



## Monitoring Report – Local Dynamic Learning Package (DLP)

**Country / City / Project Partners:**

**Cluj Metropolitan Area Intercommunity Development Association**

**North-West Regional Development Agency**

**Date of the document:**

**06.06.2019**

### Introduction

The purpose of this Monitoring report is to obtain sufficient information about the local pilot implementation of Dynamic Learning Package (DLP) programme adjusted to the target group of local young people.

Below list the schedule of all realized trainings during the implementation of the local DLP, and provide information about each realized training / workshop / module / etc.

### SCHEDULE OF THE REALISED TRAININGS

No.	Name of the training / workshop / module / etc.	Date
1.	<i>How to build the TEAM you want to innovate with</i>	12.05.2018
2.	<i>How do we get innovative solutions</i>	13.05.2018
3.	<i>How to transform an idea into a sustainable business model?</i>	16.05.2018
4.	<i>Sales and marketing</i>	17.05.2018
5.	<i>How to communicate your idea</i>	27.11.2018
6.	<i>How to become a nutritionist and healthy-life promoter/ entrepreneur</i>	21.03.2019
7.	<i>Sales&amp; Marketing</i>	22.03.2019
8.	<i>3D Printing</i>	17.04.2019
9.	<i>Organizational Culture</i>	25.05.2019



