



**ENTREPRENEURSHIP  
Mentorship  
Leadership & management:**

**Development  
Program**





## Preface

The development and promotion of entrepreneurship have been strategic objectives of several states policies for many years, and have grown in importance over time, where many are adopting a range of measures.

Key amongst these is the building of a stronger culture of entrepreneurship and ‘entrepreneurial mindsets’ among its citizens, particularly young people.

Education and training are key drivers in this process. All students should have access to entrepreneurship education, which should be offered in all types and at all levels of education.

Entrepreneurship and a sense of initiative’ is one of eight key competences for lifelong learning which citizens require for their personal fulfilment, social inclusion, active citizenship and employability in a knowledge-based society.

In the framework, the key competence ‘sense of initiative and entrepreneurship’ is defined as “an individual’s ability to turn ideas into action. It includes creativity, innovation and risk-taking, as well as the ability to plan and manage projects in order to achieve objectives.

This supports individuals, not only in their everyday lives at home and in society, but also in the workplace in being aware of the context of their work and being able to seize opportunities, and is a foundation for more specific skills and knowledge needed by those establishing or contributing to social or commercial activity. This should include awareness of ethical values and promote good governance.

The present packages of Entrepreneurship programs focus to increase the student’s ability to turn ideas into action. It includes developing and enhancing the creativity, innovation and risk taking, as well as the ability to plan and manage businesses in order to achieve objectives.

The packages of Entrepreneurship programs support everyone in day-to-day life at home and in society, makes employees more aware of the context of their work and better able to seize opportunities, and provides a foundation for entrepreneurs establishing a social or commercial activity.

# 1 Entrepreneurship

## Purpose of the Entrepreneurship programs package

The Entrepreneurship package is designed to give the necessary knowledge, know-how and management background of what is involved in creating and managing successfully a new enterprise.

The programs focus on the specific aspects of starting any business from starting a home-based business to an innovative or technology-based company.

The programs cover important aspects of launching a business from initial idea to growth and international expansion.

It has been designed by entrepreneurs for entrepreneurs. It therefore integrates academic concepts with a very practical results-oriented approach. The course is frequently adapted to reflect the latest best practices as well as research in the field of entrepreneurship and SME's. A highly focused "teaching" methodology combines relevant concepts with concrete entrepreneurial illustrations and checklists. Sessions are structured in a mix of focused expert input, individual and group exercises, class discussion.



## Content of the Entrepreneurship package

The programs proposed by the Entrepreneurship package address several kinds of skills and challenges faced by the entrepreneurs and SME's managers during the life time of the business they are creating or managing. It provide requested skills to start a new venture from a home-based business to an innovative or technology-based company. The proposed content will cover of both entrepreneurial and technical skills as will as required managerial know-how. The content covers the following skills and topics:

- Presentation Skills
- Leadership Skills
- Selling Skills
- Negotiation Skills
- Human Resources Skills
- Personal Effectiveness
- Idea generation
- New Product Development
- Startup Strategy
- Financing the Startup
- Creating the Business Plan
- Business accounting & Finance
- Communication & PR
- Business Intelligence
- Marketing
- Legal & taxation
- Electronic commerce & Social Media
- Global entrepreneurship

A hand in a dark suit jacket is pointing upwards with the index finger. A pink button with the word 'START' in white capital letters is positioned near the hand. A blue speech bubble with the word 'UP' in white capital letters is positioned above the hand.

UP

START

## List of Courses included in the Entrepreneurship package

Couse	Fundamental / advanced	Number of Days	Number of hours
Start & manage successfully Your Own Business in 10 days	Advanced	10	60
How to prepare a bankable business plan	Advanced	3	45
How to pitch for finance for your business	Advanced	2	20
The idea generation and management	Advanced	1	10
The roadmap to Entrepreneurship development	Fundamentals	10	60
Be a successful manager of SME	Advanced	3	30
Entrepreneurs and self-confidence	Fundamentals	3	30
Secrets of effective leadership for entrepreneurs	Fundamentals/ advanced	3	30
Create a successful business models	Fundamentals	2	18
Grow Your Business	Fundamentals/ advanced	5	45
Start a Home-Based Business	Fundamentals/ advanced	10	60
Internationalize your small business	Fundamentals	5	45
Create innovative organization	Fundamentals	3	30
Finding, winning and growing profitable customers (Part 1&2)	Fundamental/ advanced	10	60
Retaining and developing customers	Advanced	3	45
Life skills for successful entrepreneurs	Fundamentals	3	35
Innovation creation and management	Fundamentals	2	18
Entrepreneurial management skills	Fundamentals	2	18



