

MODULE 3

Competences and resources needed for my Business Idea

Learning outcomes

You will learn here:

- You know your strengths and weaknesses. And you know how to use your strengths for your green business idea.
- You can show empathy towards others. You can listen actively. And you
 value other opinions because they give you new ideas.
- You can identify where your own digital competence needs to be improved or updated



Figure 1: Different soft skills

Basic information



This module will deal with different skills and communication and focus on digital competencies.



This module contains eight exercises.



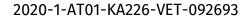
You will need 15 h to finish the module.



You need 66% correct answers to pass this module.



Your lecturers are Klaus, Susanne, and Vladimir.









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Welcome to Module 3!

Hello and welcome to Module 3 of this e-training-course!

This module is about skills and competencies. It shall help you clarify what competencies you really need for your green business idea and which of them you already have and want to acquire. Since no expert has fallen from the sky, you will also find many references to other modules where you can learn more about the competencies described. Parts one and two of this module deal with soft skills, and in part three, you will learn more about digital skills.

How to use your strengths for your green business idea

In the first part of this module, we will introduce you to many different skills related to entrepreneurship and green businesses. In the first exercise, you will select those that are relevant to your personal business idea. In another exercise, you will consider which of the selected skills you already have, which ones you want to train and which ones you want to outsource.

These are the steps:



Read the skills in the list carefully, one by one.



Ask yourself: Is this skill important for my green business?



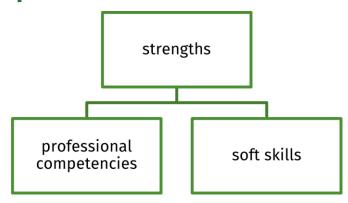
Ask yourself: Do I already master this skill or do I need to train this quality, because I will need it in my green business?



In this part of the module, we want to focus entirely on soft skills. Why? And what do we mean by soft skills?

Let us first explain what is meant by soft skills. Then let us answer the question of why.

Professional competencies and soft skills



Your strengths consist of professional competencies and so-called soft skills:

What are professional competencies?

The professional competencies result from your school education, professional training, and competencies you acquired autodidactically. They are what you have learned. These competencies you primarily need for your profession. So, if you are a car mechanic, for example, you need to know about cars and how to fix them. That is your professional knowledge. Today we live in a very fast-moving time. As a result, the professional competencies for a certain profession change very quickly. Think about the skills a car mechanic used to need many years ago! What, in turn, does he or she need to know today?

What are soft skills?

Soft skills are the qualities you bring with you as a person. Your personality is formed during your life through the many experiences you



have. Training them through specific exercises is the best way to develop soft skills. In addition to professional skills, soft skills are essential for professional success. And soft skills are far more stable. Why? Because they are personality traits.

If we stay with the example of the mechanic: A good mechanic will be even more successful if they are friendly and a good listener. Why? Because customers like to feel understood. So, this soft skill – listening carefully - is also crucial for the mechanic to be successful.

And the mechanic will be even more successful if they attach importance to ecology and sustainability because our environment is becoming important to more people.

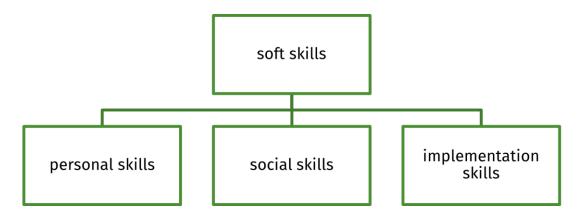
So, we won't deal with your professional competencies here. You already bring them with you. And they are quite different among the participants of this course. Suppose you are a baker, for example, who gets all his raw materials from ecological sources. In that case, you need entirely different professional skills than a car mechanic, for whom ecology is essential.

Therefore, we would like to present a list of soft skills that we consider extremely useful for this training programme.

To have a good overview of this variety of soft skills, we categorise them as follows:



Categorisation of soft skills

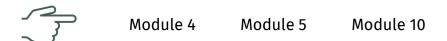


In the following, you will find a lot of soft skills listed in each category that can be important for you as a green entrepreneur. You can train or expand many of them by making this online course. Next to the description of these skills, you will find a reference to the respective module.

For example:

ADAPTABILITY

I can adapt to changing conditions and cope well with changing situations. I respond appropriately to new challenges; I can fit well into new teams.



In the first step, just read the brief description of each skill. In the next step, you will select those skills you think you need to start and run your business.

As the last step, you will divide the selected skills into those you have already acquired and those you need to master.

And off we go; this is the list of critical soft skills. The LEAVE marks those which are especially important for a green business.



