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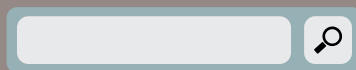
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WORKOUTS FOR INNOVATION
LEADERS



An Erasmus+ Project that aims to ensure that SME leaders in no/low tech industries are prepared to lead for innovation, by developing proper mind-set and adapting their behaviours and beliefs required to foster innovation.



ABOUT WINN Project

WINN project focuses on the development of a capacitation program to prepare SMEs executives to behave innovatively and spread innovation culture across their organisations.

WINN project will develop a learning-by-doing methodology for SMEs managers to develop their innovative mind-set and behaviours. The project key output will take the form of a mobile app that will deliver managers daily programs for improvements in their managerial practices, as well as mental activities for overcoming cognitive barriers to innovation.



AIMS AND TARGET GROUPS

WINN project aims to develop easy to use tools for preparing SMEs managers and leaders to build inclusive and pro-innovative culture within organisations. To effectively reach the project objectives, different groups of participants are expected to be involved across the different activities of the project:

- SME managers – as the main target group will be especially strongly involved in the piloting phase through the experimentation of the solutions using the mobile app and as the app future users.
- SMEs support organisations – included as a source of stakeholders' feedback to the solutions design, support to the app delivery to final users and potential future adopters of the WINN tools and methodology.
- Adult education organisations - targeted as a secondary group of future adopters of the project results.

PROJECT RESULTS

WINN project will offer strongly customizable self-development path in form of practical daily workouts resulting from 4 intellectual outputs:

- WINN customization methodology (IO1) – focus on diagnosing users' weak areas and individual barriers in scope of their innovation capacity and underline aspects for improvements.
- WINN Workouts Methodology (IO2) – provide users daily workouts adopted to personalized needs for behavioural and cognitive change.
- WINN Workouts Toolkit (IO3) for supporting practice-based learning to support the implementation of the workouts, iconographics, videos etc. for increasing interactivity and impact of the program.
- WINN Mobile App (IO4) – the APP will provide direct access to interactive learning process responding to SMEs needs, ensuring effective self-development for users.