**1. *How to build the TEAM you want to innovate with***  
***Adrian Rusu***

**A. Agenda**

*[List below the agenda of the training / workshop.]*

**17:00-17:30 Simulation of business innovator (Game)**

**17:30-18:00 The effect and impact of innovation in an organization**

**18:00-19:00 Principles of managing an innovation team and steps towards implementing an innovation managing system**

**19:00-19:45 How to prepare your organization and your team for innovation**

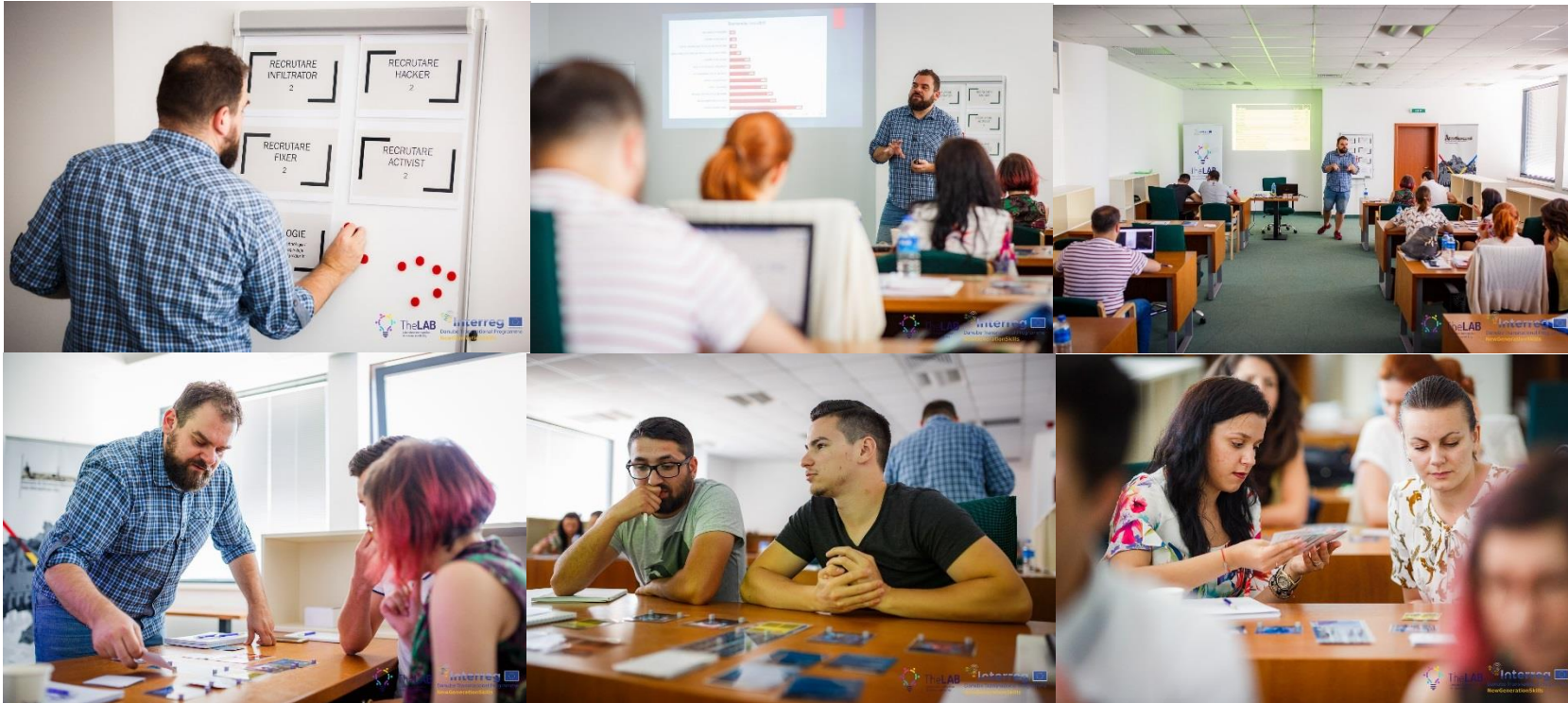
**19:45-20:00 Q&A Session**

**B. Signed Attendance Sheets**

*[Here attach the signed attendance sheets of the training / workshop.]*

### C. Photo Documentation

*[Here attach pictures from the training / workshop.]*



### D. Introduction of the Trainers / Mentors

*[Please provide a short biography of the trainers / mentors that conducted the training / workshop.]*

Gamer, an occasional dragon hunter, and passionate about rescuing the galaxy, Adrian activates in marketing in a gaming studio and on-line Calendis programming application, and develops groundbreaking educational tools for Solver. He has 15 years of experience in adult training programs, youth and marketing programs, and may need another 15 years to finish playing everything he has in the collection.

### **E. Training Minutes**

*[Please provide short minutes about the training / workshop.]*

- Simulation of business innovator -Cybertech;
- Experience the effect and impact of innovation in an organization;
- Get to know the principles of managing an innovation team and steps towards implementing an innovation managing system;

How to prepare your organization and your team for innovation:

- Innovation in leadership;
- Developing visions and strategies;
- Stimulating a culture of innovation;
- Roles, responsibility and organizational authority;
- Management of communication and information;
- Collaboration management;

### **F. Summary about the lessons learned and results of the training / workshop**

*[Please provide a concise summary about the lessons learned and results of this training / workshop. ]*

The main topics presented to the youngsters that participated at this training were: main steps of the innovation progress, leadership for innovation, developing strategies and visions, stimulating the culture of innovation, collaboration management. This training module was well assimilated by the youngsters, helping them to cooperate with others and share their ideas in order to find peers interested in similar topics



**2. *How do we get innovative solutions?***  
***Andras Farkas***

**A. Agenda**

*[List below the agenda of the training / workshop.]*

**17:00-18:30 City tour by bus: Identifying the problems our society has**

**18:30-19:30 Mindmapping problems and solutions identified**

**19:30-20:00 Q&A Session**

**B. Signed Attendance Sheets**

*[Here attach the signed attendance sheets of the training / workshop.]*



### C. Photo Documentation

*[Here attach pictures from the training / workshop.]*



### D. Introduction of the Trainers / Mentors

*[Please provide a short biography of the trainers / mentors that conducted the training / workshop.]*

The Executive Director of the Youth @ Cluj-Napoca 2015 Program, European Youth Capital, András, together with his colleagues from the PONT Group, was the initiator of Cluj's candidacy for the title of European Youth Capital 2015 and the initiative was successful. András has gained experience in all three sectors of activity (government, private, and non-profit).