Personal skills

Personal skills are closely related to a person's qualities or personal characteristics.

ABILITY TO SELF-REFLECT

I can critically question my goals and my actions. In doing so, I can grasp cause-effect relationships. I know about my strengths and weaknesses.

I understand constructive criticism as an opportunity for further development and seek feedback on my initiative.



Module 3

ADAPTABILITY

I can adapt to changing conditions and cope well with changing situations. I respond appropriately to new challenges; I can fit well into new teams.



Module 4

Module 5

Module 10

ASSERTIVENESS

I believe in myself and my abilities and feel able to cope with the demands. I am aware of my own needs and goals, can represent them confidently and make myself heard. This skill is closely related to self-awareness and self-efficacy.



Module 5

Module 10



AUTHENTICITY

Due to my natural behaviour, I am a credible and respectable person to the people around me. I do not pretend in front of others; I try to be myself.



Module 11

Module 13

CREATIVITY

I am eager to experiment and willing to break new ground. I can develop unconventional, unusual, innovative ideas and implement them accordingly. I am imaginative and like to try out new things.



Module 1

DECISION-MAKING ABILITY

I know my own scope for decision-making and the responsibility that goes with it. I gather information, develop alternatives, can set priorities, and find a solution in a reasonable time; I also consider the possible consequences.





DILIGENCE

I do my work carefully, thoroughly, entirely, and reliably. In doing so, I also maintain an overview; I pay attention to orderly documents and the documentation of processes and essential details.



Module 12

FLEXIBILITY

I can adapt my usual thinking and actions to new and changed situations. Likewise, I can accept and deal with new tasks and challenges without fear.



Module 12

GOAL-ORIENTED ACTION

I set myself challenging but achievable goals with appropriate steps for realisation. I can also develop and agree on goals together with others. Moreover, I do not lose sight of the plans even under challenging situations or changing framework conditions and continue to pursue them with commitment within the given period.



Module 5

Module 6

Module 10



PERSEVERANCE - STAMINA

I can deal constructively with complex conditions such as great pressure, resistance, disturbances, etc.; likewise, I can perform well and successfully over longer difficult phases.



Module 10 Module 12

PERSONAL APPEARANCE

I can appear confident, trustworthy, and convincing according to the situation. I know my personal impact and can consciously use it for a successful presentation.



Module 11 Module 13



PERSONAL RESPONSIBILITY



I know that I am responsible for my life and my decisions. This also means that my actions decisively shape every situation in my life.



Module 2

Module 4

Module 6

SELF-CONTROL

I can independently identify work tasks and responsibilities for myself in my environment and develop steps to implement them. I plan and organise my daily routine based on my personal goals, so I responsibly use my individual resources. In addition to my work requirements, I provide balance and relaxation to care for my health.



Module 10

TAKE THE INITIATIVE

I do things independently; I do not stop at ideas and wishes but also put them into practice. I can start an activity and get others involved.



Module 4

Module 5



VERBAL EXPRESSIVENESS

I can bring thoughts, plans, goals, and presentations to the point and explain them to others in an understandable and precise way. I am eloquent, but I can also limit myself to the essentials to express myself completely and clearly. My vocabulary is available to me for this purpose. I form grammatically correct and complete sentences.



Module 5 Module 13

VISION

I can well imagine what I would like to achieve professionally. I can imagine a desirable future. I can build an inspiring vision that engages others.



Module 1 Module 4 Module 5 Module 6 Module 13

WILLINGNESS TO LEARN

I am open to new things and learning from my successes and failures. I have a keen interest in new developments and information. I can acquire new knowledge and skills within a reasonable period.



Module 2 Module 4



WILLINGNESS TO PERFORM

I am willing to take on work tasks with motivation, showing an important level of commitment. In doing so, I can produce good results both qualitatively and quantitatively without being hindered by failures. I can motivate myself again, even after setbacks.



Module 10

Module 12

WILLINGNESS TO TAKE RESPONSIBILITY



I can assess the consequences of my decisions and form an independent judgement. Therefore, I act prudently and thoughtfully, can take the initiative to take on tasks, make decisions and take responsibility for the consequences internally and externally. This skill is related very closely to Ethical and sustainable thinking.



Module 2

Module 4

Module 6



Social-communicative skills

These skills will support you if you must deal with other people in your business. Find again those competencies that are particularly important for your job!

ABILITY TO MOTIVATE OTHERS

If I am convinced of something, I can inspire others to do it. I ensure a sustainable willingness to perform through positive feedback and recognition of performance.



