

# Consultancy and coaching for small businesses – to combine networking and technical issues

Good Practice Germany  
„InnovationsWerkstatt Handwerk“

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# Project Design

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**Target group:** SME in the craft sector, interested in innovative strategies, developing a new business culture

**Offer:** several different workshops with changing thematic focus, linked to innovation – free of charge (only catering costs)

➤ if needed follow up by coaching offers for in-depth training – costs 170 EUR for 4 meetings

**Duration:** approx. 6 workshops a year with 10 to 20 participants

**Financing:** ESF-support / until 2012



# Objectives of approach

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## Workshops

- dissemination of technical information
- developing competences in innovative business strategies / management
- place for networking and exchange between colleagues of different guilds
- self-empowerment of SMEs
- introduction to follow up - **coaching** on management tools and strategies



# Thematic focus

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## Workshops e.g.

- How to steer the enterprise through good and bad periods – three parts (market / acquisition, management, recruiting and personnel)
- Guerilla Marketing - how to create good marketing with low-budget
- Corporate Social Responsibility – the company and its social environment

## Coaching e.g.

- Human Resource Development
- Leadership
- Strategies to cope with stress and conflicts
- Discover talents and potentials of employees
- Vocational Training - how to find the „right“ offer



# Methods and instruments (1)

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## Workshops

- experts input by presentation
- experts handout provided for participants
- round to introduce participants with details on own company
- exercises to change perspective and to reflect and exchange experiences
- outcome / goal oriented (feedback) forum
- methods to activate participants



# Activating methods

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face to face interview



working groups



feedback forum



self-reflection



# Methods and instruments (2)

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## Coaching

- participants of different guilds and different age
  - older participants mentor younger participants
  - younger participants encourage older participants
- small groups – 5 to 10 participants
- peer to peer approach
- casework with actual experiences



# Experiences

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## Workshops

- good instrument for networking
- close contact - evaluating needs and offers
- participant group is growing (depending on thematic focus)
- some ask for „tailor-made“ solutions – have to learn self-empowerment
- mouth-to-mouth advertising
- future implementation into standard services

## Coaching

- trained coach is needed:
  - good SME experiences
  - knowledge about craft sector
- selection of small groups by coach
- follow up of workshop is crucial – possible offers for orientation are helpful
- several participants booked more than estimated 4 meetings





# Feedback and questions

## Contact:

**Hamburg Chamber of  
Skilled Crafts, Germany**

**InnovationsWerkstatt  
Handwerk**

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## InnoWerkstatt

Mit Erfahrungen zu Neuem – Handwerksbetriebe im Austausch



Fachlicher Input

Vorstellungsrunden

Betriebspräsentationen

Geschäftskontakte



Thematische Arbeit:

mit Podiumsexperten

in Kleingruppen

zu zweit



Erfahrungsaustausch

Perspektivenwechsel

Zeit für Reflexionen



Ideen

Erkenntnisse

Lösungsansätze

Ergebnisse

- Sicht auf Neues

## Inno vationsWerkstatt Handwerk

Arbeits-, Entwicklungs- und Vernetzungsort für Unternehmer/innen und Führungskräfte im Handwerk  
Gewerke übergreifende Themen und Unterstützung - rund um die innovative Betriebsführung



Europäische Union  
Europäischer Strukturfonds ESF  
Deutsch ist Hamburg besitzfähig!

Handwerkskammer Hamburg



Handwerkskammer Hamburg



# Discussion (1)

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- What are the key elements of the service?
- What are the elements that should be transferred?
- Who will transfer to whom?



# Discussion (2)

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- Which stakeholders will be involved in order to make the transfer and implementation successful?
- Ideas about further steps: what actions will be taken for the transfer?
- What result / impact is expected after the transfer of good practice has been successful?

