

AMBITIOUS

ERASMUS+

MANUAL

ONLINE TRAINING
FACILITATION FOR
MIGRANT
ENTREPRENEURS



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01 Introduction

Purpose of the Manual

This manual is designed to support trainers in delivering effective online training for migrant entrepreneurs. It provides a structured approach to online facilitation, ensuring that trainers can address the unique needs of migrant learners using digital tools and methodologies.

Target Readers

Trainers, educators, and organizations engaged in entrepreneurship education for migrants, particularly those seeking to enhance their digital facilitation skills.

The Role of Digital Learning for Migrant Entrepreneurs

Digital learning plays a vital role in empowering migrant entrepreneurs by addressing their unique challenges and offering practical, flexible opportunities for growth. Migrants often face instability, frequent relocations, and limited access to traditional education, making online training an ideal solution.

01 Introduction



Why Online Learning is Essential

- 1. Accessibility and Flexibility:** Migrants can learn anywhere, anytime, using smartphones or laptops, enabling them to balance education with unpredictable schedules or relocation.
 - 2. Low Barriers to Entry:** Online learning requires minimal resources, such as basic internet access, and often includes free or affordable options, making it highly accessible.
 - 3. Inclusive Learning:** Digital tools support multiple languages, visual aids, and interactive content, making complex concepts easier to understand for diverse learners.
 - 4. Continuity Amid Mobility:** Migrants can start training in one location and continue it elsewhere, ensuring uninterrupted learning.
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01 Introduction

Unlocking Opportunities

Digital platforms connect migrants to global networks, mentors, and resources, helping them scale their entrepreneurial ventures. Courses tailored to practical business needs, such as marketing or financial literacy, empower migrants to start and grow sustainable businesses with confidence.

Digital learning is more than education—it's a gateway to independence, resilience, and economic contribution. By eliminating traditional barriers, it enables migrant entrepreneurs to turn challenges into opportunities, creating a foundation for long-term success.



02 Getting Started with Online Facilitation

Online facilitation is the process of guiding and supporting learners in a digital environment to achieve their learning goals. It is especially important for migrant entrepreneurs, as it provides a flexible and accessible way for them to gain essential skills for starting and managing their businesses. Effective online facilitation ensures that learning is engaging, practical, and tailored to the unique needs of migrant learners.

Key Considerations for Online Training Facilitation:

Understanding the essentials of preparing and delivering online training, including course design, delivery models, and engaging participants.

Get to know Online Facilitation

Online facilitation is more than just delivering content—it involves creating an interactive and supportive learning environment. As a facilitator, your role is to guide discussions, encourage participation, and help learners connect with the material. This is critical in online settings where learners may feel isolated or disconnected.

02 Getting Started with Online Facilitation

Why facilitator is important?

- Migrant entrepreneurs often face unique challenges, such as language barriers, new living contexts, limited time, etc. A facilitator ensures they stay engaged, feel supported, and feel included.
- Facilitators make learning interactive and practical, ensuring that the skills being taught are relevant and that the message is effectively understood and retained by the learners.

Practical Example: In a live Zoom session on financial planning, the facilitator can engage participants by discussing their budgeting challenges, fostering a collaborative and relatable conversation.

Understanding Your Learners: Digital Literacy and Needs Assessment

Before starting any training, it's crucial to understand your learners' capabilities and needs. Migrant entrepreneurs often come with diverse levels of digital literacy, language proficiency, and business experience. Conducting a needs assessment helps you tailor your program effectively and ensures that participants are set up for success.

02 Getting Started with Online Facilitation

How to Assess Your Learners

1. Language Proficiency

The needs assessment can begin during recruitment to evaluate participants' readiness for the program with application forms or intake calls. For example, if the program is conducted in English, include a short test or conduct an intake call to assess their language proficiency. Include a section in the application form where participants answer a brief question in English or schedule a 10-minute intake call and ask them to introduce themselves or describe their business idea in the program's language to confirm they can follow along.



02 Getting Started with Online Facilitation

2. Digital Literacy

Assess participant's familiarity with online tools. Use a survey or ask direct questions about their experience with platforms like Zoom, Google Docs, or email.