### E. Training Minutes

*[Please provide short minutes about the training / workshop.]*

Practical exercise:

- a complete tour of city by bus -> identifying problems our society has;
- participants used an innovative method to identify and gather the information – mobile app Menti.com;
- mindmapping problems and solutions the participants identified;



Opportunities of Cluj Metropolitan Area:

- Jobs;
- Cultural activities;
- Quality of life;
- The vibe and atmosphere of the city;
- Festivals;
- Demographic perspectives;

**F. Summary about the lessons learned and results of the training / workshop**

*[Please provide a concise summary about the lessons learned and results of this training / workshop.]*

The main topics that were discussed had in mind the needs of the society, specifically, the opportunities living in a Cluj Metropolitan Area society, identifying the needs of this society, structuring the identified needs, finding and developing solutions for these needs. The youngsters were thrilled about this practical exercise that meant taking a complete tour of the city by bus and assimilated the learnings correlated to this practice, each one of them finding different needs and solutions for their local society.

**3. *How to transform an idea into a sustainable business model?***  
***Mircea Vadan***

**A. Agenda**

*[List below the agenda of the training / workshop.]*

**17:00-17:30 Steps to materialize your idea**

**17:30-18:00 What is a Business Model Canvas?**





**18:00-19:00 Workshop: Business Model Canvas (BMC)**

**19:00-19:45 Presentations of ideas and BMCs**

**19:45-20:00 Q&A Session**

## B. Signed Attendance Sheets

[Here attach the signed attendance sheets of the training / workshop.]

Listă de prezență

Nr. crt.	Numele și prenumele	Ocupație	Data	Semnătura
1.	Andreea Andriș	Studentă	16.05.2018	[Signature]
2.	Andreea Andriș	Studentă	16.05.2018	[Signature]
3.	Andreea Andriș	Studentă	16.05.2018	[Signature]
4.	Andreea Andriș	Studentă	16.05.2018	[Signature]
5.	Andreea Andriș	Studentă	16.05.2018	[Signature]
6.	Andreea Andriș	Studentă	16.05.2018	[Signature]
7.	Andreea Andriș	Studentă	16.05.2018	[Signature]
8.	Andreea Andriș	Studentă	16.05.2018	[Signature]
9.	Andreea Andriș	Studentă	16.05.2018	[Signature]
10.	Andreea Andriș	Studentă	16.05.2018	[Signature]
11.	Andreea Andriș	Studentă	16.05.2018	[Signature]
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Cămin Mășinăria 3-5, 400372, Cluj-Napoca      fb.com/thelabcluj      thelabcluj.ro

### C. Photo Documentation

*[Here attach pictures from the training / workshop.]*



### D. Introduction of the Trainers / Mentors

*[Please provide a short biography of the trainers / mentors that conducted the training / workshop.]*

Mircea focuses on digital / IT products. Over the years, he has worked as a program manager for accelerating and developing IT products. He has held workshops on issues such as id validation, product definition, product metrics, marketing, startup investments. As a

consultant or mentor, he has worked with about 50 startups and IT companies. During his free time, he coordinates the activities of Cluj Startups.

### **E. Training Minutes**

*[Please provide short minutes about the training / workshop.]*

BUSINESS MODEL CANVAS:

- Value proposition – solves a need to satisfy a customer;
- Customer segments – who are they and why would they buy from you;
- Channels – means of distribution;
- Customer relationship – get, keep, grow customers;
- Revenue streams – how to make money;
- Key resources – what assets are required;
- Key partners – partners and suppliers;
- Key activities – activities to be done;
- Cost structure- costs to operate;

### **F. Summary about the lessons learned and results of the training / workshop**

*[Please provide a concise summary about the lessons learned and results of this training / workshop. ]*

The main topic was the process of developing a business model canvas BMC, necessary in our modern entrepreneurial society. Various successful business models were presented through this BMC and the youngsters that participated talked about their business idea and found themselves experiencing the actual planning of a business, going from idea to developing a sustainable business model canvas.



