

Module 4: Sustainable Finance and Sponsorship

Lesson 4. Communication and Collaboration

Module 1 : Entrepreneurship

Unit 4	Women as Entrepreneur
Topic 1	Communication
Topic 2	Different kinds of communication
Topic 3	Advice for beginner
Topic 4	Methods of improving communication
Topic 5	Collaboration
Topic 6	Conclusion

Module: Learning Outcomes

Module 1- Entrepreneurship

Introduction text: *The Unit is about communication and collaboration. It will shortly present some methods of improving communication and collaboration and sources of further reading about these topics.*

Knowledge

A learner will know/have:

- Communication types
- Communication improvement Advice
- Communication methods
- Collaboration Advice

Skills

A learner will be able to understand:

- How to improve their communication skills, how to work on it.
- How to find potential partners, keep in touch with them.

Competences

A learner will be able to do on completion of a learning process:

- Gain more confidence and knowledge about communication improvement.
- They will have knowledge about how to find future partners by themselves.

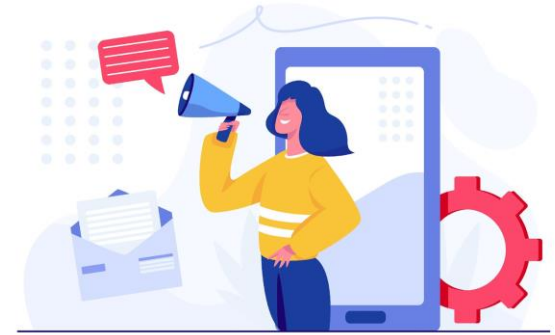
Unit 4: Women in Business

Topic 1. Communication

- Communication is crucial part for entrepreneur. Good communication is very important part of our lives as it explains for outer world what we have in mind. Some of the best communicators, according Carmine Gallo, author of „ Five Stars“ are Business people (men and women), Professionals, Lyders, TED talkers and even Scientists. About the last ones there might be some doubt, as some professors can know things well „on paper“, in theory, but in practice they might not be able to explain it in an interesting and breaf way.

*For books:

- Carmine Gallo (2018). *Five Stars*. St. Martin's Publishing Group.
- Carmine Gallo (2021). *Penkios Žvaigždutės*. Tyto Alba.



Lesson 1.1. Why is communication important?

Communication is needed in any kind of job, in particular in a business. Where do we need communication once we have our business?

- In communication with our team and partners
- Networking and looking for new partners
- Looking for new customers
- Communicating to mixed audience on online platforms.

Communication makes

- tasks to the team we work with clearer
- our relationship with partners better
- attracts new partners
- attracts new customers
- communicates concepts of our business and gives message through our marketing and messages in Social Media about our product, values and connection to customer.

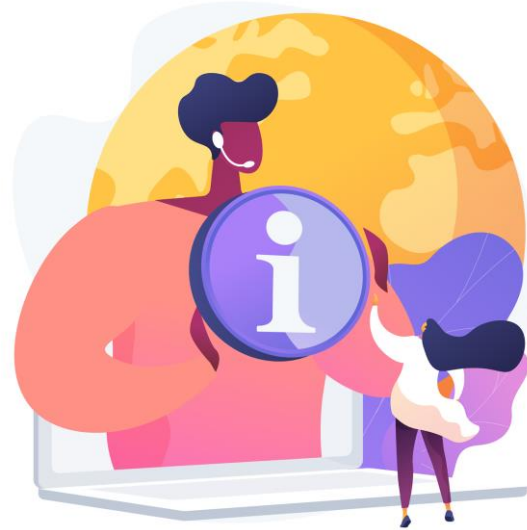
Good communication makes business generally more attractive and more organized.



Topic 2. Different Kinds of Communication

There are different kinds of communication:

- . Verbal Communication.
- . Non-Verbal Communication.
- . Written Communication.
- . Listening.
- . Visual Communication.



Topic 2.1 Verbal Communication

Verbal Communication, is what we speak and express in words. It's one of most common communication types. It occurs when we engage in speaking with others. It is useful in any job environment as it helps to directly express what we think. DIFFICULTY here, though, might be when our verbal expression is NOT clear to the other person.