Example: Include a question in the application form like: "Have you used tools like Zoom or Google Docs? If yes, what tasks are you comfortable with?"

3. Business Goals and Experience

Understanding participants' entrepreneurial aspirations and prior experience ensures the content is relevant to their goals. Ask about their business ideas, industries of interest, or current challenges.

Example: Include a question like: "What type of business are you looking to start or grow? What challenges are you facing right now?"

02

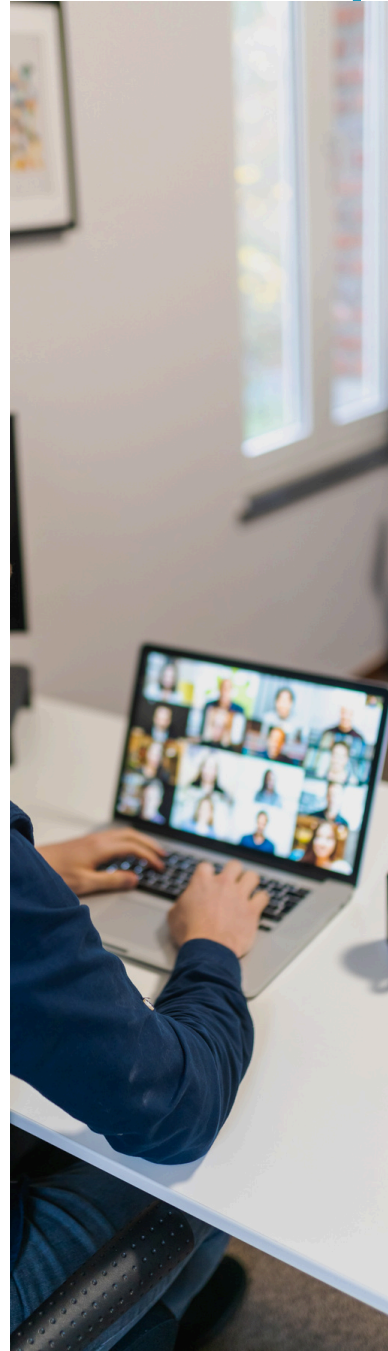
Getting Started with Online Facilitation

Choosing the Right Tools and Platforms for Migrant Learners

Selecting the right tools and ensuring accessibility are key to effective online training for migrant entrepreneurs. Acknowledging that full inclusivity is challenging, openly communicating these limitations sets realistic expectations and fosters collaboration.

Tips for choosing tools:

- **Accessibility:** Platforms like Zoom and WhatsApp work well on mobile devices and with low bandwidth.
 - **Interactivity:** Use tools like Miro for brainstorming or Kahoot for quizzes to keep learners engaged.
 - **Ease of Use:** Choose platforms that don't require extensive setup or prior knowledge, such as Zoom, Google, or Whatsapp.
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02 Getting Started with Online Facilitation

Tailoring Content for Migrant Entrepreneurs

Tailoring training ensures relevance and supports migrant entrepreneurs in overcoming unique challenges effectively.

Do's

- **Build Trust:** Respect backgrounds to foster support.
- **Encourage Stories:** Help reconnect skills and goals.
- **Support Identity:** Integrate past experiences.
- **Offer Guidance:** Simplify regulations and norms.
- **Foster Connections:** Enable networking locally.
- **Promote Resilience:** Emphasize patience and persistence.

Don'ts

- **Avoid Assumptions:** Treat participants individually.
- **Don't Push Assimilation:** Let adaptation be gradual.
- **Avoid Pressure:** Allow decision time.
- **Don't Undermine Skills:** Validate expertise.
- **Avoid Harsh Feedback:** Keep feedback constructive.

Using relatable examples, like a migrant opening a bakery and facing funding and marketing challenges, helps empower participants to achieve their goals confidently.

03

Designing Engaging Online Learning Experiences



Engaging online learning helps migrant entrepreneurs build practical skills. Effective training requires thorough preparation, engaging delivery, and meaningful follow-up.