#### **4. Sales & Marketing**

**Florin Somodi**

##### **A. Agenda**

*[List below the agenda of the training / workshop.]*

**17:00-17:30 Short description of each BMC**

**17:30-18:00 Understanding SWOT Analysis**

**18:30-19:00 Analysis of possible competition**

**19:00-19:30 B2B or B2C**

**19:30-20:00 Q&A Session**

##### **B. Signed Attendance Sheets**

*[Here attach the signed attendance sheets of the training / workshop.]*

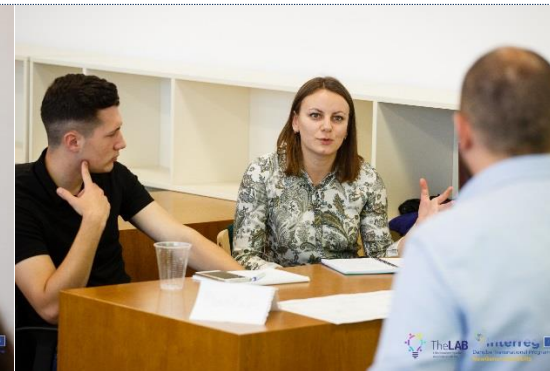


Listă de prezență

Nr. crt.	Nume și prenume	Ocupație	Data	Scunțătura
1.	ROȘOR DOXAN	STUDENT	17.05.2018	[Signature]
2.	CLARA CRISTINA	STUDENTE	17.05.2018	[Signature]
3.	ICOLA ANAMARIA		17.05.2018	[Signature]
4.	FRANA ALEXANDRA	ANAGHAT	17.05.2018	[Signature]
5.	LARISSA ANA	STUDENTA	17.05.2018	[Signature]
6.	POP EMILIA	STUDENTA	17.05.2018	[Signature]
7.	BOE ALINA-MARIA	STUDENTA	17.05.2018	[Signature]
8.	PELNE ȘTEIN MARIA	STUDENTA	17.05.2018	[Signature]
9.	MAREȘIU CRISTINA	STUDENT	17.05.2018	[Signature]
10.	MIȘU TUDOR	PROFESOR	17.05.2018	[Signature]
11.	GENIEA VERONICA	DRUGAR	17.05.2018	[Signature]
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**C. Photo Documentation**

[Here attach pictures from the training / workshop.]



#### **D. Introduction of the Trainers / Mentors**

*[Please provide a short biography of the trainers / mentors that conducted the training / workshop.]*

Florin Somodi owns the Sales Squad consulting agency and writes on the blog florinsomodi.ro. He is a trainer and business coach and facilitates strategic planning and sales processes for entrepreneurial companies. He has over 12 years of experience in sales and marketing, and over the last 5 years he has supported more than 300 entrepreneurs to start their own business.

#### **E. Training Minutes**

*[Please provide short minutes about the training / workshop.]*

Based on BMC studied during the 3rd module:

- SWOT analysis;
- Gantt Chart;
- 4Ps of Marketing;
- B2B or B2C;
- Competition's analysis;
- Smart objectives;

#### **F. Summary about the lessons learned and results of the training / workshop**

*[Please provide a concise summary about the lessons learned and results of this training / workshop. ]*

Had as main topics: key abilities in the sales area, target sales, progress of the sales process, sales strategy, approach and validations of the customers, sales pitch, analyzing the needs, customers relationship and actions for improvement of client loyalty, building partnerships



and networking. This module was one of the most technical of the trainings held so far, the youngsters that participated received all the necessary notions needed for implementing their business plan.

## ***5. How to communicate the idea***

***Alexandra Ormenișan & Ioana Lepadatu***

### **A. Agenda**

*[List below the agenda of the training / workshop.]*

**18:00-18:30 When information becomes news? When are the news informative?**

**18:30-19:00 All about: News, Reporting, Interview, Editorial, Chronicles**

**19:00-20:00 Workshop: Promotional Techniques**

**20:00-20:15 About Digital Trending**

**20:15-20:30 Q&A Session**

### **B. Signed Attendance Sheets**

*[Here attach the signed attendance sheets of the training / workshop.]*





Listă prezență  
27 noiembrie 2018, The LAB, ora 18:00

Nr. crt.	Nume/ Prenume	Telefon	Email	Semnătura
1.	Liana Zolbenta	0738693054	liana.zolbenta@gmail.com	<i>Liana Zolbenta</i>
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8.	RAȘU GEORGE DANIEL	0745253831	geordan_radu@yahoo.com	<i>Geordan</i>
9.	PĂLĂNCIANU MĂLINA-FLORENA	0754880985	malina.palancianu12@gmail.com	<i>Malina</i>
10.	Sepi Mihaila	0774564008	mihaila.sepi@yahoo.com	<i>Sepi</i>
11.	ZĂGON MURELIAN-PAUL	0747878881	paul.zagon92@gmail.com	<i>Paul</i>

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12.	ALINA BİLICI	079552008	alinabilici4995@gmail.com	<i>Alina</i>
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### C. Photo Documentation

[Here attach pictures from the training / workshop.]



