Market Leaders International

Social Impact & Entrepreneurship Program

[pilot]

Initiated by Faces of Change (NL) en AID (TR)

"*We believe the challenges our people and planet are facing can be solved only if we involve all people; people that are searching for their purpose in life, especially the ones that are currently displaced, marginalized or stuck in their career. That's why we launched Market Leaders International, for all people willing to become impact makers and peace builders; developing entrepreneurial social solutions needed to make our society sustainable. We can all be leaders of our destiny and we can train you to become one!".*

Introduction

Are you at a crossroads in your life? Thinking about what to do next? Thinking maybe about starting your own business? Or have you just started your own business? Or you want to explore how entrepreneurial you are?

We from Market Leaders International are a starting social enterprise that targets people with their talents and ideas, to unleash their potential, rediscover their dreams and what they are passionate about to spur and ignite innovation and entrepreneurship in communities and societies. Ultimately we want to contribute to peace, a better world, sustainability and the setup of social enterprises. Read more on: www.MarketLeaders.International
Who are we? A team of people coming from Turkey, Syria and The Netherlands.

				
Carin Beijer Trainer Linkedin profile	**Pim de Bokx** Trainer Linkedin profile	**Saskia Harkema** Trainer (lead) Linkedin profile	**Subhe Mustafa** Trainer Linkedin profile	**Saadet Ozdemir** Trainer Linkedin profile

We have developed the – **Social Impact Entrepreneurship Program** – which we want to pilot in The Netherlands. We have done so in Turkey past July and it was a huge success.

Our 4-day program will take place in the city of Utrecht

Who: We want to form a diverse group of refugees, students, young people that want to enter the labour market, professionals who feel they are 'stuck' in their job and want to explore a next step.
Where: De Alchemist , Europalaan 2, Utrecht
Costs: Our program is subsidized by Haella Stichting. You will have to pay for your transportation costs and we ask a contribution for lunches according to what you can bare. On Friday and Saturday dinner will be included in the program, on Saturday when the final ceremony is where you get a Certificate.
Language: The program is given in English. Support in Dutch, Arab and Turkish available.
When: 20, 21, 22 and 23 November
Sign-up: **Carin Beijer: cjbeijer@telfort.nl (0636190361) Saskia Harkema: sharkema@ziggo.nl (0620610079) of Pim de Bokx: pim@marketleaders.international (0654247268)**

You are a Leader, Together we'll make it there
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Timetable

Time	Topic	Activity
PHASE 1: UNDERSTANDING		
SELF-AWARENESS AND YOUR PLACE IN THE WORLD		
Day 1 (Alchemist – Europalaan 2, Utrecht)		
09.30 – 10.30	Introduction to the Module Saskia	Getting to know each other with card game Home Assignment - What are your strengths - What are your weaknesses - What is unique about you. Together defining a Code of Conduct
10.30 – 11.00	Management & Personal Drives Saskia & Carin	Teamwork, skills and competences, personal leadership style
11.00 – 11.30	**BREAK**	
11.30 – 12.30	Introducing Social Entrepreneurship & The Entrepreneur Saskia	Lecture
12.30 – 13.30	Building a Future Scenario as a Social Entrepreneur (Part 1) Students	**Exercise 1**: Generating PESTEL Factors & Identifying opportunities
13.30 – 14.30	**LUNCH BREAK**	
14.30 – 15.30	Working from your Circle of Influence Students	**Exercise:** Circle of Influence and Concern
15.30 – 15.45	**BREAK**	
15.45 – 16.30	The Tree of Life Part 1 Students	Working on individual Tree of Life What are your roots: What are your core values? What is your trunk: What values support you?
16.30 – 17.00	Wrap-up of the day and explanation of the next day and the Multiple Intelligences test Subhe	Explanation Multiple Intelligences Test
SELF AWARENESS AND SELF-ASSESSMENT		
DAY 2 (Alchemist)		
09.30 – 10.00	Introduction to the second day of the module Saskia	
10.30 – 11.30	Presentation test Multiple Intelligences & Tree of Life Part 1 Subhe and Students	
11.30 – 12.00	**BREAK**	
12.00 – 13.00	Working on your Tree of Life (Part 2) Students	What are your branches: Your gift to the world? What are your flowers: What makes you unique?
13.00 – 14.00	**LUNCH BREAK**	