## 2 Leadership & management

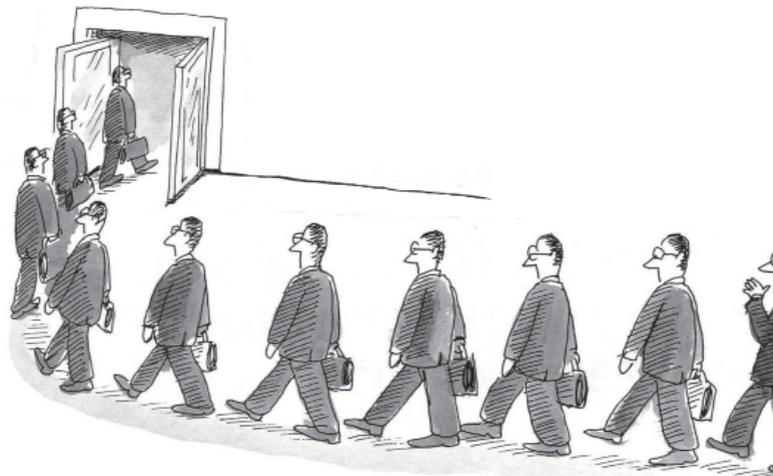
Employees are not told what to do anymore. Now, you need to engage your team and assist them in reaching their goals. You do not direct; you win the team over to your point of view. You do not dictate; you inspire and empower! You can learn how to effectively engage your team by focusing on your leadership team leadership development. Leadership development is needed to successfully take charge of your team in today's business world. This corporate training program will teach you how to stop managing and start leading; and, as a result, make you a vital part to your organization's future. Investing in leadership training will help build your team's management fundamentals, which will ensure you are more than likely to have a bright career path ahead of you.

### List of Courses included in the Leadership & management package

The suggested courses and titles covered by the Leadership & management package is the following:

Couse	Fundamental / advanced	Number of Days	Number of h ours
How to build a global brand	Advanced	3	30
Developing in you the Leader of Tomorrow	Advanced	5	45
Developing Business Acumen and Business Ethics	Fundamentals	5	45
Business models for entrepreneurs	Advanced	3	45
Behavior Concepts & Management Strategies	Fundamentals/ advanced	10	60
How to pitch for investors and grow your business	Advanced	3	45
Design of Developmental Project	Advanced	5	45

**You can be promoted in position of manager but no one will promote you for the position of leader!**





### 3 Mentorship

A lot of people fail to recognize the true value of having someone to talk to or confide in, and it's a real shame, because mentoring matters. It makes a difference and it can impact your business in very tangible ways. In 2012, the MicroMentor.org surveyed users of its service and found that, those who received mentoring increased their revenue by an average of 47,000\$, or %106, and, those who did not receive mentoring only increased their revenue by an average of 6,600\$, or %14. As if those numbers aren't convincing enough, MicroMentor.org also found that %49 of pre-launch businesses that received mentoring actually ended up started their businesses, and %82 survived for 2-1 years. They reported %13 higher than the average new business survival rate in the U.S. More, Sun Microsystems compared and published in 2011 the career progress of approximately 1,000 employees over a -5year period. They found that employees who received mentoring were promoted FIVE times more often than people who didn't have mentors, and both mentors and mentees were approximately %20 more likely to get a raise than people who did not participate in the mentoring program. In fact, the modern guidance or mentorship concept depends upon the original concept of " Apprenticeship", whereby a person older and with higher experience performs the task of passing his knowledge about how to carry out a task and how to work in the commercial medium. Originally, the word "mentor" comes from Greek mythology. Mentoring taps a basic human instinct – the desire to pass on our learning to help other people grow and fulfill their potential. There are many examples of 'mentoring' relationships that exist in different cultures: the Guru in India, the Master in China, the Village Elder in Africa and the Tribal Elder in North America. Today, mentoring can be described as a partnership between two people

who have different levels of experience. A mentor provides support and opportunities for development, and confronts issues and challenges identified by the mentee. It is a positive, developmental activity, not a remedial one.