#### **D. Introduction of the Trainers / Mentors**

*[Please provide a short biography of the trainers / mentors that conducted the training / workshop.]*

Both of them are professors at the faculty of Political, Administrative and Communication Sciences Babes-Bolyai University.

#### **E. Training Minutes**

*[Please provide short minutes about the training / workshop.]*

### Journalistic Genres:

- News
- Reportage
- Interview
- Editorial
- Review/ Chronicle

### Promotion Techniques:



### F. Summary about the lessons learned and results of the training / workshop

*[Please provide a concise summary about the lessons learned and results of this training / workshop. ]*

The main topics presented to the youngsters that participated at this training were the communication skills. Ioana Lepadatu presented a brief description about “Promotion techniques” and helped the youngsters to improve their communication skills when it comes to promote themselves and their business ideas, through a strategy module.

## ***6. How to become a nutritionist and healthy-life promoter/ entrepreneur*** ***Lorena Someșan***

### **A. Agenda**

*[List below the agenda of the training / workshop.]*

**17:00-18:00 Basic rules of nutrition and healthy lifestyle**

**18:00-18:30 Workshop- What does a day of your life look like and what do you eat?**


**18:30-19:00 Risks and diseases**

**19:00-19:30 Discussions about the pyramid of physical activity. The purpose of eating**


**19:30-20:00 Q&A session**

## B. Signed Attendance Sheets

[Here attach the signed attendance sheets of the training / workshop.]



**TheLAB**  
Laboratorul Interregional  
de Inovare Socială (L3)



**Interreg**  
Danube Transnational Programme

**Listă prezență Curs Nutriție și Sănătate în domeniul antreprenoriatului social**  
21 martie 2019, The LAB, ora 18

Nr. crt.	Nume/ Prenume	Telefon	Email	Semnătura
1.	MIRĂLUDĂ SABINA	074081476	miraluda.sabina@gmail.com	<i>[Signature]</i>
2.	MUNTĂȘOIU IANA	0758624631	ianabobadimitrasa@gmail.com	<i>[Signature]</i>
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5.	DAN LORELIANA	0749033429	loredana-dan99@yahoo.com	<i>[Signature]</i>
6.	Băbeș Anușoara - Lăcăușnicuța	0749548029	anusoara.babes@gmail.com	<i>[Signature]</i>
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8.	BĂNĂȚĂ ȘARITĂ - IOAN	0728989087	banita_sarita@yahoo.com	<i>[Signature]</i>
9.	ALEXANDRA CĂTĂNĂ			<i>[Signature]</i>
10.	MARIUS LAZIN			<i>[Signature]</i>

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12.	ANIVĂREȘI COSTINA	0745671591	anivaresci.costina@yahoo.com	<i>[Signature]</i>
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### C. Photo Documentation

[Here attach pictures from the training / workshop.]



### D. Introduction of the Trainers / Mentors

[Please provide a short biography of the trainers / mentors that conducted the training / workshop.]

Lorena graduated at the Faculty of Pharmacy, Nutrition and Dietetics Specialization at Iuliu Hațieganu University of Medicine and Pharmacy. She is a graduate of two Masters programs in Cluj-Napoca: Nutrition and Quality of Life - UMF and Gastronomy, Nutrition and Nutrition Dietetics - USAMV and participates actively in Nutrition Conferences.

She is a volunteer in the Food Revolution by Jamie Oliver being a Super Ambassador with 23 other people around the world involved in various food education projects.

