

Lesson Plans for adult educators/teachers/trainers which will be used for the FINE2WORK EDUCATIONAL PACK.

Module Name: Entrepreneurial Competences	
Topic 1 Title: Spotting Opportunities and vision	
Lesson Plan 3 – Importance of imagining the future	
Duration: 60 minutes	
Aim	This lesson aims to show the students the importance of the imagining the future in a business context.
Target Group	Adults (especially women)
Facility/ Equipment	<ul style="list-style-type: none"> • Classroom • Internet access • Projector • White board • Computer • Powerpoint presentation
Tools/ Materials	<ul style="list-style-type: none"> • Handout 1 • Handout 2
Main Tasks	<p>1. Task 1: Introduction to the theme and definitions (20 mins)</p> <p>1.1 Present the information to the students use and interactive content exposition to promote participation</p> <p>2. Task 2: Case study (30 min) (See Handout 1 and 2)</p> <p>2.1 Students should be given the handout with 3 case studies. And in group they should brain storm the case study and in the end present their conclusion to the class.</p> <p>2.3 Discussion of results</p>

	3. Task 3: Wrap up (10 mins)
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HANDOUT 1: Importance of imagining the future - Activity

1. Read the text and refer why it is important to predict the future.

In the business world, how to treat this set of facts related to a time to come? Bet on luck? Create your own destiny? We wonder what the future will be like, but the truth is that in the business world, no one knows exactly what companies will look like in the next 15 years.

Not even successful digital calls like Facebook, Google, Apple, Amazon know accurately, so they try to get ahead and build that "future." Everything has changed very quickly...

The only way for companies to keep up with the changes and to stay in the market is:

- Understand social evolution (of people);
- Try to innovate (constantly seeking new processes);
- Continue practicing [RE] - RElearning, REthinking, REplanning and REdoing.
- All at the same time and in real time.

In: <https://www.cloudcoaching.com.br/como-prever-o-futuro-no-mundo-dos-negocios/>

HANDOUT 2: Importance of imagining the future - Activity

Maslow's Pyramid to Imagine the future

Maslow's hierarchy needs pyramid is a good starting point for various activities, where marketing stands out. Using the Maslow pyramid to segment business or business ideas seems to me a different idea to look at this pyramid and thus look forward to a future business. Through it we can collect ideas for the positioning of the business, whether we want to be comprehensive or on the other hand be selective and choose the needs that we will satisfy in the client. All ideas are possible, this is just another way to look at this theory and take what we want.

The original pyramid consists of 5 levels of need:

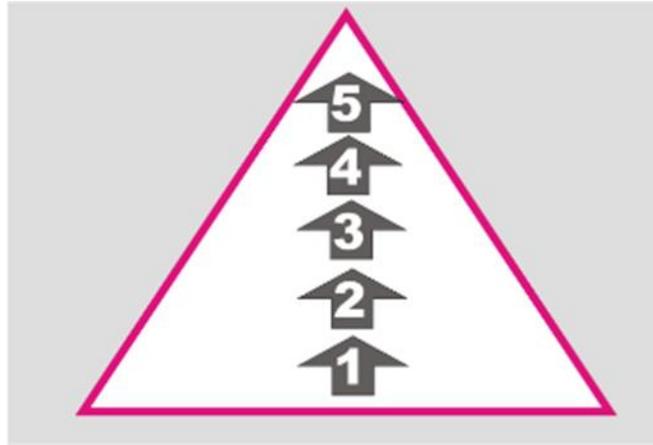
- Basic or survival needs
- Security needs
- Relationship needs
- Self-esteem needs
- Self-realization needs

Based on Maslow's theory, each individual only climbs one level in the pyramid after the realization of the previous need, for example a person who has not eaten for 48 hours will not give importance to whether he is combed or not. Each stadium is related to the satisfaction of the previous need.

Thus finding business ideas related to the pyramid translates into a visualization, where we can identify profit margins and also quantities sold by product category.

Thus luxury goods are sold in small quantity because few have the need for these goods and have a large margin of sale, because those who have this need should have financial support to own the property.

At the lower levels, we can find goods of great consumption and that are produced on a large scale, and can therefore compete for the price.



1. Having this theory in mind, think of a business and try to prospect its future.