Module 11

Module 13

Module 14

ABILITY TO WORK IN A TEAM - WILLINGNESS TO COOPERATE

I can define and achieve common goals reasonably and collegially in a team. I can fully commit myself to common goals. Furthermore, I can constructively contribute my skills and deal with criticism. I can contribute my information and compromise in favour of common solutions. It is also not difficult for me to accept and offer support.



Module 3



COMMUNICATION SKILLS

I can make contacts as well as initiate a conversation. Likewise, I can hold a conversation with several partners, I can listen attentively to individuals or maintain a dialogue. Furthermore, I express my appreciation and respect to my dialogue partners.



Module 3

Module 11

Module 13

Module 14

CONFLICT MANAGEMENT

I can deal constructively with different points of view and interests in conflict situations. I recognise the causes of conflicts, can address different issues of view and can develop solutions in which no one is left as a loser.



Module 3

Module 15

CRITICAL SKILLS

I address criticism with appreciation so that it is acceptable and valuable to the other person. I can accept different points of view and am grateful for constructive feedback.



Module 3



EMPATHY

I am interested in other people and their issues/situations and can make contact at any time. I can empathise with others' needs and feelings. I can listen and pay attention to what and how others tell me. At the same time, I keep enough distance not to make others' difficulties my own.



Module 3

Module 14

INTERCULTURAL COMPETENCE

I know the prevailing differences in different cultures and that political, economic, and social conditions influence thinking. I treat other cultures with appreciation and can therefore communicate and work with people from other cultures.



Module 3

NEGOTIATION SKILLS

In negotiations and can represent my own interests well. I can develop strategies for my approach and appear confident and sovereign. I can successfully and diplomatically reach a typical result with my negotiating partners.





RELIABILITY

I stick to the rules and agreements I have made with others. Others can rely on what I say; I carry out my tasks in the quality and time promised.



Module 9

Module 15

TOLERANCE

I see diversity as an opportunity for development and allow other opinions and values. Even if I do not like someone's behaviour, I can still accept them as a person.





Activity- and implementation-oriented skills

These skills are essential to plan something and then also realise it. Find again those skills that are particularly important for your job!

ABILITY TO CONTROL

I can recognise tasks that need to be checked and conduct a necessary level of control for them without being suspicious.



Module 8

Module 9

Module 10

Module 15

ABILITY TO DELEGATE

I can distinguish between tasks I have to do myself and those I can pass on to others. I can recognise the individual abilities of others and therefore pass on tasks to them according to their respective strengths. I trust in the skills of others and that they will work on their tasks independently and take responsibility for them.



Module 15

ANALYSIS CAPABILITY

I can grasp and organise extensive and complex contexts in time, filter out the essentials and present them in a generally comprehensible way.



Module 4 Module 8 Module 9 Module 14 Module 15



ASSESSMENT SKILLS

I can grasp situations, contexts, and processes, evaluate them objectively and assess possible consequences.



Module 5 Module 8 Module 9 Module 12 Module 15

CONCEPTUAL SKILLS

I can grasp a situation and draw adequate conclusions from it. I can translate ideas and perceptions into goals and content and develop appropriate action steps. In doing so, I also consider the existing framework conditions.



Module 5 Module 8 Module 9 Module 10 Module 15

COPING WITH UNCERTAINTY, AMBIGUITY AND RISK

I am prepared to go new and not yet secure ways. However, I do so carefully: I can assess the given situations properly, gather information and involve experts in the decision.



Module 4 Mo

Module 5

Module 12



CUSTOMER ORIENTATION

I can recognise the needs of customers/partners etc., and deal with them appropriately in terms of service and quality. I show appreciation for my clients and respect my interests at the same time.



Module 11

Module 13

Module 14

ENVIRONMENTAL AWARENESS



I keep my knowledge up to date to protect the environment responsibly and refrain from behaviour that hurts the environment.



Module 2

Module 4

Module 6

FINANCIAL AND ECONOMIC LITERACY

I can draw up the budget for a simple activity. I can find funding options and manage a budget for my value-creating activity. I can make a plan for the financial sustainability of a value-creating activity.



Module 7

Module 8

FUTURE VIABILITY - FORWARD THINKING



I can assess future developments through information I have gathered myself and my reflections and act accordingly with foresight. I adapt my behaviour to my own vision of the future.



Module 1 Module 2

Module 4 Module 5





INITIATING AND IMPLEMENTING CHANGE



I am open to new and unknown things. I see changes as opportunities for the future. I like to develop new visions and am aware of the new conditions and the associated new (solution) paths. I drive change forward without losing sight of the other stakeholders.