### **E. Training Minutes**

*[Please provide short minutes about the training / workshop.]*

- How does your whole day look?
- How we adapt to our schedule?
- Which are your desires? Are you an ambitious person?
- Determinant health factors;
- Who influences our eating behavior?
- “What do you think you eat?” vs. “What do you actually eat?”
- Which are the risks and diseases?
- Tissues of the body affected by autoimmune attack;
- Modern diet vs autoimmune diseases;
- Food addiction. Why does this addiction appear?
- The pyramid of physical activity. The purpose of eating.
- How to eat depending on how busy you are.
- How to change your unhealthy lifestyle?
- Smart& fast ideas;

### **F. Summary about the lessons learned and results of the training / workshop**

*[Please provide a concise summary about the lessons learned and results of this training / workshop. ]*

The participants had the opportunity to understand that even if they have a busy schedule they can choose to adopt a healthy lifestyle. They were able to ask questions and to receive brief and concrete answers from a specialist.



## **7. Sales & Marketing**

**Vlad Pop**

### **A. Agenda**

*[List below the agenda of the training / workshop.]*

**17:00-17:30 31 Principles to follow for an effective management**

**17:30-18:00 How to get effective sales?**

**18:00-19:00 Workshop: Create your business idea**

**19:00-19:45 Brief feedback (on business idea presentation)**

**19:45-20:00 Q&A Session**

### **B. Signed Attendance Sheets**

*[Here attach the signed attendance sheets of the training / workshop.]*

Lista prezenta  
22 marte 2019, The Lab, ora 12.00

Nr. Nr	Nume si Prenume	Ident	MOB	Scara
1.	BOBOSCU LIVIANA	074030003	074030003	20
2.	BOBUC NICU	04444010	04444010	20
3.	BOBA ANDREEA	02044385	02044385	20
4.	BOBOSCU TAVIS	015113010	015113010	20
5.	MANCIU LARISSA	074754285	074754285	20
6.	MUSCA ADRIANA	074306522	074306522	20
7.	DIOFU FLORIN	072341174	072341174	20
8.	ARICA ANDRINET	074102836	074102836	20
9.	POPA ANDREI	075824203	075824203	20
10.	STEFAN SERBANTIN	076936620	076936620	20
11.	BABA ANDREI	0747693403	0747693403	20
12.	GLIGA DANIEL	0744578026	0744578026	20
13.	BOBOSCU ANDREI	075824203	075824203	20
14.	BOBOSCU ANDREI	075824203	075824203	20
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### C. Photo Documentation

[Here attach pictures from the training / workshop.]



**D. Introduction of the Trainers / Mentors**

*[Please provide a short biography of the trainers / mentors that conducted the training / workshop.]*

Business Development Manager at CIVITTA

**E. Training Minutes**

*[Please provide short minutes about the training / workshop.]*

- Sales strategy;
- 31 principles to follow for an effective management of potential customers, meetings and sales;
- improving your skills;
- Approach and validation of the customers;
- How to get effective sales?
- Win-Win situation;
- Analyzing the needs;
- Customer relationship;
- Building partnerships;
- Brief feedback (on business idea presentation);

**F. Summary about the lessons learned and results of the training / workshop**

*[Please provide a concise summary about the lessons learned and results of this training / workshop. ]*

During this module, youngsters presented their business ideas while the trainer gave them suggestions on what needs to be improved involving sales strategy, approach and validations of the customers, sales pitch, analyzing the needs, customers relationship and actions for improvement of client loyalty, building partnerships and networking, but also a brief feedback at the end of their presentation.

