

TRACCE – SUCCESS STORIES

TRAINER

Questions for CCE (Cultural & Creativity Entrepreneurial) trainers (Sabrina R. Sorko, Austria):

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

The biggest challenge is connecting the creative world of participants with that of business. Of are the motives of the learners difficult to reconcile with the framework conditions and requirements of classic entrepreneurship.

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

Especially in this branch, learners' starting situations and personalities are highly individual. The only way to be successful is to teach them individually and to meet them in their own world.

- 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:

- 1st Sprint – Opportunities & Idea Identification
- 2nd Sprint – Start-up
- 3rd Sprint – Scale and Exit
- 4th Sprint – Case Studies

I think the most essential thing is a strong self-reflection competence. Knowing where you want to go as an entrepreneur, what contribution you want to make and what expectations you have of your own business are necessary to acquire the right skills. Time is money, especially for sole proprietorships or start-ups. That's why the targeted development of competencies is especially important.

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

You have to experience entrepreneurial thinking and action. That's why I often work with tools like the Business Model Canvas or complex teaching-learning methods like role plays and case studies.