Preparation

Preparation ensures training meets diverse needs:

- **Set Clear Objectives:** Define actionable goals to provide focus and build trust.
 - **Ensure Relevant Content:** Use real-world examples and interactive activities to connect with participants.
 - **Plan Content Delivery:** Tailor sessions for varying skill levels with a mix of visuals, guides, and live discussions. Combine videos and live Q&A to suit different learning styles.
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03

Designing Engaging Online Learning Experiences

During the Session

Delivering engaging sessions helps migrant entrepreneurs apply what they learn. Practical, relatable, and interactive content is key.

- **Utilize Multimedia:** Use videos, quizzes, and polls to simplify concepts and engage learners.

Example: Share a 5-minute budgeting video with subtitles, followed by an end-of-session quiz for feedback.

- **Interactive Case Studies:** Connect learning to real-world scenarios through hands-on activities.

Incorporating multimedia and interactive activities keeps sessions dynamic and helps participants confidently apply their new skills.



04

Online Training Methods for Migrant Entrepreneurs

Diverse training methods address migrant entrepreneurs' needs, leveraging digital tools to ensure accessibility, engagement, and practical application.

Live Virtual Training Sessions

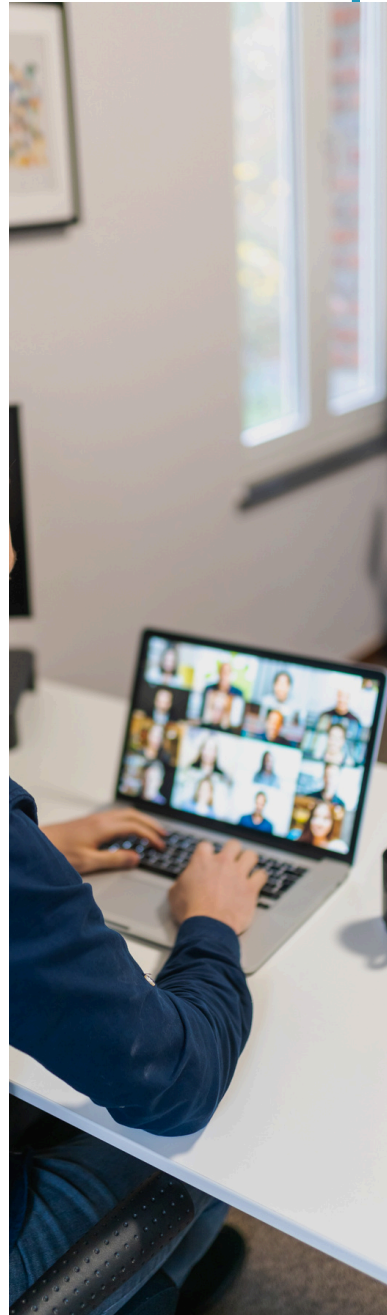
Live sessions enable real-time interaction, collaboration, and feedback.

Facilitating Real-time Discussions and Q&A

- Use platforms like Zoom for Q&A, icebreakers, and interactive polls.
- Encourage participation, thoughtful responses, and shared perspectives.

Breakout Rooms and Group Activities

- Form small groups for case studies, role-playing, or business plan drafting.
- Assign leaders to manage tasks, then reconvene to share insights.



O4 Online Training Methods for Migrant Entrepreneurs

Self-paced Learning Modules

Self-paced learning provides flexibility, allowing participants to learn at their convenience, especially useful for migrant entrepreneurs managing time constraints. Use platforms like Podia or TINKIFIC to create modular, on-demand content. Include:

- **Short Video Tutorials:** Covering topics like market research or financial planning.
- **Interactive Exercises:** Quizzes or simulations to reinforce learning.
- **Case Studies:** Real-world scenarios to analyze and solve.

Incorporate checkpoints or badges to motivate learners and track progress.



04 Online Training Methods for Migrant Entrepreneurs



Benefits of Diverse Training Methods

- **Flexibility:** Participants can learn at their own pace or attend live sessions as per their schedule.
- **Engagement:** Interactive tools and activities keep learners motivated and active in the training process.
- **Accessibility:** Self-paced modules and online sessions reduce geographical and time barriers.
- **Practical Application:** Real-life exercises and in-person mentoring ensure that learning translates into tangible business outcomes.

By incorporating these diverse training methods, trainers can create a dynamic learning environment that meets the varied needs of migrant entrepreneurs and equips them with the skills and confidence to succeed.