In the last unit you will be able to watch a video that will help you to have an idea how to start communicating more clearly when you don't have much experience in communication or you are scared to communicate at first.

This kind of communication might be used in any context in work or business environment but it might take MORE TIME and that could be an issue when you are managing more tasks at once. In that case it could be more practical to chose different kind of communication.



Topic 2.2 Non verbal communication

- **Non-Verbal Communication.** What we do while we speak often says more than the actual words. Body language/subconscious gestures are part of it. Most often it shows whether person is confident or not and affects relationship between communicator and the person information is communicated to. Non-verbal communication types are:
 - **Written Communication.** One of most common communication ways when we have to communicate shorter pieces of information with partners or customers. However, time wise, e-mailing might take quite a bit of time when we have different partners, customers, suppliers to write for.
 - **Listening.** This type of communication shows our care, attention and focus on the person or audience we are listening to.
 - **Visual Communication,** like photos, videos, animations and similar. See part 3 for more.

Topic 3. Communication Advice for Beginners

- When is the communication more effective:
- -When it's fun and has some interesting/valuable examples (Read more: Carmine Gallo „Five Stars“ p.94)
- -When it's brief.
- -When it's clear and you know what you are talking about

Check out the video shows some ways how to communicate better.



Topic 4.1.1.NASA method.

NASA while selecting astronauts don't only check their degrees, technical skills in biology, technology, engineering or maths. They also evaluate COMMUNICATION SKILLS. You might think why do astronauts need them? Communication is one of key skills to be selected because astronauts:

- need to GIVE CLEAR, PRECISE communication to the Mission Control Center in Houston. They can't afford misunderstandings as it can cause serious damage, wrong communication can be literally life changing.

In business clear communication leads to good understanding between team members and gives good reputation to the company that knows to communicate well.

- need to COMMUNICATE TO PEOPLE of VARIOUS NATIONALITIES AND PROFESSIONS. That means being quite good psychologist and being able to communicate in tolerant, understanding and appropriate manner with your colleagues.

In business there is also variety of people, especially if business is not only locally based but reaches beyond national borders. When you have foreign partners, you need to understand not only their work abilities but also culture and pay attention to cultural mentality differences as well.

Topic 4.1.2.NASA method.

In communication that NASA teaches astronauts:

- need to be SIMPLE in their COMMUNICATION so that even someone who is not a scientist understands them.

In business communicating to team, to partners, to suppliers, to customers you should pay attention to the fact that your communication has to be short, straight to the point and simple.



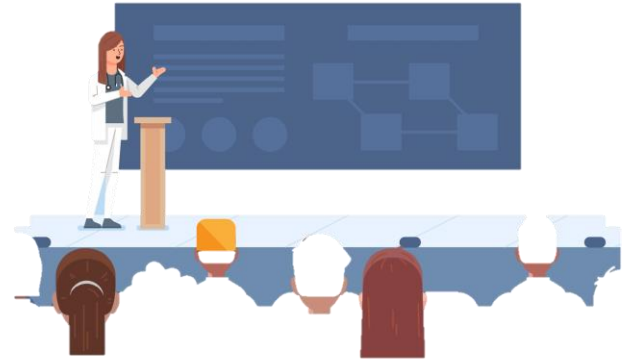
Topic 4.2.1. TED talk method.

When listening to TED talks one question that pops up in head is how is it possible to transmit difficult topic to wider society. Answer is simple, three-step-method:

- Be brief. Human brain has productive conversation for 18minutes, try to explain it in max.this amount of time.

Take in consideration, that:

- *partners have many tasks and have no time to have long chats, before communicating think what exactly you want to ask, to not waste their time.*
- *customers, especially when your business is online, are used to „scroll“ and have short attention spans. That causes even shorter focus on one thing so your online communication through Media should hit them from very first sentence or picture. In online Marketing communication you have only first few seconds to make your product visible and to catch attention of the customer.*



Topic 4.2.2. TED talk method.