Module 2

Module 4

Module 11

Module 13

MOBILISING RESOURCES

I can find and use resources responsibly. I can gather and manage different types of resources to create value for others. I can define strategies to mobilise the resources I need to generate value for others.



Module 2

Module 8

Module 10

PLANNING AND MANAGEMENT

I can translate goals into work tasks, making the best use of available resources. In doing so, I consider the past experience and future developments. I can coordinate different work tasks with each other and bring them into a meaningful sequence.



Module 8

Module 9

Module 10



PROBLEM-SOLVING ABILITY

I can recognise what makes a problem a problem; in doing so, I can remember the connections between cause and effect. Based on this, I can identify and evaluate the opportunities and risks associated with the problem and develop appropriate solutions while also involving the people involved.



Module 10

Module 12

Module 15

STRESS MANAGEMENT - RESILIENCE

I can remain self-controlled and emotionally stable in a stressful situation and perform as consistently as possible. However, I also reduce the stress I experience through suitable (e.g., sporting) activities.



Module 5

Module 15

TIME MANAGEMENT

I can prioritise tasks according to my goals and complete them on time. For larger projects, I can develop a schedule and stick to it. Furthermore, I also make sure to allow myself time for recovery phases.



Module 9



USE OF KNOWLEDGE AND INFORMATION

I know I do not have to know everything; however, I know where to find information. I can distinguish between important and unimportant information. I have an overview of the tasks/interests of others and can provide them with my knowledge in an appropriate form.



Module 2 Module 4 Module 5 Module 13 Module 14



EXERCISE 1



M 3_E 1: Important skills for my green business

Look carefully at each skill on the list above and consider the following: Is this skill important for my green business?

You will find out: Not every soft skill is important for what you have in mind. Therefore, do not be alarmed that we present so many qualities here. You need to find out precisely the skills you will need in your green business.

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Make a list of all the skills you think you will need for your green business. Leave some space below each skill to be able to add your notes in the next exercise.



EXERCISE 2



M 3_E 2: The skills I already master

In this exercise, you find out which of the skills you already have on the list you made in exercise 1.

How can you find out if you have mastered a specific soft skill?

You must be able to describe (at least) one specific situation in which you have shown this skill - it is better if you can describe many situations!

So, it is not enough to say: that I have this soft skill. That would not be good preparation for your business. It would be best if you thought intensively about each characteristic. You will know I possess this quality if you can answer these questions well!

For this exercise, take the list from exercise 1. In the space below each skill, answer the following questions in keywords:

Where have I shown this skill of mine?

Think of the situation, your age, the context

How did I show this skill?

· What have you done concretely?

What did I achieve with it?

· What could you bring in, change, effect?





DiGREEN P

This exercise shall help you to identify the skills you already master. Don't worry if you must leave the spaces below some skills on your list empty.

Stay focused and be aware of your strengths. This is the power you already have to start your business! Highlight the skills you have already mastered with a bright colour on your list.



EXERCISE 3



M 3_E 3: The skills I want to improve or outsource

Retake your skills list for this exercise. Now take a closer look at the skills on your list with an empty space below. It looks like you considered these skills necessary for your green business, but they are not yet satisfactorily available to you at the moment. Choose three of them you want to start with and highlight them in another strong colour. At the end of your list, take notes on each of the three new skills you want to acquire:

In what situations will I need this new skill?

What opportunities do I have to improve and train this skill?

In the skills list in this module, you will find references to more information about this skill in other modules.

What about the other skills on your list that are not yet satisfactorily available to you? You need not be able to do everything. Think about how you can compensate or outsource them. Take also notes about that.

When you have completed the exercises, name your digital document after the number of this exercise, and save it in the folder to Module 3! If you did the exercise on paper, take readable photos, and keep them.



Empathy towards others and active listening - other opinions as an opportunity for new ideas



Figure 2: Communication

In this part of the module, you will train some critical communication skills a successful entrepreneur needs: empathy and active listening to learn from others and open up new opportunities!



Empathy

We already explained what it is meant with empathy. It is one of the Social-communicative competencies. Here comes the once again definition:

I am interested in other people and their issues / situations and can make contact at any time. I can empathise with others' problems. I can listen and pay attention to what and how others tell me. At the same time, I keep enough distance not to make others' difficulties my own.

Empathy is the ability to recognise and empathise with emotions in oneself and others.

recognise and empathise with own emotions

recognise and empathise with emotions of others

Empathy

If you look at the graphic above, it becomes clear: you cannot be empathetic to someone else if you are not empathetic to yourself at the same time.

So being open to your own needs and feelings is not selfish! Instead, it is also important to be open and empathetic to others.