05**Case Studies from Partner Organizations**

Forward·Inc

Forward· Inc is a Netherlands-based organization that empowers newcomers with forcibly displaced backgrounds through entrepreneurship. Offering programs like the Digital Entrepreneurship Program and Forward Incubator, it provides training, mentorship, and resources to help launch sustainable businesses. To date, it has trained over 2,000 newcomers and supported 179 business launches.

The Digital Entrepreneurship Program (DEP) is Forward·Inc's introductory program, helping participants develop viable business ideas using tools like Lean Canvas and Value Proposition. Over eight weeks, participants engage in self-paced learning on Thinkific, followed by expert-led live workshops and assignments to deepen understanding. To graduate, participants must attend 80% of workshops, complete 80% of materials, and finish 3 out of 5 assignments. Graduates can then apply for the Forward Incubator Program to further develop their ideas. Participants learn through pre-recorded videos, live workshops, and community interaction via Slack, ensuring a comprehensive, interactive learning experience.

05 Case Studies from Partner Organizations

Applied Technology in DEP

Learning Management System (LMS): Thinkific. The central hub for course materials, including videos, assignments, and quizzes, provides participants with easy access to program content and tracks their progress.

Live Workshop Platform: Zoom. Hosts weekly workshops with interactive features for discussions.

Communication Tools: Slack and Whatsapp. Primary platforms for discussions, resource sharing, and program engagement.

Survey Tool: Typeform. Collects feedback to improve sessions.

E-Certification: Sertifier. Issues secure, verifiable e-certificates that participants can share on LinkedIn or other platforms to showcase their achievement.

Welcome to
Forward·Inc Academy

Where Newcomers Become Entrepreneurs

Start Your Entrepreneurial Journey!





Lesson learned from Forward-Inc

- **Balancing Participant Numbers and Personal Support.** Managing large cohorts while providing personalized care is crucial for maintaining quality and satisfaction.
 - **Reducing Drop-off Across Program Stages.** Minimizing attrition at stages like application to onboarding, onboarding to attendance, and attendance to graduation ensures a smoother participant journey.
 - **Expanding International Reach While Maintaining Local Focus.** Growing international participation while prioritizing Dutch participants ensures a balanced and inclusive approach.
 - **Enhancing Online Engagement.** Tools like breakout rooms, icebreakers, one-on-one meetings, and Zoom workshops create dynamic online learning experiences.
-



05

Case Studies from Partner Organizations

Startup Refugees

Since 2020, Startup Refugees has offered a 10-week online entrepreneurship course for migrants and refugees in Finland, including those from rural areas and parents of young children. The program addresses varying digital skills by providing IT support and basic training to ensure inclusivity.

The 3-hour workshops include theoretical lessons, real-life examples, group exercises, and practical assignments to develop participants' business models. Business coaches lead sessions, supported by guest speakers such as entrepreneurs, experts, and public service representatives. Two hosts manage each session, ensuring smooth delivery, addressing technical issues, and facilitating breakout room discussions.

Graduates gain skills to apply for startup grants, expand professional networks, and boost confidence in starting businesses. Participants also receive certificates to validate their entrepreneurial knowledge. Feedback has been outstanding, with 100% recommending the program.

Applied Technology

- **Zoom:** For interactive online workshops and live sessions.
- **Claned (E-learning Platform):**
 - Stores all course materials and information in one place.
 - Participants submit assignments and reflections directly on the platform.
 - Trainers provide real-time feedback and track participant progress.
 - Includes extra resources like articles, videos, and templates for download. Features quizzes to check learning, useful for self-paced courses.
- **WhatsApp:** For quick communication and reminders.
- **Co-creation Tools:** Used during workshops to enhance interaction and engagement.



Startup Refugees

Case Studies from Partner Organizations



Lesson learned from StartupRefugees

- **Use Mobile-Friendly Tools:** Choose easy-to-navigate platforms, as many participants may not have computers.
- **Minimize Platforms:** For simplicity, limit the number of tools used in each session.
- **Offer Hands-On Support:** Provide pre-training guidance on setting up accounts and basic digital skills like creating passwords.
- **Flexible Interaction Options:** Allow chat in addition to tools like Mentimeter and accept photos of completed assignments in addition to uploaded templates.
- **Track Progress:** Monitor participation and follow up with those struggling to join sessions or complete tasks, as they may need tech help.
- **Plan Ahead:** Check participants' familiarity with tools during registration to ensure a smooth start.

