



MOBILISING OTHERS

ABOUT

Mobilising others is getting people on board with your idea or action. An entrepreneur will need to bring in other people's resources, networks and ideas to their project to turn their idea into reality.

DESCRIPTORS

- ◆ Inspire and enthuse relevant stakeholders
- ◆ Get the support needed to achieve valuable outcomes
- ◆ Demonstrate effective communication, persuasion, negotiation and leadership





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COMMUNITY PROJECT

MOBILISING RESOURCES
PLANNING AND MANAGEMENT
MOBILISING OTHERS

Students are asked to develop a community project – perhaps celebrate something in their local community or make a change in their community. In order to make this venture happen, the students have to go out and sell their ideas to stakeholders like their major, parents and others. In preparation for these meetings, the students need to consider what their goal for the meeting is, which arguments might convince their stakeholders and how to best communicate them.

Resource:

<https://www.youtube.com/watch?v=W1S34E-E9Xg&list=PLGI5zHT2w7jAPsfSjWfatN4tlxJhvbj7-&index=7>

Source: EU Science Hub – Joint Research Centre

SELLING A NEW SERVICE TO PROSPECTIVE CLIENTS

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The focus of this task is the application of communicating the benefits and features of a new service in practice in a role-play situation. Students gain peer feedback in a role-play and from an observer on how convincing their benefits are and how they communicate them. They learn how to adapt the benefits they communicate to the target customer.

Resource: <http://www.etctoolkit.org.uk/all-etc-how-to-guides-case-studies/?toolkitid=1473>

Source: ETC Toolkit

PITCHING NEW CONCEPTS

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Students design a paper airplane that must be capable of carrying a predetermined amount of coins. The airplanes will compete in two categories – time that the plane can stay aloft and the distance it can travel. However, students pitch their design to their classmates (the investors) in an effort to convince them their design is the best before the contest takes place. The exercise illustrates the importance of a good pitch and helps students to better understand what constitutes a good pitch from an investor’s perspective.

Resource: <http://www.etctoolkit.org.uk/all-etc-how-to-guides-case-studies/?toolkitid=1429>

Source: ETC Toolkit

I-LINC ENTRELEARN
TOOLKIT FOR TEACHERS

MOBILISING OTHERS

This booklet, created by a teacher for teachers, provides plenty of ideas on how to boost a sense of initiative and an entrepreneurial mindset in your students. It applies to any school subject and any age group.

Resource: <http://www.i-linc.eu/web/entrepreneurial-teachers/resources/details?articleId=386907>

Source: European Schoolnet