Why is that?

Imagine a bowl: A bowl that is full of vital essence. This bowl is so full that it overflows and distributes this delicious essence to other bowls. It can do this as long as it keeps filling itself. If it does not, it will gradually lose all its vital essence until it is entirely empty. And an empty bowl can no longer overflow. It has nothing more to give!



The bowl with the vital essence is like you! If you do not pay attention to your needs and feelings, you cannot pay attention to the needs and feelings of others. Then you become empty inside and have nothing more to give.

And how does it work in practice? We have a little exercise for you here:



EXERCISE 4



M 3_E 4: Empathy

Think of a dispute that did not go particularly satisfactorily. Now try to relive this confrontation as if it were just now. Then try to observe yourself experiencing this situation. So, you are the observer watching you right now, how you are in this unpleasant situation! This might be a bit strange, but keep trying and try it: you observe yourself experiencing this situation.

As an observer, please be empathic with yourself. For this exercise, it is crucial that you are not critical and don't blame yourself! Just emphasise your needs and feelings. Now, ask yourself the following questions:

What do I need right now?

What do I perhaps wish or hope for in this situation?

What are my reasons for my behaviour?

Have you been aware of your needs and feelings? Then it is now time to put the attention to your counterpart! Because this person with whom you are arguing also has feelings and needs. So please be empathetic with the other person and ask yourself the following questions:



How is my counterpart doing at the moment?

What does he or she need right now?

What does he/she wish or hope for in this situation?

What might be the reasons for her or his behaviour?

Did you also empathise with the other person in this situation? If yes, then congratulations! If not, this sign that you still need to practise a little.

In your everyday life, try to bring up the questions asked in this exercise repeatedly. And if you find yourself in a similar situation again, you will be able to manage it better by being empathic with yourself and your counterpart at the same time.

How am I doing at the moment?

What do I need right now?

What do I perhaps wish or hope for in this situation?

What are the reasons for my behaviour?

How is my counterpart doing at the moment?

What does he or she need right now?

What does he or she perhaps wish or hope for in this situation?

What might be the reasons for her or his behaviour?



Active listening

Do you know how to recognise active listening easily? The best way to illustrate it is with the following graphic:

Speaker 1

Speaker 2

In active listening, you give your full attention to the person who is speaking (Speaker 1). So, there is a pause before you start speaking (Speaker 2). Why? Because you are listening fully to speaker 1.

But quite often, it is completely the other way around. Someone speaks, and while this person is speaking, the other is already thinking about what he or she wants to say in response. They already think of reasonable arguments.

Graphically, it then looks like this:



What happens during non-active listening? Much of what the other person wants to tell us is lost because we are no longer really listening! We spend most of our time thinking about our arguments while the other person is speaking. We cannot listen anymore.

And as a result, you might miss one or another hint that could be important for you, e.g., a possibility that you have not considered yet. But especially in business, you must be open to new ideas! And especially in green business, new ideas are particularly in demand!



Methods to practice active listening

What possibilities are there now to practise active listening in everyday life? Which methods are helpful? We will briefly present some of them to you!

Ask open-ended questions to find out more

What are open-ended questions?

Open questions are fundamental in an in-depth conversation. They always start with a concrete question: who, how, what, why...?

• Who ... ?
• How ...?
• What ...?
• Why ...?
• Where ...?
• When ...?
• ... ?

But the most important feature is certainly: Open questions cannot be answered with a simple yes or no. Open questions always invite to contribute more to a topic.





M 3_E 5: Open questions

Think of an important professional conversation. It could be a conversation with a client. But it could also be a conversation with a possible funding body. Think about what you want to find out in this conversation.

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Now write down as many open questions as possible you want to ask.

When you have completed the exercises, name your digital document after the number of this exercise, and save it in the folder to Module 3! If you did the exercise on paper, take readable photos, and save them.



Paraphrase what you have heard

Paraphrasing is a method to ensure you have understood the person to whom you are talking.

Paraphrasing means reproducing in your own words what you understood from the other person. It is important not to say the same as the other person has said. It is not about simply repeating. This way, you can see whether you have understood the statement's content correctly.

paraphrasing

- "Did I understand correctly that...?"
- "Do you mean that ...?"
- "You just said that ...
- "When you say that ... does that mean that ...?"
- Do you think that ...?

Here is an example:

Your good client visited you at a trade fair for green economy products. Today he comes into your shop and says: "

I didn't like the product presentation. Hardly anyone talked to me!

Now you paraphrase:

Do you think you would have preferred it if I had talked to you more after the product presentation?



