



## WINN CUSTOMISATION TOOL METHODOLOGICAL GUIDE

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## WINN Customisation Tool Methodological Guide

### 1. Rationale and development of the WINN customisation tool.

Individual characteristics, skills, beliefs and behaviours are of high relevance for the ability of any person to contribute to and to foster innovation. As each person is different and has been shaped by diversified cultural, educational, and social factors across different areas and periods of life, enabling behavioural change that will improve one's ability to foster innovation requires customisation of the development approach to individual needs. It requires focusing on specific areas of development or/and re-education that are:

- i/ relevant for the ability to foster innovation,
- ii/ responding to individual needs of user.

To ensure, in the first place, that the WINN solution targets the areas relevant for the ability to foster innovation, within initial work on WINN Customisation Tool, a two-phase research covering questionnaire research and interviews with experts to validate initial assumptions regarding the areas of key relevance for readiness of SME managers to foster innovation was conducted. Following the results of the research (see the research report for details [https://winn.erasmus.site/wp-content/uploads/2022/11/WINN\\_-O1\\_Transnational-Research-Report.pdf](https://winn.erasmus.site/wp-content/uploads/2022/11/WINN_-O1_Transnational-Research-Report.pdf)), and based on the feedback received from experts and SMEs managers, the initial assumptions regarding the areas that are of key relevance for the ability to foster innovation among SME managers were adjusted.

The initial structure for the WINN solution approach which covered 6 areas:

1. mindset
2. emotional intelligence,
3. leadership style,
4. collaborative behaviours,
5. empathy, and
6. how to overcome biases in decision making process,

was adjusted. The structure adjusted to key stakeholders' feedback that was applied across the WINN solution, including the WINN Customisation Methodology and Tool covers all relevant aspects of these 6 areas:

1. Innovation mindset,
2. Emotional intelligence and empathy,
3. Leadership style,
4. Collaborative behaviours,
5. Critical thinking,
6. Overcoming biases in decision making process.

In this way, the partnership introduced critical thinking into the mix, as it was pointed out by respondents to also be a critical ability for SME leaders to foster innovation, as well as addressed the concern regarding potential overlaps in behaviours related with emotional intelligence and empathy within the program.

Following the final definition of the areas to be addressed, the development of the customisation tool that would allow assessment of individual needs for behavioural adjustment of each user took place together with the development of the WINN workouts. For that, each of the partners responsible for developing a specific module has also developed a set of assessment questions/challenges based on the following logic:

- For each area, a set of 4 questions/challenges has been developed, where each question/challenge is linked to 3 workouts in the area/topic assigned to that partner.
- The questions present a mixture of simple test questions with thinking questions related to realistic problems or situations in the SME environment to balance the need for keeping the tool simple, but realistically assessing the managers' starting point.
- Each answer is worth between 0 to 10 points with answers value varying flexibly within those brackets to reflect as close as possible realistic impact of different decisions/behaviours rather than assigning the artificial arbitrary value to all questions across the assessment (eg. while in question 1 the second-best answer can value 8 points, in question 2 it can value 6 or 5).

Table 1. Summary of the customisation approach with an example.

