TRAINER

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

From my experience trainees often search for the "one-solution-fits-all-problems" approach. Promising business solutions are always individual and it is (hard) work to find them. It is a big challenge to lead trainees into a self-reflecting and open mind mode. Having their customers in mind when developing a new product/business and not only focusing on their own ideas and creativity flow. This might be misleading for a prospering business.

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

The key for successful training lies in developing a tailored training for the personal needs of the CC entrepreneur. Especially when frameworks like business model canvas or design thinking are used during the training you have to focus on the individual aspects.

· 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
- o 2nd Sprint – Start-up
- o 3rd Sprint – Scale and Exit
- o 4th Sprint – Case Studies

Get in touch with your potential customer and learn about their problems. A successful business covers the needs of customers. The magic is hidden in the stories people tell you. All you have to do is ask the right questions and have the ability to listen.
„Try and fail fast" in the meantime this phrase is often used and many people can't hear it anymore. But especially in the start-up phase of a business it is crucial to test your business ideas and it is much cheaper if you fail in an early stage. The problem hereby lies in the mismatch of the European culture ("you are not allowed to fail") and the learning out of failures. It is essential for CCE to learn to make failures right and how to learn from them.

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

I often use the design thinking framework tailored to the special needs of the CCE trainee. And combine the framework with other tools like value proposition canvas, business model canvas, etc.