Your client replies:

Yes, that would have been very nice! Because I had some question that I wanted to ask you about one very interesting product of yours. But there were so many visitors at the trade fair, that it was impossible to talk to you!





M 3_E 6: Paraphrasing

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Below you will find some statements. Please paraphrase these statements! Do this in written form, like in the template below.

Use the following introductions and also think up new ones!

- Did I correctly understand that ...?
- Do you mean that ...?
- You just said that
- When you say that ... Does that mean that ...?
- Do you mean that ...?

Statement:

I am not sure if these products here are ecological.

Who tells me that these products are not inferior goods!

Paraphrasing (Example)

I understand that it is important for you to buy real ecological goods and that you need proof of this.

Statement:

I do not know my way around this whole mess anymore at all!

There is no overview at all!

Paraphrasing







Statement

We were very dissatisfied with the entire process! This has already begun during the first conversation. Likewise, the support afterwards was not very satisfactory!

Paraphrasing

When you have completed the exercises, name your digital document after the number of this exercise, and save it in the folder to Module 3! If you did the exercise on paper, take readable photos, and save them.

Summarise what you have heard

You are summarising means briefly summarising the information you have received from your counterpart. It is often essential to summarise what has been said at the end. In this way, your partner can add something or change something. This way, there will be fewer misunderstandings.





M 3_E 7: Summarising

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Summarise the text below in writing in your own words:

The consequences of climate change are significant causes of hunger and poverty worldwide. But that is not all: climatic changes will increasingly cause harvests to fail and weather extremes to destroy habitats. Then more people will be forced to leave their homes. What follows is a climate exodus. The World Bank estimates that up to 143 million people could become climate refugees by 2050. The reason: the impact on their habitat and livelihood is so dramatic that they see no other way out.

The reasons for climate flight are manifold and vary from region to region. For example, rising sea levels in countries like Bangladesh and Vietnam are causing coastal and delta areas to be flooded increasingly frequently and arable land to be destroyed by the salty water. In many South Asian and sub-Saharan African countries, droughts, storms, and other extreme weather events are rising, often causing people to lose their homes and their small-scale farming livelihoods. People no longer have anything to keep them in their region - they become climate refugees.

When you have completed the exercises, name your digital document after the number of this exercise, and save it in the folder to Module 3! If you did the exercise on paper, take readable photos, and save them.

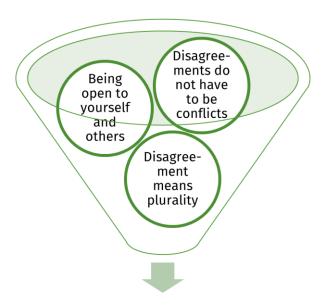


Other opinions as an opportunity for new ideas

In the previous two chapters, we looked at empathy and active listening. Now we want to turn to those with a different opinion than you. Other opinions can be an enrichment. And other opinions can give you new ideas and new thoughts. Ideas that you might not have thought of otherwise. So, different opinions can be an opportunity for you. As you will see in a moment, empathy and active listening are extremely useful for this.

In the following, we want to show you a model that can support you in seeing other opinions as opportunities.

As is often the case in life, it is about an inner attitude. But first, let us take a closer look at the three tips that can support you in perceiving other opinions as opportunities.



opportunity for new ideas



Disagreements do not have to be conflicts.

People often start arguing when they have different opinions. But that does not have to be the case! There is also the possibility that you can learn from each other. And here, of course, active listening is very important! Another person can help us get to know another perspective If we are ready for it! And that is a question of inner attitude. And it also does not mean you have to give up your opinion immediately. Very often, it is the case that there is far more than one truth.

Like here, for example! In both cases, it is a padlock.



Figure 3: Different perspectives

One person may see the padlock from the front and describe it as she or he sees it. Another person may see the same padlock from below and describe it differently. Which description is correct?

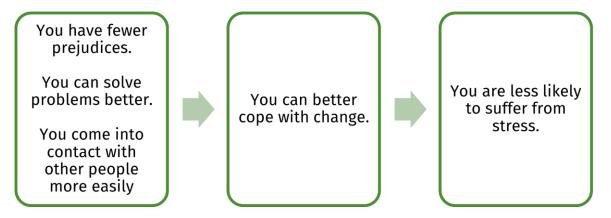
It is often the case that we miss a lot! We do not have to know everything, either! We humans can help each other by sharing our personal views of the truth and our opinion. And in doing so, actively listen to our counterpart.