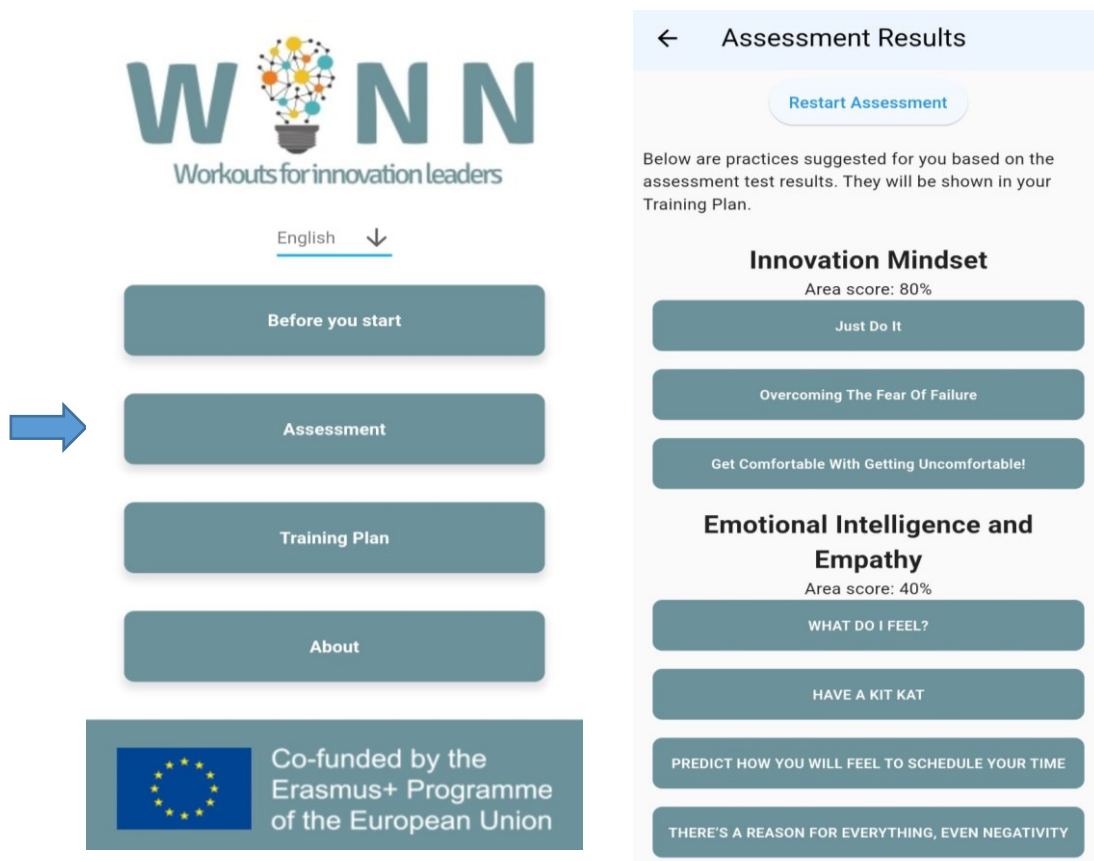
Area	Q1	Q2	Q3	Q4	Outcome:
	When your employee reports to you a mistake your most natural reaction is to: 1. X (0 points) 2. Y (4 points) 3. Z (7 points) 4. ABC (10 points)	Look at the set of pictures and choose the one that best matches your relation/proximity with the employees: 1. A - 0 points 2. B - 3 points 3. C - 7 points 4. D - 10 points	When I'm making managerial decisions, first I always analyse the information based on: 1. My past experiences, 2. Others' opinions, 3. Future forecasts, 4. Current trends.	Fill in the empty spaces with the correct words:  Points 0-10	1. Results in % for the overall area for comparison between areas and arranging them from worst performance to best performance.  2. Ordering questions within this area from the most relevant for the user to the least relevant...
Related practices	1 4 6	3 7 11	2 5 9	8 10 12	

## 2. The WINN Customisation Tool

The WINN Customisation Tool is an initial assessment tool implemented within a mobile environment which allows each individual user to check his/her starting point regarding the behaviours/abilities required for fostering innovation across the 6 areas addressed by the overall WINN program:

1. Innovation mindset,
2. Emotional intelligence and empathy,
3. Leadership style,
4. Collaborative behaviours,
5. Critical thinking,
6. Overcoming biases in decision making process.

Through a simple and user-friendly interface, SME managers get the opportunity to test their readiness to foster innovation. Based on a set of thinking and quiz questions related to their behaviours and abilities within the 6 areas, the WINN Customisation Tool defines the starting point of each user and the individual development path recommended.