14.00 – 15.00	Making a Self-Assessment with the Core Quadrant & Presentation Carin	Work on your personal strengths and weaknesses
15.00 – 15.30	**BREAK**	
15.30 – 17.30	Social Fabric of Utrecht	Guided Tour through the city of Utrecht to get to know the social fabric of the city
17.30 – 18.00	Wrap-up of the day Saskia	
19.00 – 21.00		SURPRISE!
THE ENTREPRENEURIAL MIND AND LENSES		
DAY 3 (Saskia's Farm)		
09.30 – 10.00	Introduction to the third day of the module Saskia	
10.00 – 10.30	A case story of a social enterprise in Gaziantep Subhe Mustafa	Inspirational Speaker
10.30 – 11.00	**BREAK**	
11.00 – 12.00	Envisioning the Future Saskia & Carin	**Exercise 3**: ***Visioning*** **–** What is your dream about the world in 2025?
12.00 – 13.00	**LUNCH BREAK**	Departure to Saskia's Home
13.30 – 17.00	XLX Game: Awareness - Finding the Entrepreneur in you Pim	Game At Saskia's Place
17.00 – 20.00	Wrap up of the day Saskia	Surprise!
ENTREPRENEURIAL SKILLS		
DAY 4 (Alchemist)		
09.00 – 09.30	Introduction to the 4th day of the Module	
09.30 – 10.30	Inspirational Guest Speaker Saadet	Guest-lecture
10.30 – 11.00	**BREAK**	
11.00 – 12.30	Making a Social Impact Saskia	Dialogue facilitated by Saskia and Utrecht in Dialoog
12.30 – 13.30	**LUNCH BREAK**	
13.30 – 14.30	Developing Emotional Intelligence (Part 2) including presentation Carin	**Exercise**: Developing EI Identify, Evaluate, Express Empathize
14.30 – 14.45	**BREAK**	
14.45 – 15.15	Writing a Personal Mission Statement Saskia	Lecture
15.15– 17.00	Goals setting and next steps Students	Writing your personal mission statement & presenting
17.00 – 18.00	Wrap-up and evaluation of the Masterclass Saskia	
19.00 – 22.00		Final Ceremony and Dinner at Shumaila's Place

Market Leaders International

Een uniek programma

Denk je er wel eens over om iets voor jezelf te beginnen? Of ben je net gestart? Wij van Market Leaders zijn een sociale onderneming in oprichting die zich richt op mensen die met hun talenten en ideeën nog geen vorm hebben kunnen geven, omdat zij nieuwkomers zijn, maar wel ondernemend zijn en aan de slag willen op een manier die bijdraagt aan een vreedzamere en schonere wereld. Op onze website kun je lezen meer lezen over wie we zijn en waar we voor staan: https://www.marketleaders.international.

Onze eerste **succesvolle internationale pilot** was in Gaziantep in samenwerking met een Syrische NGO AID. Daar onderzochten participanten of ze iets met hun droom in de vorm van een social enterprise konden doen op een speelse en interactieve manier onder begeleiding van ervaren trainers en adviseurs van startende ondernemingen en ervaren social entrepreneurs.

Pilot in Utrecht

Onze tweede Pilot doen we in **Utrecht op 20 , 21 , 22 en 23 november** in samenwerking met Faces of Change, Female wave of Change, Utrecht in Dialoog, Haella Stichting.
Wie: We willen een diverse groep vormen van studenten, vluchtelingen, start-ups, mensen die vastgelopen zijn in hun carriere, een baan zoeken, willen onderzoeken hoe ondernemend ze zijn.
Waar: Bij de Alchemist in Utrecht, Europalaan 2 Utrecht.
Kosten: Het programma wordt gesubisidieerd door Haella Stiching. Kosten voor vervoer zijn voor jou. We vragen voor een bijdrage naar draagkracht voor de lunch.
Voertaal: Engels, ondersteuning in Nederlands, Arabische en Turks aanwezig

Opzet Programma

Dag 1: Wie ben jij, wat is je droom en welke mogelijkheden zijn er om iets voor je zelf te beginnen ?
Dag 2: Self- assessments van talenten en valkuilen
Dag 3: Het grote ondernemers spel
Dag 4: Durf jij de stap te maken? Wat is jouw missie na deze pilot?

Deelnemen? Neem contact op met Carin Beijer: cjbeijer@telfort.nl (0636190361) Saskia Harkema: sharkema@ziggo.nl (0620610079) of Pim de Bokx: : pim@marketleaders.international (0654247268)



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