PLACE

PLACE combines online learning with in-person workshops to deliver a holistic experience. The Fast Forward program spans seven months, blending in-person and online activities to support participants' growth. It includes 3 in-person workshops, 5 online immersion workshops, and 5 Feedback Sprints for personalized evaluation. Participants also receive monthly one-on-one coaching sessions with volunteer coaches to achieve career goals.

Focusing on entrepreneurship, employability, and intrapreneurship, the program supports migrants' ideas, solutions, and risk-taking skills. Participants pursue goals such as launching projects, advancing careers, and finding meaningful employment while accessing events and masterclasses in the Parisian ecosystem.

The program culminates in an Entrepreneurship Fest, where participants pitch projects to PLACE partners, stakeholders, and the public, creating opportunities to connect with funders and networks. Online elements include a resource bank, interactive workshops, and Feedback Sprint Sessions, supported by alumni facilitators.

Applied Technology

Learning Management Platform: A custom-built online platform integrated into PLACE's website hosts all learning materials, quizzes, program information, and workshop tools, serving as the central hub for participants' learning journey.

Live Workshop Platform: Zoom: Used for hosting workshops with the support of a host, facilitators, a program manager, and a producer to deliver a seamless virtual experience.

Communication Tools:

- Google Drive: Facilitates real-time collaboration on interactive worksheets between participants and facilitators.
- WhatsApp: Used for informal communication, providing quick updates and important reminders.



FAST
FORWARD

Welcome to Fast Forward Learning Space

In this space you will find access to all the resources you need to optimise your learning experience during PLACE Challenges.

For every Challenge you will have access to curated content such as videos and readings that you will have to consult prior to the Challenge. Reading, watching and experiencing this content is an essential step of your learning journey and must be completed prior to taking the Challenge.

📅 In this calendar you can see all the upcoming events 📅

📁 Below you will find all material

Fast Forward 2023

📅 🗨️ 🖨️ May 2024 ▾ 📄 Print 📅 Week 📅 Month 📅 Agenda 📄

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1 May				

Key Learning Dates

Case Studies from Partner Organizations



Lesson learned from PLACE

- **Participant Engagement:** Maintaining attention for over two hours in evening online sessions is challenging, highlighting the value of in-person workshops.
 - **Engaging Atmosphere:** A lighthearted and interactive environment keeps participants motivated and interested throughout sessions.
 - **Regular Breaks:** Short breaks, check-ins, and checkouts help participants stay focused and energized during longer sessions.
 - **Streamlined User Experience:** Using an integrated platform instead of switching between tools (Google Drive, Zoom, WhatsApp, etc.) simplifies the learning process and enhances participant experience.
-

06

Assessing and Evaluating Learner Performance

Evaluating performance ensures outcomes are met and connects migrant entrepreneurs to real-world success.

Online Assessment Methods

- **Quizzes and Tests:** Assess knowledge retention using tools like Google Forms or Kahoot.
- **Assignments and Projects:** Apply theoretical knowledge through tasks like business plans or budgets.
- **Peer Reviews:** Encourage collaboration and diverse perspectives by evaluating each other's work.
- **Simulations and Case Studies:** Test decision-making and problem-solving in industry-specific scenarios.
- **Self-assessment Tools:** Allow learners to reflect on progress and identify areas needing support.



06

Assessing and Evaluating Learner Performance

Monitoring Learner Progress

Monitoring learner progress is essential to ensure active engagement and identify struggling participants. Digital tools and Learning Management Systems (LMS) provide powerful features for tracking performance.

- **LMS Dashboards:** Platforms like Thinkific provide dashboards that display progress metrics, such as completed modules, time spent on content, and quiz scores.
- **Engagement Tracking:** Engagement metrics, such as login frequency, participation in discussions, and time spent on tasks, offer insights into learners' involvement in the program.
- **Task Completion Rates:** Tracking the percentage of completed activities, such as assignments, quizzes, and interactive modules, provides a clear picture of overall progress.
- **Data Analysis for Trends:** Analyzing data over time can help trainers identify patterns, such as drop-off points or consistently low performance in certain areas, enabling targeted interventions.

