



Helping Enterprises Grow



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HELPING ENTERPRISES GROW

Welcome to our third Erasmus+ GROWING EUROPEAN MICRO-ENTERPRISES (GEMs) Project Newsletter, where you can find interesting information about its development and progress

About the project

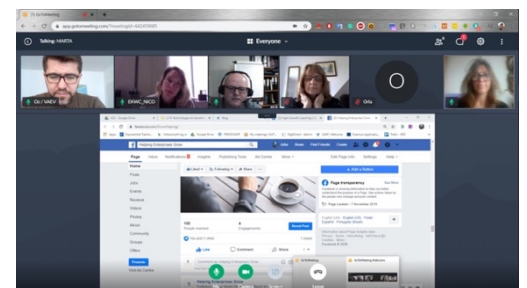
GEM aims to contribute to the development of an increase in the number of High Growth Enterprises throughout Europe. We are creating this GEM Transformation Portal to provide experienced VET teacher/trainers and coaches with continuous professional development opportunities.

Our main aim is to develop the next generation of High Growth Enterprise Coaches



COVID-19

The world is currently facing an unprecedented global challenge and countries are rightly focusing their efforts on saving lives and fighting COVID-19. That is why we have decided to reschedule the Second Project Transnational Meeting, set to take place in Vienna, and decided to have the Skype meeting on 2nd April 2020, with all partners from the consortium, instead. The meeting has been used for developing the Training Manual on the use of digital tools to help business grow.



Marketing for Growth

Learning Journey 12 dives into the subject of Marketing for Growth. Marketing is important because it allows businesses to maintain long-lasting and ever-present relationships with their audience. It is not a one-time fix, it is an ongoing strategy that helps businesses flourish. It engages: Customer engagement is the heart of any successful business. Your product is being a High Growth Enterprise Coach and you have your knowledge and experience to sell. Learning Journey 12 discusses how to help clients and yourself to find a market share, how to choose a marketing strategy and how your client deals with marketing.

Branding – The X factor

As a High Growth Enterprise Coach, the brand is you. A strong brand identity is one with whom people can identify and want to connect. It describes who you are, what drives you and what you mean to others. So that you can then build on that purpose in everything you do.

Professionals who want to establish themselves as credible, reliable experts must first develop a strong personal brand. As with a corporate brand, starting your personal branding strategy requires a good, hard look at who you are -- your core values, skills and beliefs -- and figuring out how to convey those elements consistently in your digital presence. If you're just embarking on your branding journey, you might not know where to begin.

You need an X factor to run a flourishing business. This is the one key advantage that sets you apart from your competition. Look at examples such as Starbucks, Apple or Nike and you immediately understand the value of a strong X factor. Get started with creating or sharpening your X-factor: your competitive advantage. By communicating this advantage – your Unique Selling Point – you move from constantly trying to convince potential customers to attracting customers to come to you. Of course, good visibility is vital to this. This allows you to focus on further optimizing your business.

‘Not another claycenter

All over the world, arts and community centres are teaching ceramics. Throwing, slabbuilding, mouldmaking, you can learn it everywhere. But there is only one place in the world where people from all continents, even world famous artists, travel to to play with the clay. That’s in Oisterwijk, a tiny little village in the Netherlands, at the European Ceramic Workcentre. Why? Because they have the X-factor. No one knows exactly what it is, but for 50 years it is, as the New York Times stipulated: The Best Residency for ceramics in the World. What Martin Margiela is for fashion, David Byrne for popmusic and Zumthor for architecture, is the EKWC for ceramics.’

Project Partners

Our Project comprises six partners, from five countries:

 STP Consulting

STP Consulting Spain
SEM PROJECT COORDINATOR

 Exponential

Exponential Training UK
VET AND COACHING SPECIALIST



Momentum, Ireland
VET AND TECHNICAL SPECIALIST



Vienna Association of Education Volunteers, Austria
COMMUNITY EDUCATIONAL VOLUNTEERS



CESTE, Spain
EDUCATION AND BUSINESS FOUNDATION

 Sunday Morning

European Ceramic Work Centre, Netherlands
MICRO-ENTERPRISE CENTRE

The date for the next online partnership meeting has been set for 29 June 2020. We will use this meeting to discuss the development of our online portal with interactive Learning Journeys in four languages.



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[For more information](#): visit our [Facebook](#), [LinkedIn](#).

SUBSCRIBE to the newsletters and updates about the project.

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