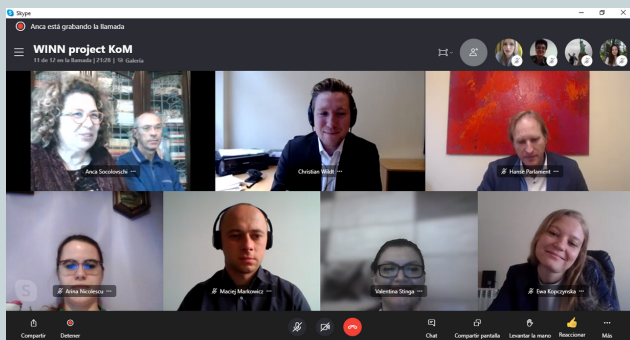# W∗NN

Workouts for innovation leaders

WINN project aims to prepare SMEs executives to behave innovatively and to spread innovation culture across their organizations.

WINN partnership will develop a learning-by-doing methodology for SMEs managers to develop their innovative mindset and behaviors. The main output of the project will take a form of mobile app delivering managers daily programs for improvements in their managerial practices, as well as mental activities for overcoming cognitive barriers hindering innovation.

1st Online Meeting

The first meeting of the WINN partnership has been held online to discuss the project objectives, tasks relevant for reaching them and the work to be carried out during the next 6 months of the project.

WINN Target Groups

- SME managers
- SMEs support organizations
- Adult education organizations

WINN project aims to develop easy to use tools for preparing SMEs managers and leaders to build inclusive and pro-innovative culture within organizations.

Next Steps!

The Consortium started the development of WINN Customization Methodology. Behavioral research among local SME managers (to be implemented between January and March) is a starting point in development of customization tool that will allow to adjust the WINN workouts to specific individual needs of SMEs managers. The research phase of the project will take place across all countries of the partnership coordinated cooperatively by DANMAR and UPIT.

As a result of the initial dissemination activities, 1st Leaflet of the project, 1st Newsletter and other materials have been created and will be soon distributed among project stakeholders.

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