

TOPICS FOR THE IMPLEMENTATION OF THE SOFT SKILLS PROGRAM

1. COMMUNICATION SKILLS (each one by 45 min. but workshop 90 min.)

- Business communication (email, phone calls, how LinkedIn is used for business communication, etc.)
- Verbal and nonverbal communication
- Public performance (from informal conversations with friends to business presentations on which multi-million contracts will depend, your presentation skills will differentiate between success and failure.)
- Social networks (LinkedIn, business Instagram)
- Workshop: PUBLIC APPEARANCE

2. STARTUP ENTREPRENEURSHIP (each one by 45 min. but workshop 90 min.)

- Business idea analysis
- Development of LEAN STARTUP BUSINESS MODEL
- Time management
- Institutional environment
- SWOT analysis and PEST analysis
- Entrepreneurial skills (Questionnaire: testing individuals)
- Workshop: CREATING A CANVAS LEAN BUSINESS MODEL

3. PRESENT YOUR SKILLS (each one by 45 min. but workshop 90 min.)

- CV and cover letter
- Preparing for an interview with the employer
- Active job search (adjusting CV, searching portals, “knocking on doors”, LinkedIn for self-promotion purposes)
- Workshop: SIMULATION OF A JOB INTERVIEW

4. PROJECT FINANCING (each one by 45 min. but workshop 90 min.)

- How to find a suitable project?
- Presentation of the Application Form (Public competition of the Startup Center STP Čačak 2019/2020.)
- Crowdfunding
- Business support organizations (STPs, Hubs, StartUp centers, Accelerators)
- WORKSHOP: APPLICATION FORM