodology recent tools and exercises and develop the ability to create new exercises and training programs;
- ✓ Observation and certification of participants for becoming licensed CEFE trainers who will work nationally and internationally;
- ✓ Strengthen the capacities of organizations in the process of taking actions for tackling the growing youth unemployment, raising their capacity to deliver entrepreneurship trainings, generation of revenue and open the door for new international collaborations on similar topics.
- ✓ Strengthening the CEFE network organizations through Europe and partner countries;
- ✓ Build common ideas and projects for multiplying events;



## How you will acquire the knowledge and skills?

The learning process will be based on four dimensions: knowledge, attitudes, skills and habits. The overall guiding principle to the Training of Trainers will be the ownership of the process which is acquired through time and energy that participants must invest into the highly demanding schedule. By moving through the stages from awareness to transformation, the participant will be given the opportunity to experience personal growth, to develop a more enterprising approach to life, and to prepare an own business plan. The non-formal learning is the main characteristic of the training.

## Working language:

All participants must be able to speak **English** for successful career in entrepreneurship and training!

## Certification:

All the participants which will successfully accomplish 80% of the course will be awarded with Youthpass Certificate and a license for CEFE trainers.

With the License for CEFE trainer we enable the opportunity for National, International and Master Trainer Certificate from CEFE International. More about the process you can find on [www.cefe.net](http://www.cefe.net)

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## Who should attend?

This training is not for tourists. We are going to work! It's for people who are serious in their goals and careers to become training professionals. Youth workers, Trainers, Youth leaders, Project managers, Entrepreneurs, Facilitators, and Employees in agencies for supporting entrepreneurship with above mentioned characteristics are welcomed from:

Bulgaria, Estonia, Greece, Italy, Macedonia, Netherlands, Poland, Romania, Slovak Republic, Spain and Turkey.



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## Who will be your trainers?

Experienced business leaders who are working many years in the field of training and consultancy and had organized and realized numerous of trainings from Amsterdam till Dubai with more than 5.000 people trained.

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**Mr. Zoran Vitanov** CEFE Master Trainer and Adviser, one of co-creators of CEFE Macedonia, co-owner of "Trade Consulting", business consultant and networking marketing professional.

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**Mr. Jovan Stalevski** National CEFE Adviser and Trainer, president of CEEFE Macedonia, business consultant, creator of many projects for economic growth, and marketing professional.



## We'll visit this beautiful place ... Cappadocia

**Accommodation:** During the Training Course we will be placed in [Serace Hotel](#) ★★★★★ in Kayseri, Turkey. The hotel is equipped with all amenities (comfortable rooms, training premises, restaurant service, gym, swimming pool, and lobby bar).

### Costs:

1. Board, lodging and all materials will be covered by the organizer LIFOS Youth Group.
2. Travel expenses will be reimbursed according the regulations of the Erasmus+ programme. The money will be transferred to your bank account after the training course when you have given us all the original travel documents from your trip (Boarding passes, e-tickets, invoices, bus/train tickets, bills etc.) To have your expenses fully reimbursed, you will need to book 'two-way' tickets (incl. bus/train etc.) Any (return) tickets that are bought after the training will not be reimbursed.  
Maximum amount covered by country/per person:
  - Turkey: 0 EUR
  - Bulgaria Greece, Romania, Slovakia, Macedonia: 275 EUR
  - Italy, Poland, Estonia, Netherlands: 360 EUR
  - Spain: 530 EUR
3. As each business entity needs an initial investment to be established, every participant will invest 100 euro as participation fee on the spot as a self-investment that could bring income to you and your organization.
4. There is an optional of 50 euros for organized trip to Cappadocia – a must see-sight in Turkey.

### Application and confirmation:

To apply for the training please complete the online application form at [SALTO YOUTH](#) and send us your CV as well. If you are selected to participate, we will send you a confirmation letter. We will select two participants from each country.

**Deadline for application: 28 August 2015**

**Selection of participants: 03 September 2015**



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### Organizer:

Lifos Youth Group is an informal youth group formed in 2011. Our group works as an informal learning organization, encouraging young people in activities, where they can express themselves in an independent and self-management mode also searches for new, unconventional and attractive activities and solves leisure problems of youth people in Kayseri.

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### Co-Organizer:

CEFE Macedonia is an organization formed in 2008 in Skopje, R. Macedonia and we work mainly with mature youth and institutions for promoting and raising entrepreneurship and self-employability skills. Our main standards in work are proficiency and professionalism in everything we are doing. These standards of ours will be also role model for providing the training. [www.cefe.mk](http://www.cefe.mk)



**WE guarantee results:** If you're not happy, we're not happy. Go back to your life and apply the new techniques and skills you learned in our training. If you're not absolutely delighted with the results you achieve, write to us right away. We'll issue you a refund. That's our guarantee!