Being open to yourself and others

This is where an open attitude helps. And openness has a lot to do with empathy. Remember what we said about empathy. Remember the picture with the bowls? Empathy needs openness. Exposure to yourself and vulnerability to others. This attitude allows you to listen to other ideas or perceptions. And this attitude also helps you to accept other opinions, even if someone has an entirely different view than you. You learned how to practise an essential open attitude in the chapter on empathy. Remember the questions you can ask yourself. These questions will help you to have compassion for yourself and for others. And they will help you to be more open to others.

There are many advantages to having an open mind:

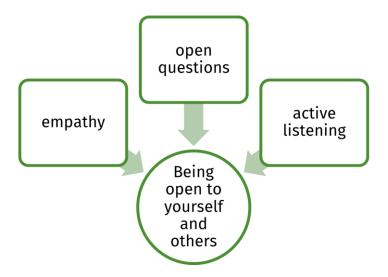


So how can you maintain your openness in a disagreement?



Ask lots of questions. Please remember what you have learned about open questions in the chapter "Methods to practice active listening" Open questions will help you understand why someone else has a different opinion. They are especially helpful. These questions invite your counterpart to explain why he or she has that particular opinion.

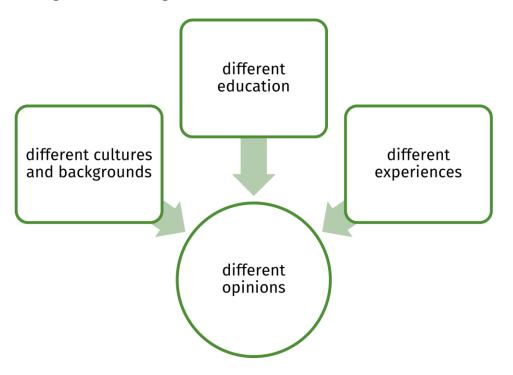
And, of course, active listening helps here too.





Disagreement means plurality

How do different points of view come about? Different opinions come about through the following influences:



People from different cultures and backgrounds can have very different points of view because of their upbringing and experiences.

The important thing is: the experiences of someone from another culture are just as valid as yours!

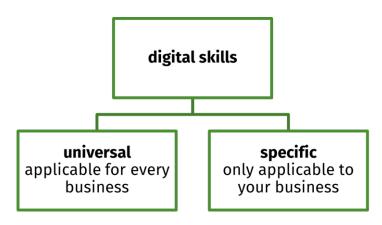
In any case, it helps to look for commonalities rather than highlighting differences. One way to discover commonalities is to empathise with the other person's needs.





Update and improve digital skills needed for your green business

In the last part of this module, you will add digital skills to the list of skills needed for your green business. These can be separated into two categories.



The first category is the skills applicable to every business, so they are universal. And the skills in the second category are those only relevant to your business need, so they are more specific. While some businesses require a basic level of digital skills, others require a more advanced level.

Some of your digital skills may need to be developed, while others may already exist or can even be improved. Nobody has the skills for everything. Therefore, some of these skills maybe need to be outsourced. In your planned green business, it is necessary to weigh carefully: Which universal digital skills are required? Which digital skills are vitally essential for where you want to start your green business?

Below you will find descriptions of six universal key digital skills and one about specific digital skills. After each description, you will be asked questions to help clarify your level of experience and the necessity of each skill for your business.



Universal digital skills

The following digital skills are universal for all businesses with an online presence.

Selecting and using devices

Finding solutions and dealing with information

Productivity software skills

Digital communication skills

Digital marketing

Being safe, protected and responsible online

Selecting and using devices

Many digital devices - desktop computers, laptops, tablets, and hybrid devices like laptops- might also be used as tables. Moreover, there are a lot of peripheral devices, such as a mouse, keyboards, printers, scanners, multifunctional devices, webcams, etc. This diversity of devices is beneficial because it responds to business needs. The skills for selecting and using the proper devices is an essential technical skill to recognise the specific needs of your business and the device that fits them.

Finding solutions and dealing with information

These skills for finding solutions and dealing with information allow us to upgrade and extend any other skills, and due to that, these are the most important skills. In many cases, data is one of the most valuable resources in the business and is a ground for making informed decisions. The ability to find the necessary information might be the solution to many business issues. It is a skill that covers the whole cycle of business development.



Finding solutions and dealing with information is also a way of non-formal learning based on the needs. Since there are a lot of high-quality free information resources such as guidebooks, tutorials, presentations, and demonstration videos, it is easier than ever to acquire new skills and knowledge on selected topics.