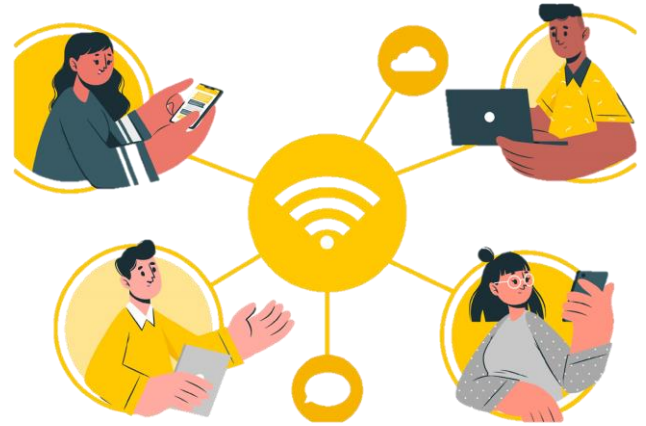
- Check words you use. See what audience you have: are they people connected to your job or someone from outside.

In business it can be adapted to: 1) Partners/colleagues you communicate to and 2) Customers. The communication styles will be different because with partners you want to communicate in friendly but concise, organized way to reach for best results. With customers communication will be different, considering the

- Visual means, like photos, videos, animations.

Mentioned means of communication are very useful for Online Business Marketing. They attract customer attention the fastest and makes „crave“ for more interesting content.

For further communication techniques it is highly recommended to read a book of Carmine Gallo „Five Stars“. Check the References (in English and Lithuanian).



Topic 5.1. Collaboration. What does it mean to network?

To network means to interact, talk to potential partners or stakeholders, customers, who could be useful to your business. To be able to find potential partners, suitable stakeholders for your business you might need:

- -Good communication skills
- -Ability to find places where potential partners/stakeholders/customers might be.
- -Keep in touch with current and future partners.
- -Advice how to make partner database.

Topic 5.1. Collaboration. Communication skills.

As it was mentioned in previous units, Communication is the key-skill for a businesswoman. You can check previous units and keep improving your skills on communication. Side note, as a woman your communication skills might be slightly different from men. Advice for further reading:

- In English- Maye Musk. *Woman Makes a Plan*.
- In Lithuanian – Jolanta Puzienė. Pabandyk

(Check out references)

Topic 5.2.1. Collaboration. How to find future partners?

Ability to find places where potential partners/stakeholders might be is crucial.

1) First, you have to identify WHO are your potential partners. How to attract them?

In case of craftswomen, potential partners/stakeholders will probably be suppliers of materials, physical open spaces that are free (at least at the beginning of starting business) where they could exhibit their products (like exhibition centers, cultural or leisure centers, libraries, youth centers) and where there is a flow of people.

e.g. To collaborate with such open spaces and places for exhibitions the craftswomen should agree on appointment, explain her goal to exhibit her works and ask for a meeting with director/top manager who could show the place for them. In such way they are able to connect directly to future partner/stakeholder and have closer connection than only by call.

If partners are the ones craftswoman is already working with, she can then use online means to communicate with them but it's important to have first time communication in person.

Topic 5.2.2. Collaboration. How to find future partners?

2) Secondly, who are potential customers. How to attract/find them?

To find the right customer, you should first think of such questions:

- Who buys my product?
- Where can I find them: online, in person?

Once you know that, it will be easier to reach them.

E.g. Craftswoman sells jewellery.

- Who buys it? Usually women.
- Where to find them? If younger: online on Instagram, Facebook. If older: through recommendations mostly.

Once you have identified that you know you can work with Instagram and Facebook platforms and collaborate with some centers where there are jewellery courses, expositions, where women gather together and/or pass by and see jewellery.

Topic 5.2.3. Collaboration. How to find future partners?

3) Collaborate with your friends and closest people circles around you.

In book of Jolanta Puzienė, „Pabandyk“ („Try“) she explains how important is network of friends when you want to sell your product and the technique of „lips to lips“. It works when you recommend something to your friends, close circles of people, let's say 5 people, they try it and recommend it to other friends of theirs. Usually similar amount of people – 5. If we do maths, that is already 25 people who know about your products.

