



Letz Retail

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Structure of the Learning Content

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STRUCTURE OF THE LEARNING CONTENT

There are 10 knowledge units in total, which provide with all the knowledge, skills and competences on how to practically implement co-creation, co-design and co-working, while keeping in mind sustainability and green & circular economy. These knowledge units don't have to be followed in a specific order, which allows the learner to choose the knowledge units which is most applicable for his/her situation. The table below indicates the units and the topics they cover

Knowledge Unit	Topics
1. Creativity	<ul style="list-style-type: none"> ▪ What is creativity ▪ How can you learn it ▪ How to become more creative ▪ Creativity Techniques ▪ Specific creativity techniques for co-creating/ co-design
2. Collaborative Leadership	<ul style="list-style-type: none"> ▪ Principles of collaborative leadership ▪ What is the collaborative leadership processes? ▪ How to lead collaboratively ▪ Implementation of collaborative leadership ▪ Motivating and engaging other in collaborative leadership
3. Teamwork	<ul style="list-style-type: none"> ▪ What is a team ▪ The importance of team performance ▪ Team roles and responsibilities ▪ How to increase productivity using teamwork ▪ Team development stages ▪ Team building
4. Communication	<ul style="list-style-type: none"> ▪ Effective communication ▪ Communication channels and tools ▪ Active listening ▪ Public speaking ▪ The power of storytelling
5. Networking & partnership building	<ul style="list-style-type: none"> ▪ What is networking ▪ Expanding your professional network ▪ Improving your networking skills ▪ Create and recognize new work opportunities in professional network ▪ Use networking to cooperate and co-create with other businesses
6. Negotiation	<ul style="list-style-type: none"> ▪ What is negotiation ▪ Negotiation process

	<ul style="list-style-type: none"> ▪ Negotiation strategies and tactics ▪ How to face the common challenges in negotiation ▪ Psychology of negotiation: manage your emotions
7. Problem solving	<ul style="list-style-type: none"> ▪ Principles of collaborative problem solving ▪ What is the problem-solving processes? ▪ How to solve problems collaboratively ▪ Implementation of problem-solving processes ▪ Motivating and engaging other in problem solving processes
8. Managing change for cooperation	<ul style="list-style-type: none"> ▪ What is change management ▪ The power of change ▪ What is change resistance and how to overcome change it ▪ How change impacts individuals and teams ▪ Mobilise individuals and team members to become agents of change
9. Co-creation & co-design	<ul style="list-style-type: none"> ▪ Principles of co-creation and co-design ▪ Co-creation and co-design for jointly ideating and developing new products or services ▪ Motivate, mobilise and engage others in co-creation and co-design processes. ▪ Following up on co-created products and services.
10. Co-working	<ul style="list-style-type: none"> ▪ What is co-working? ▪ How to combine co-work with co-design and co-creation? ▪ Different elements of co-work ▪ Improve current business operations through the implementation of tailor-made co-work strategies

The units are structured in a specific way, to make them practical, useful and interactive at the same time. The end users can obtain the provided knowledge, skills and competences in the most effectively way. Each unit is no longer than 30 minutes. The units have a focus on sustainability, but also on green and circular economy.

- **Theory** which engages the user and introduces the unit. The theory section includes a certain structure: Introduction, Essential knowledge and Inspiration to learn more (with accompanying resources) and Tips & Tricks!
- **Case studies** that show how this unit's topic can be implemented effectively.
- **LETZ PRACTICE!** Here you can put you knowledge into practice with some short hands-on assignments.