### List of Courses included in the Mentorship package

The suggested courses and titles covered by the Mentorship package is the following:

Couse	Fundamental / advanced	Number of Days	Number of h ours
How to become a mentor	Fundamentals	3	30
The fundamentals of business mentoring	Advanced	3	30
Developing your Mentors’ skills and tools	Advanced	3	30
How Becoming A Professional Mentor?	Advanced	5	45
Social workers and social volunteering	Advanced	5	45

## THE OUTCOMES

By the end of this training course, the participants will have:

- Updates on the international best practices in the entrepreneurial businesses creation and management as well as its recent trends and best practices.
- Developed and experienced the skills and attitude needed to create and manage innovative businesses,
- Experience with the used tools and methods to analysis and improve the performance of the businesses and organizations.
- Exchanged practical local and international experience in managing business incubation programs,
- Improved the managerial performance as well as theoretical understanding of managers of business incubation programs,
- Understand the different roles of business incubation programs in the local socio-economic conditions in the country,
- Understand the different policies and techniques used to measure the efficiency as well as assess the impact of business incubation programs,
- Improve the eco-system of entrepreneurship and innovation support in the community and national economy.



## THE WORKING LANGUAGE

English, French or Arabic

## THE TARGET PARTICIPATION

Max 20 participants. Diversity in participant's background can be an extra learning opportunity.

## THE PROFILE OF PARTICIPANTS

The profile of participants either short or long programs will follow some guidelines like:

- Governmental officials, policy makers, responsible willing to start a business incubation program.
- Private investors, bankers, Investment Companies, venture capitals, etc.
- Academia, research centers, and universities who are willing to invest in creation of incubation systems,
- Incubator managers and specialist and or responsible of SME's supporting structures.
- NGO's and non-for-profit organizations.
- Students and unemployed.

## THE DATE AND VENUE

To be determined according the final approval of the program.

## PROFILE OF THE INSTRUCTOR

With more than 26 years of experience in entrepreneurship, social businesses and SME's development, including several senior positions in France, Saudi Arabia, Bahrain and Egypt. Affiliated to Yuns social business think-tank, ICSB, INSME and widely recognized as international speaker. Participated on the elaboration of several national plans and projects on business incubation systems in Egypt, Bahrain, Oman, France and KSA.

In Bahrain, he worked as advisor to Ministry of Social Development, where he established a startup bank, which he led as CEO for four years until it won the Prize of Mohammed Bin Rashid 2013. Before he was a GM in Bahrain Development Bank developing Bahrain and director of developing the BBIC: BAHRAIN BUSINESS INCUBATOR CENTER, the biggest business incubator in Middle East. SME's.

In his native Egypt, he was Manager in the Social Fund for Development where he participated on the elaboration the Egyptian incubation program master plan for empowering youth through a financing, training and incubation system. he also managed the first technology incubator in Egypt for five years. He also participated in the creation of four incubator in Oman, Kuwait, Kingdom of Saudi Arabia and Unite Arab Emirates.

Recently, CEO-founder of Social Innovation Expert a specialized firm in social entrepreneurship and innovation, contracted to Centennial Fund-KSA to establish entrepreneurship academy in middle east.

Dr Atef awarded by the following prizes: FB winner of Mohammed Bin Rashid Award for "Young Leaders" 2013, Winner of Prize of "Young Researchers" in Franc, attributed from AUGC, France May 1995. Winner of Prize of Bahraini Ministry of Interior's research Competition on "Community Partnership towards Fighting youth Crime and its impacts". December 2011, Major of graduation, Faculty of Engineering, Cairo University 1989-1988. More, he has several scholarship & grants from: NEP-&BC-UK, France, China. EC, ICNL-USA.

He has a D.E.A, Ecole des Mines de Nancy, France 1992, and L'institut national polytechnique de Lorraine (INPL), France 1996, a Bachelor's degree, Faculty of Engineering Cairo University – Egypt, 1989, as well as several certificates, several diplomas in finance, strategic management and development.

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