06 Assessing and Evaluating Learner Performance

Reporting Learning Outcomes

Defining and reporting learning outcomes ensures objectives are met and provides measurable results.

- **Key Performance Indicators (KPIs):** Measure program effectiveness through completion rates, assessment scores, engagement levels, and business success metrics.
- **Tracking the impact:** Evaluate outcomes like business launches and improved profitability.
- **Feedback Surveys:** Gather learner insights on program relevance and impact through surveys or focus groups.
- **Data Visualization:** Present progress clearly with charts and graphs for stakeholders.
- **Iterative Improvements:** Use data to refine content and methods for continuous improvement.



07 Conclusion and Future Directions

Summary of Key Insights

Delivering high-quality online training to migrant entrepreneurs requires a thoughtful approach that blends innovative strategies, effective tools, and best practices tailored to their unique needs. Key insights include:

- **Understanding Learner Needs:** Assessing digital literacy, language proficiency, and entrepreneurial experience ensures content is relevant and accessible.
- **Utilizing Effective Tools:** Platforms like Zoom, Slack, and LMS systems streamline communication, collaboration, and learning.
- **Engaging Content Design:** Incorporating interactive elements such as quizzes, case studies, and group activities enhances engagement and retention.
- **Tracking Outcomes:** Monitoring learner progress and outcomes ensures training aligns with real-world applications and business success.
- **Feedback and Personalization:** Gathering feedback from participants and tailoring support to individual needs creates a more impactful learning experience.

By implementing these strategies, trainers can empower migrant entrepreneurs to gain essential business skills and apply them effectively in their ventures.

07 Conclusion and Future Directions

Continuous Improvement in Online Facilitation

Continuous improvement is essential for adapting to learner needs and technological advancements. Trainers should:

- **Incorporate Feedback:** Regularly analyze feedback to refine content, address challenges, and improve accessibility.
- **Stay Updated with Technology:** Leverage emerging tools like AI and VR to enhance learning experiences.
- **Professional Development:** Continuously update facilitation skills and stay current with teaching trends.
- **Experiment and Innovate:** Explore approaches like gamification and blended learning to boost engagement.
- **Foster Collaboration:** Share best practices to build a supportive network of innovation.
- **Adapt to Learner Diversity:** Ensure content remains flexible for diverse cultural and linguistic needs.

By focusing on continuous improvement, trainers keep programs effective, inclusive, and empowering for migrant entrepreneurs.

Tool Directory for Online Training

Here is a directory of tools mentioned, along with their links to help facilitate online training:

- [Zoom](#): A platform for video conferencing and online meetings.
- [Slack](#): A messaging app for teams to communicate and collaborate.
- [Thinkific](#): An online course platform for creating and delivering courses.
- [Typeform](#): A tool for creating interactive forms and surveys.
- [monday.com](#): A project management tool for organizing workflows and tasks.
- [Sertifier](#): A platform for creating and distributing digital certificates.
- [Podia](#): An all-in-one platform for selling online courses and digital products.
- [Claned](#): A learning management system offering personalized learning experiences.
- [Kahoot!](#): A game-based learning platform for quizzes and interactive lessons.
- [Google Forms](#): A tool for creating online surveys and forms.

Tool Directory for Online Training

- **Google Drive:** A cloud storage service for storing and sharing files.
- **WhatsApp:** A messaging app for quick communication and updates.

Other options:

- **Articulate 360:** A comprehensive suite of e-learning authoring tools designed to simplify online course creation from start to finish.
- **LearnWorlds:** An all-in-one platform for creating interactive and social learning experiences, supporting various training needs such as employee onboarding, skills training, and compliance.
- **TalentLMS:** A learning management system that offers a vast library of ready-made courses, making it simple to kickstart your training programs.
- **Coursera:** An online learning platform partnering with top universities and businesses to offer high-quality courses and certifications.

In
collaboration with:



PLACE
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