### Take a look how it was on previous CEFE ToT's:

Pictures from [Croatia](#)

Pictures from [Macedonia](#)

Cool video from [ToT in Macedonia](#)

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**For any questions and additional information, please feel free to contact us on the following e-mails:**

Mr. Mustafa Yildiz (regarding accommodation and travel) [mccerkilet@hotmail.com](mailto:mccerkilet@hotmail.com)

Mrs. Elena Gagacheva (regarding project design and training) [info@cefe.mk](mailto:info@cefe.mk)

## Working Program

<b>Day 0</b>	<b>05.10.2015</b>
AM	Arrival of participants
PM	Welcoming and formal opening/introduction
Evening	Welcoming party
<b>Day 1</b>	<b>06.10.2015</b>
AM	The aims and objectives of the TC
	Leveling of expectations, fears, outputs
	Basic working rules
	Group contract
	Day by day program + Administrative details
	Unfreezing participants games
PM	Evaluation Criteria
	Risk Management (PECs) - Darts
	Experiential Learning Cycle
	KASH (Knowledge, attitudes, skills and habits)- T-shirt folding exercise
	Diary (daily evaluation)
Evening	
<b>Day 2</b>	<b>07.10.2015</b>
AM	Bridge to day before
	Use of Energizers
	Review of experiential learning cycle
	Creativity Training
PM	Self-awareness games: Art Gallery
	JoHarry Window
	Diary (daily evaluation)
Evening	International evening
<b>Day 3</b>	<b>08.10.2015</b>
AM	Bridge to day before
	What is Training?
	Setting SMART goals
PM	Training Objectives and Training Analysis
	Idea generating and selection procedure – Round Robin
	Macro Screening of business idea
	Micro screening of business ideas
	Intro to presentation of organizations
	Diary (daily evaluation)
Evening	Organizations fair
<b>Day 4</b>	<b>09.10.2015</b>
AM	Bridge to day before
	Facilitation
	SWOT of business ideas
PM	Business and external factors
	Environment of entrepreneurs "SpiderNet"
	Diary (daily evaluation)
Evening	Movie night

<b>Day 5</b>	<b>10.10.2015</b>
AM	Bridge to day before
	Problem Solving Cycle
	Marketing Mix 5Ps
PM	Research Marketing
	FIELD INTERVIEWING TECHNIQUES AND FIELDWORK
	Diary (daily evaluation)
Evening	Movie night
<b>Day 6</b>	<b>11.10.2015</b>
AM	Practical session in the streets of targeted market
PM	Study visit to Business Institutions and National Agency for Employment
	Visiting local historical sites and mainstream places
	Diary (daily evaluation)
Evening	Free time
<b>Day 7</b>	<b>12.10.2015</b>
AM	Bridge to day before
	Reflections of market findings - harvesting the fruits
PM	Market room simulation exercise
	Marketing Plan
	Diary (daily evaluation)
Evening	Free time
<b>Day 8</b>	<b>13.10.2015</b>
AM	Bridge to day before
	PECs, intro profit and loss
	Developing the training session + Developing training materials visual aids
PM	Business under price competition, costs, pricing
	Production and Costs
	CEFE Diary
Evening	Free time
<b>Day 9</b>	<b>14.10.2015</b>
AM	Bridge to day before
	Balance sheet preparation
	Profit and Loss Statement
PM	Cash Flow
	Financial concept of the business plan (Envelops)
	CEFE Diary
Evening	Free evening
<b>Day 10</b>	<b>15.10.2015</b>
AM	School of CEFEistas
	Project Packaging
PM	Preparation and composing of business plans
	Diary (daily evaluation)
Evening	Free evening
<b>Day 11</b>	<b>16.10.2015</b>
AM	Bridge to day before
	Reality Check (XY)
	Cooperation, competition
PM	Presentation of Erasmus +
	Planning of future cross border and local youth entrepreneurship projects -Workshops in project teams



	Meeting of expectations
	Final evaluation + Youth Pass
	Gift to happiness
	Closing Event for the project
Evening	Final adjustments to projects
<b>Day 12</b>	<b>17.10.2015</b>
AM	Trip to Cappadocia*
PM	Trip to Cappadocia
Evening	Departure of participants
<b>Day 13</b>	<b>18.10.2015</b>
AM	Departure of participants
PM	Departure of participants

\*Could be moved at the middle of the training (According participants group agreement)