The image displays the WINN Customisation Tool interface. On the left, a vertical menu shows the navigation options: 'Before you start', 'Assessment', 'Training Plan', and 'About'. A blue arrow points to the 'Assessment' option. Below the menu is the WINN logo and the text 'Workouts for innovation leaders'. At the bottom of the menu, there is a banner for the Erasmus+ Programme of the European Union.

On the right, a screenshot of the 'Assessment Results' screen is shown. It features a 'Restart Assessment' button at the top. Below this, a message states: 'Below are practices suggested for you based on the assessment test results. They will be shown in your Training Plan.' The results are categorized into two areas:

- Innovation Mindset**: Area score: 80%. Suggested practices include: 'Just Do It', 'Overcoming The Fear Of Failure', and 'Get Comfortable With Getting Uncomfortable!'.
- Emotional Intelligence and Empathy**: Area score: 40%. Suggested practices include: 'WHAT DO I FEEL?', 'HAVE A KIT KAT', 'PREDICT HOW YOU WILL FEEL TO SCHEDULE YOUR TIME', and 'THERE'S A REASON FOR EVERYTHING, EVEN NEGATIVITY'.

How is the WINN Customisation Tool designed? The tool is closely linked with the WINN Workouts and directs user toward the most relevant development path for them through linking their answers to specific questions/challenges. Each area is tested separately, and the individual answers will determine suggested workouts.

In technical terms, the Tool is composed of a set of questions, 4 for each of 6 thematic areas integrated into the app as the user interface. At the start of the assessment, a zero-filled, 6x4 matrix is composed for each user of the app. When the user answers to all 24 questions (4 from each category), this matrix gets updated. The 24 questions that the user is exposed to have been designed specifically to allow the WINN app to offer the individual development path that is recommended to a user, based on assessment of individual needs.

However, as the WINN partnership recognised that the needs can further differ depending on specific sector, type of enterprise or even evolving working style (e.g. not all SME managers work with their teams on a daily basis and the hybrid and/or remote work becomes more popular making some daily interactions not applicable on a given day or for a specific company/manager) an individual customisation methodology has been implemented at the stage of developing the WINN app. It allows each individual to postpone, close or store most relevant workouts based on the individual needs. Thanks to the inclusion of those options ('Mark as completed', 'Save practice', 'Repeat this practice' – see details in The Methodological Guide section 3 – 'WINN approach') the WINN path can be further adjusted to respond to the reality of each individual user.

### 3. How do I use the WINN Customisation Tool

If you are an educator/trainer or a person involved in support to SME managers, you can use the WINN Customisation Tool within the WINN app to help them initiate the process of behavioural change for leading for innovation within the WINN programme. Encourage them to download the app and go through the assessment tool to get access to the WINN Workouts and Toolkit which will be automatically adapted to their individual starting point. You can simply:

