

# TRACCE – SUCCESS STORIES

## TRAINER

**Questions for CCE (Cultural & Creativity Entrepreneurial) trainers (Prof. Dr. Simon Werther, Professor for Leadership @Department of Tourism, Hochschule München University of Applied Sciences):**

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

Entrepreneurship seems to be associated with profit-oriented companies for many people in the cultural & creative industries which makes it more difficult for them to deal with it. Good examples of these industries in terms of design thinking and innovation processes and relevant business model canvas did help.

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

More examples and cases related to the cultural and creative industry, less buzzword bingo such as "Elon Musk and Tesla are the best example for successful entrepreneurship".

- **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:**

How to spot opportunities & identify (business) ideas

- **What do you recommend other Cultural & Creative Entrepreneurs or the ones to be to learn as soon as possible with regards to: How to spot opportunities & identify (business) ideas**

Fail fast, fail forward, use various design thinking methods.

- **What do you recommend other Cultural & Creative Entrepreneurs or the ones to be to learn as soon as possible with regards to: Initiating a project or founding a start-up within the Cultural & Creative Industries Sector?**

Get used to the current state of the art basics about business management and start-ups such as business model canvas.

- **What do you recommend other Cultural & Creative Entrepreneurs or the ones to be to learn as soon as possible with regards to: Scaling up and exiting in the Cultural & Creative Industries Sector?**

Think big which means a concept should always have the potential to scaling up, get used to requirements for scaling up.

- **What do you recommend other Cultural & Creative Entrepreneurs or the ones to be to learn as soon as possible with regards to: Learning from other successful Cultural & Creative Entrepreneurs?**

Get in touch with others, use networking events in order to get to know other successful entrepreneurs in the industries

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

General design thinking methods, business model canvas.