Module 1

Module 2

Productivity software skills

Productivity software produces information (documents, tables, pictures, presentations, charts, and others). The main programs in the productivity software are a word processor (Microsoft Word, Google Docs), spreadsheet (Microsoft Excel, Google Sheets), and presentation program (Microsoft PowerPoint, Google Slides). The skills for using these programs are essential for all businesses.

On a basic level, these skills include creating basic documents in a word processor, creating tables with simple formulas in a spreadsheet, and creating a simple presentation with templates in the presentation program.

On a more advanced level, these skills include creating more complex documents in the word processor, designing layouts, creating tables with formulas, functionalities, and graphics in spreadsheets, and creating an interactive and animated presentation.



Module 8



Digital communication skills

We communicate with one another in a variety of ways thanks to technology.

These basic skills include sending emails, creating a post on Facebook, sending messages through WhatsApp, Messenger, and Viber, or participating in an online meeting through Teams, Zoom, or Webex. Digital communication skills also include sharing or sending files and documents to other people.

On a more advanced level, these skills include creating and maintaining a website, creating a blog, creating and planning advertisements on social media, etc.



Module 13

Module 14

Digital Marketing

Digital marketing is about how to use online technologies to promote your business or services and is also related to communications. The business's identity, products, and services are created online through digital marketing. Creating a digital marketing strategy is essential for all company's online presence, emphasising digital marketing skills.

On a basic level, digital marketing is about maintaining your website and/or social media page to promote your business, products, or services. This included the detailed concept for the website - is it going to be only an information website, or will it be possible to order products or book services from it; select the language of the website; choose the proper website layout and colours; pick the best domain for your website. The concept of social media presence is also basic for digital marketing and is related to which social media will be used, what content will be posted, etc.





On an advanced level, digital marketing skills are related to creating online advertisements and campaigns, search engine optimisation (SEO), search engine marketing, data analysis, etc.



Module 14

Being safe, protected and responsible online

Although the internet is an invaluable resource of data and information in many different directions, there are many threats in the virtual environment. The danger may come in many different shapes and forms, and they might produce harm in many different directions. Some treats are spam or fishing, malware, botnets, ransomware, spyware, spam, and many more. The online threat might affect not only processes and aspects that are happening online but also harm processes outside the digital world. That is why awareness of the online threat has to be strongly emphasised.

The skills related to protecting yourself, your family, and your devices online are essential. The basics of these skills are to be learned to identify the threat online. This will allow you to prevent and mitigate it, and it is essential to be familiarised with the types of different online threats and their work mechanisms.

Since the types of cyber-attacks change frequently, it is almost impossible for average entrepreneurs to keep up to date and always react adequately. That is why we recommend contacting a specialist in case of an emergency.



Module 15

Although these are essential and universal skills, there are many more skills. Acquiring more and more digital skills will open new horizons, and as well it will have the potential to optimise business processes.





Digital skills specific to the business

Depending on the specifics of the business, digital skills might also be required, according to the specifics of the business. Some examples of these skills might be product description copywriting, graphic design, using particular software, etc. Identifying which of the specific digital skills is necessary for your business is a crucial component of your development as an entrepreneur.

The specific digital skills might be acquired or improved through different online courses, educational videos, tutorials, and guides. Knowing how to find the right source and the best learning method is essential for acquiring new skills specific to your business.





M 3_E 8: Self-assessment of Digital Skills

Open a writing programme or take a sheet of paper. On the top, write the number of the module and the number of this exercise.

Please use the following key questions for reflections and self-assessment. Answer the questions in written form:

- 1) What kind of devices have I already used?
- 2) What devices do I need for my green business?
- 3) Which online search engines and sources do I use most often?
- 4) Which online sources do I know that provide information about my green business?
- 5) How satisfied am I with the structure in which I store information? What can I improve?
- 6) What kind of software am I familiar with, and for what purpose do I use it?
- 7) What additional software will I need for my green business?
- 8) Which online communication methods have I already used, and for what purpose?
- 9) What are the preferred communication methods of my business contacts (customers, partners, suppliers)?
- 10) Which platforms or tools will I use to represent my business online?
- 11) To what extent am I familiar with these platforms and tools and their functionalities?



- 12) Are there any functionalities I am unfamiliar with that might benefit the online representation of my business?
- 13) What precautions must I take to prevent online threats?
- 14) What are the digital skills specific to my business's area and field?
- 15) How will I acquire or improve digital skills applicable to my business model, if needed?

When you have completed the exercises, name your digital document after the number of this exercise, and save it in the folder to Module 3! If you did the exercise on paper, take readable photos, and save them.



Congratulations!

You finished Module 3. You are now able to take a quiz on the platform to test your knowledge and apply for a certificate with ECQA.



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