Questions for successful CCE (Cultural & Creativity Entrepreneurs) (to be submitted to 2-3 entrepreneurs from each country):

Prof. Anca DRAGHICI, Politehnica University of Timisoara, Romania, anca.draghici@upt.ro

- In 2-3 lines, briefly describe your business.

I am an ***intrapreneur*** in my organization. I know where "money" are (!) and most important, I know how to attract them in my organization for strategic development purposes! I can not imagine my life without research and educational projects … so this is one BIG aspect of my life.

In addition, I am deeply involved in the civil society problems through the ErgoWork society (https://ergoworksociety.com/blog/) trying to point and solve different ergonomic problems of our professional life. So, for this reason I can be considered an entrepreneur … or even a social entrepreneur due to the last projects dedicated to our community: ErgoWork conferences and webinars serie, UrbanLink, Meaning and Fusion at Work etc. (https://ergoworksociety.com/category/projects/page/2/). Thus, I can be included in the CC entrepreneur category, too.

Further I shall refer only to this part of my activities!

- How did you become a CC Entrepreneur? Was there some kind of impulse / magic moment where you decided to become a CCE?

I want to be involved in university-community projects to increase my work and achievements visibility at the local level. In 2019 I have established ErgoWork association (non-profit) as a national movement, by creating synergies with all specialists, experts in the field of ergonomic, human resources, architects and designers etc. Soon after the establishment of the association I have applied for becoming associate member of Federation of the European Ergonomics Societies, FEES (https://www.ergonomics-fees.eu/) and this year we have applied to become member of the International Ergonomics Association (https://iea.cc/) … all these actions have increase our visibility internationally but also, have connect our community to other.

The impulse was more a critical mass that have been created in 2018 with a group of initiative … and I take the managerial role … and this was the beginning of my CC entrepreneurship journey.

- What was your biggest challenge as CCE and how did you handle it?

The biggest challenge as CCE was related to TIME PRESSURE … I need and I am successful balance between my professional life in the university and as volunteer CC entrepreneur of the ErgoWork association.

- What do you think: What is the secret to your success?

In my opinion … I do not have challenges in my life … only OPPORTUNITIES! May be this is because of my MINDSET!

- What is the most essential knowledge or know-how for CCE?

> Essential knowledge … TO KNOW AND BE FRIEND WITH A LOT OF PEOPLE (have a nice network of experts, specialists, professionals in different fields) and TO BE A PLEASANT, NICE COMMUNICATOR AND TO CONTINUING TRAIN YOURSELVES FOR BEING (including to learn foreign languages … multicultural communication … or non-verbal communication).

What do you recommend other CCEs or ongoing CCEs to learn as soon as possible with regards to …

About your top ideas/topics for learning (similar to self-development decisions for a CC entrepreneur), I recommend the followings:

> o 1st Sprint – Opportunities & Idea Identification: differences between challenges and opportunities; change of mind sets; personal competences vs. innovative CC business ideas

> o 2nd Sprint – Start-up: the process of establishing a start-up and successful management of it;

> o 3rd Sprint – Scale and Exit: marketing competition, new innovative marketing techniques; strategic management

> o 4th Sprint – Case Studies: follow and watch movies … multimedia materials about these

Questions for CCE (Cultural & Creativity Entrepreneurial) trainers (to be submitted to 2-3 trainers from each country):

- What was your biggest challenge as a CCE trainer and how did you handle it?

As trainer of CC entrepreneurs, the biggest effort (challenge) was and still is about FINANCIAL-ACCOUNTING MANAGEMENT! How to teach and how to determine their understanding on this essential part of the business. Even if the trainees are not willing to understand and to learn basic financial-accounting management (basic knowledge) they need a common language with their accounting responsible … so, TERMINOLOGY IN THE FIELD OF FINANCIAL-ACCOUNTING MANAGEMENT needs to be the priority of the trainings.

- What do you think: What is the secret to successfully training CC Entrepreneurs?

Secrets … are secrets! They are not to be told!

Important aspects of a successful training of CC Entrepreneurs are:

- Provide nice (a user-friendly design, easy to follow), consistent and coherent training materials (learning objectives, explanations + additional OER and open references + tips and trick);
- Explain all the time the USEFULNESS, UTILITY OF THE KNOWLEDGE … from the practical perspective;
- Provide multimedia materials as demonstration and case studies.

• What is the most essential knowledge or know-how for CCE? What do you recommend other CCEs or ongoing CCEs to learn as soon as possible with regards to:

o 1st Sprint – Opportunities & Idea Identification: practical examples, demo lessons with other CC entrepreneurs

o 2nd Sprint – Start-up: practical examples, demo lessons with other CC entrepreneurs … and may be job shadowing (one day with a CC entrepreneur!)

o 3rd Sprint – Scale and Exit: practical examples, debates and demo with other CC entrepreneurs

o 4th Sprint – Case Studies: follow CC entrepreneurs on social media

• What methodologies of innovative approaches do you use to train CC entrepreneurs?

- Practical examples, demo lessons with other CC entrepreneurs
- Intensive 2 days internship with job shadowing (one day with a CC entrepreneur!)
- Participation to the events organized by CC entrepreneurs (conferences, exhibitions, seminars, open days etc.) and know their achievements, how they speak about their business and results (make a profile interview!! And conclude with lessons learned and actions to be taken)