E.g. in previous lessons there was Good Practice from Lithuania mentioned about business woman making cosmetics. She has community who typically buy natural cosmetics from her and recommend it to other people. That is a good example of people who „spread word“ and bring customers through your closest circles of people.

Topic 5.3. Collaboration.Keep in touch with Partners

Partners might change or vary in different projects you have. However, no one suits better to work with as well-known partner you can rely on. For that reason it is highly recommended to foster good relationships with your partners who you rely on. How can you check if partner is reliable. That becomes clear through time and there are various factors that you can pay attention to:

- Does partner keep their word doing smaller and bigger tasks?
- Do they respect deadlines?
- Do they bring more chaos or more peace while collaborating?

It is important to upskill yourself in field of psychology of the group and partner/group dynamics. It is vital to know how to move between variety of people and cultures, especially if you collaborate with foreign partners.

Topic 5.4.1. Collaboration.Make Partner Data Base

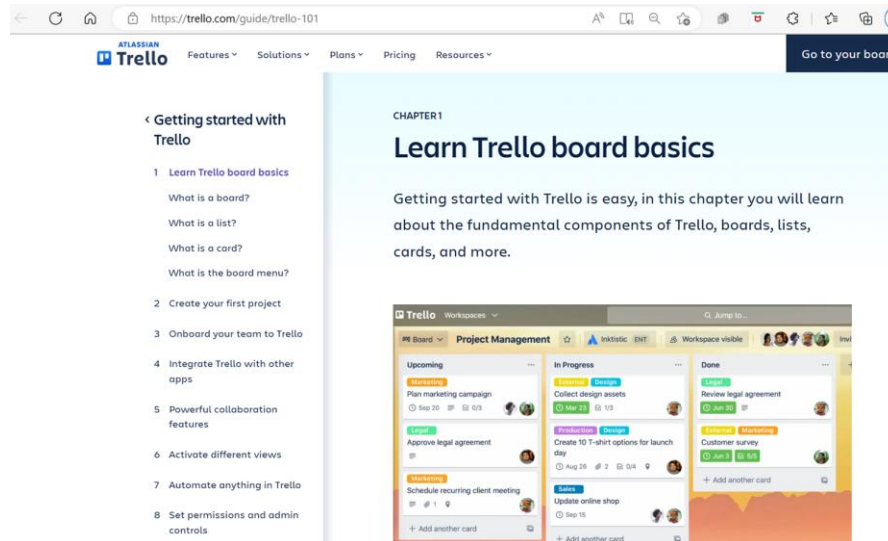
How to make partner database?

- When you have more partners/stakeholders on your list, you need a system to put all partners in one data base and see them clearly for where they come from (city/country), what kind of organization/institution are they and add some other useful information about it.



Topic 5.4.2. Collaboration. Make Partner Data Base

- One of good tools to do that is free online platform TRELLO. It's an online platform that you can use for systeming your partners from A to Z and including more useful information about them. Once you need the partner, you might check out your personal Data Base or Partners.



The image shows a screenshot of the Trello website. The browser address bar displays <https://trello.com/guide/trello-101>. The Trello logo is visible in the top left, with navigation links for Features, Solutions, Plans, Pricing, and Resources. A dark blue button labeled "Go to your boards" is in the top right. The main content area is titled "CHAPTER 1 Learn Trello board basics" and includes the text: "Getting started with Trello is easy, in this chapter you will learn about the fundamental components of Trello, boards, lists, cards, and more." Below this text is a screenshot of a Trello board named "Project Management". The board is organized into three columns: "Upcoming", "In Progress", and "Done". The "Upcoming" column contains cards for "Plan marketing campaign", "Approve legal agreement", and "Schedule recurring client meeting". The "In Progress" column contains cards for "Collect design assets", "Create 10 T-shirt options for launch day", and "Update online shop". The "Done" column contains a card for "Review legal agreement". Each card shows a title, a due date, and a list of assignees.