1. Share with them the QR codes below:

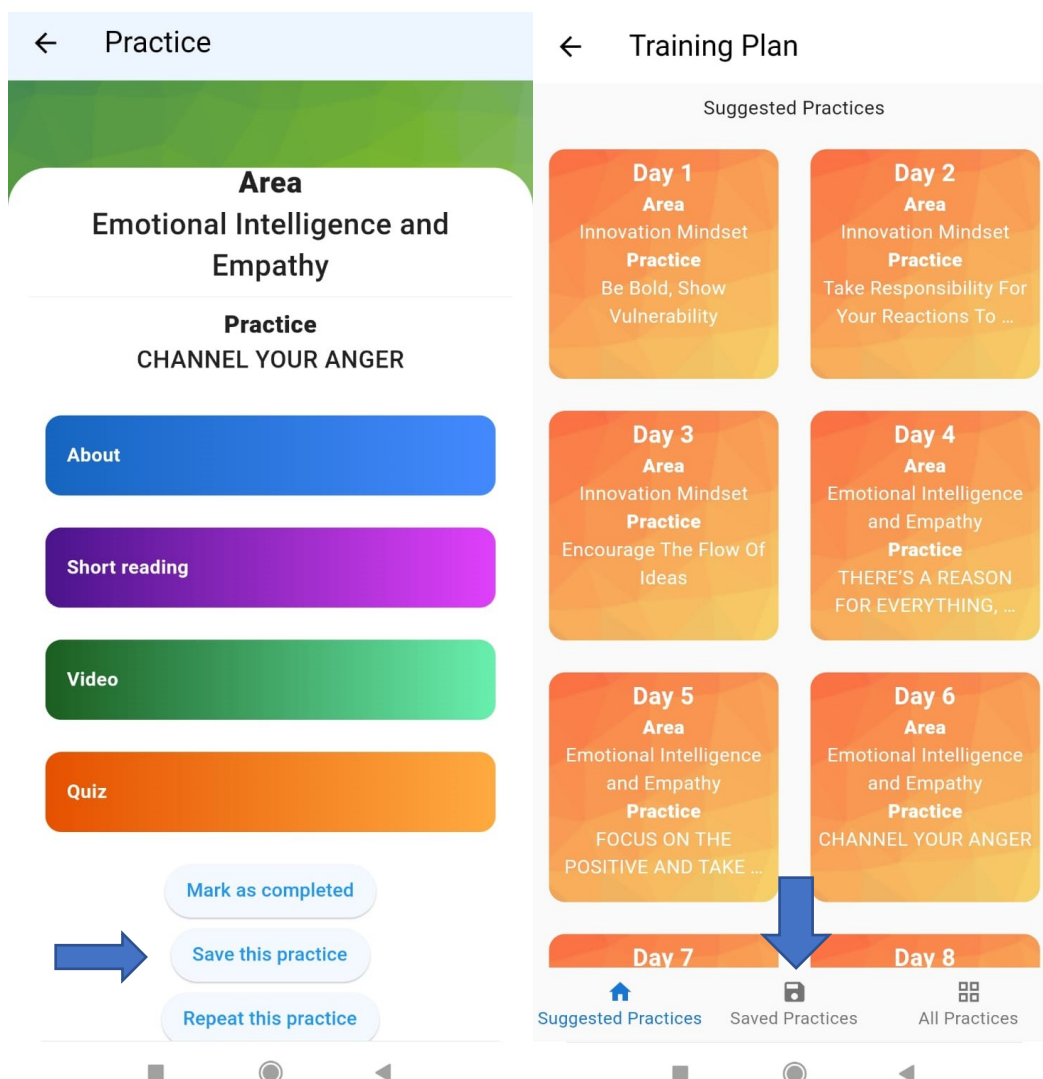


2. Ask them to search for the ‘WINN’ on the App Store or Google Play, or
3. Ask them to access the app through the links:

<https://play.google.com/store/apps/details?id=eu.dcnnet.winn>

<https://apps.apple.com/app/winn-tool-for-sme-managers/id1630544920>

As an educator and trainer, you can also use the WINN Customisation Methodology and Tool to assess starting point of readiness for leading for innovation of your stakeholders and based on their answers and practices proposed by the WINN mobile app help them select specific workouts that best suit their individual needs. For that, open the WINN app, ask you stakeholder to answer the presented questions, open the proposed training plan and read proposed workouts, for each selecting ‘Mark as completed’ – if you don’t want to keep the practice in the user final workouts plan, ‘Save practice’ – if you wish to keep the practice in the user final workouts plan. All saved practices can be accessed in the area ‘Saved practices and implemented according to individual workouts plan defined by you and your stakeholder according to individual needs and objectives.



To increase the engagement and motivation of the user to follow the defined program and afterwards to implement the workouts offered by the WINN program and the WINN App, help him/her to understand the relevance of practicing specific behaviours for innovativeness and wellbeing of their company and recommend them to connect the [WINN community on Facebook](#).