Topic 6. Conclusion

Improving communication skills is an on-going process. Reading about it and going out of your comfort zone to improve it is vital.

- There are different types of communication (verbal, non-verbal, writing, listening, using visuals)
- There are different ways to improve it through NASA, TEDx methods or communication related videos (<https://youtu.be/RLXGPtLoba4>).
- Communication is the most important skill for entrepreneurship. It helps to collaborate with future partners and stakeholder.

Most important part is being passionate about business you are starting and trying to improve your communication and collaboration skills on the way of developing your business.

Learning Activity 4: Women as Entrepreneurs

Please provide here relevant practical tools and exercises for the specific section and elaborate a mini-toolkit (3-5 learning activities per module ideally –1 per unit). The following table provides a structure for the activities. Please describe each activity within the table. Provide additional materials for an activity as a list of links or as an annex (e.g. handouts, images, graphics, charts, presentations, games, mind-maps, videos etc.). The table is filled with one example.

Educational goal	Type of activity	Content	Additional materials
Knowledge and skills related to learning communication and collaboration	Multiple choice exercises, self-assesement, reflections.	After revising the Unit 4, watching videos, reading methodologies of improving communication and collaboration, student will be able to reflect and start improving their communication and collaboration indipendently.	See References

Evaluation

Question 1: (*Select all that apply.*)

What are the types of communication?

a) Verbal

b) Physical

c) Non-Verbal

d) Multi-lingual

e) Listening

f) Master

g) Writing

h) Visuals

Correct answers: a) Verbal, c) Non-Verbal, e) Listening, g) Writing, h) Visuals.

Question 2:

Which is the skill that NASA values the most?

- a) Talking clearly
- b) Communication
- c) Maths
- d) Science

Correct answer: b) Communication

Question 3: (*Select all that apply.*)

What are the most important points when communicating, according to advice and methods you have read about?

- a) Being brief
- b) Mention many details
- c) Interesting examples
- d) Clarity
- e) Talk for an hour
- f) Take max 18 minutes to explain the topic
- g) Know what you speak about
- h) Improvise

Correct answers: a) Being brief, c) Interesting examples, d) Clarity, f) Take max 18 minutes to explain the topic, g) Know what you speak about

Question 4:

To find potential partners and stakeholders for your business, what skills and actions might be necessary?

- a) Having advanced technical skills and knowledge
- b) Having a large budget for marketing and advertising
- c) Possessing good communication skills, the ability to identify places where potential partners might be, keeping in touch with current and future partners, and creating a partner database
- d) Focusing solely on self-promotion and disregarding potential partners' needs

Correct answer: c) Possessing good communication skills, the ability to identify places where potential partners might be, keeping in touch with current and future partners, and creating a partner database

Summary

Communication is the most important skill for entrepreneurship. It helps to collaborate with future partners and stakeholder:

- There are different types of communication (verbal, non-verbal: writing, listening, using visuals)
- There are different ways to improve it through NASA, TEDx methods or communication related videos (<https://youtu.be/RLXGPtLoba4>).

Collaboration, on the other hand, needs to be explored through some questions:

- Is the partner reliable (do they respect deadlines, do they communicate well...)
- What value do they add?
- Can I communicate with my partners well?

Once you have those questions figured out, you can have a good beginning of your future partnership.

Further material (books)

- Carmine Gallo (2018). *Five Stars*. St. Martin's Publishing Group.
- Carmine Gallo (2021). *Penkios Žvaigždutės*. Tyto Alba. (in Lithuanian)
- Jolanta Puzienė (2022). *Pabandyk*. Jolanta Puzienė. (in Lithuanian)
- Maye Musk (2019). *Woman Makes a Plan*. A Viking Life Book.
- Maye Musk (2021). *Moteris, kuri turi planą*. Alma Litera.

References (books)

- Carmine Gallo (2018). *Five Stars*. St. Martin's Publishing Group.
- Carmine Gallo (2021). *Penkios Žvaigždutės*. Tyto Alba. (in Lithuanian)
- Jolanta Puzienė (2022). *Pabandyk*. Jolanta Puzienė. (in Lithuanian)