## **8. 3D Printing** **Neamtu Calin**

### **A. Agenda**

*[List below the agenda of the training / workshop.]*

**10:00-10:15 Historical Presentation: How the 3D printer was invented**

**10:15-11:00 Brief presentation of how 3D printers work**

**11:00-11:15 Q&A Session**

**11:15-11:45 Lunch Break**

**11:45-12:00 Visit at the Robotics Lab**

**12:00-12:30 VR demonstration through games**

**12:30-13:00 Presentation of Robots made by students of the University**

### **B. Signed Attendance Sheets**

*[Here attach the signed attendance sheets of the training / workshop.]*



$$42 + 22 + 26 = 90$$



**Listă prezență**

Modul 3D, 17 Aprilie 2019

Nr. Crt.	Nume/Prenume	Telefon	Email	Semnătura
1.	prof. TURMEAN LIA	0752 317360	liaturmean@yahoo.com	[Signature]
2.	prof. SOCS KINGA	0744-782104	sockinga@yahoo.com	[Signature]
3.	BUGA GEORGE	0749-302-363	buga2002@yahoo.com	[Signature]
4.	MAYER RAREȘ	0753-379-734	mihaimoier@yahoo.com	[Signature]
5.	ȘANITĂ TEODORA	0754562413	---	[Signature]
6.	FRANCIU NEANANDA	0745269501	---	[Signature]
7.	MUREȘAN MARIUS	0738 554 303	darius.muresan910@yahoo.com	[Signature]
8.	MIHAI PĂTEARU	0732 077 898	vladkumbler@gmail.com	[Signature]
9.	STAN DANIEL ANDR	0748 420681	stan.daniel0229@gmail.com	[Signature]
10.	COMAN CARMEN	0793 225459	---	[Signature]
11.	COROIU ARIANNA	0733 331 114	arianna_coroiu@yahoo.com	[Signature]
12.	HAAȘ CECILIA	0751 365 156	---	[Signature]
13.	COSTIȘ LORE HA	074574452 841	---	[Signature]
14.	MĂȘ MĂDĂLINA	0775 328164	mosaicdolina@yahoo.com	[Signature]
15.	PĂRCEL PAUL	0754 681 478	parcel.paul@yahoo.com	[Signature]

\* Prin semnarea acestei liste îmi exprim acordul ca datele mele personale de mai sus să fie utilizate și prelucrate în cadrul acestui eveniment. Sunt informat(ă) că aceste date vor fi tratate confidențial, în conformitate cu prevederile legislației europene și naționale incidente (introduse prin Regulamentul UE 2016/679), în mod transparent și cu respectarea tuturor drepturilor de care beneficiaz conform legii.



16.	BUCI ANDREEA	0756532018	---	[Signature]
17.	Coet Andreea	0753 228 107	---	[Signature]
18.	Agarui Alex	0755 023 871	---	[Signature]
19.	Lăcă Alex	0749 668 834	---	[Signature]
20.	Bogdan Cristian	0740 233 532	cristianbogdan11@yahoo.com	[Signature]
21.	Părcel Alex	0755 054 236	parcel_alex@yahoo.com	[Signature]
22.	Petisor Răben	0741 426 121	raben.petisor24@icbid.com	[Signature]
23.	Heoș Radu	0754 613 415	riedep@yahoo.com	[Signature]

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\* Prin semnarea acestei liste îmi exprim acordul ca datele mele personale de mai sus să fie utilizate și prelucrate în cadrul acestui eveniment. Sunt informat(ă) că aceste date vor fi tratate confidențial, în conformitate cu prevederile legislației europene și naționale incidente (introduse prin Regulamentul UE 2016/679), în mod transparent și cu respectarea tuturor drepturilor de care beneficiaz conform legii.



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### C. Photo Documentation

[Here attach pictures from the training / workshop.]



### D. Introduction of the Trainers / Mentors

[Please provide a short biography of the trainers / mentors that conducted the training / workshop.]

Professor and doctor in Engineering Design and Robotics at the Technical University of Cluj-Napoca.

### E. Training Minutes

[Please provide short minutes about the training / workshop.]

- Brief introduction in what a 3D printer is? Who invented it? How it was invented? When it was invented?
- Demonstration of how different types of 3D printers work;
- Youngsters were able to try the printers;
- Presentation of the Robotics Lab and how does the professional robots work, but also, youngsters could see the robots invented by the students from the University;
- Youngsters had the opportunity to find all about VR and also to try VR games;





**F. Summary about the lessons learned and results of the training / workshop**

*[Please provide a concise summary about the lessons learned and results of this training / workshop. ]*

Youngsters, aged 15-16 had the opportunity to participate at 4 modules of 3D Printing, where their mentor made a brief presentation on how different 3D printers work and how they were invented, even by students of the university. Also, the students from the UTCN University made interesting demonstrations in the fields of Robotics and Virtual Reality for our curious youngsters.

**9. Organizational Culture**  
**Adrian Rusu**

**A. Agenda**

*[List below the agenda of the training / workshop.]*

**17:00-17:30 Brief presentation of what Organizational Culture means**

**17:30-18:00 Comparative Analysis**

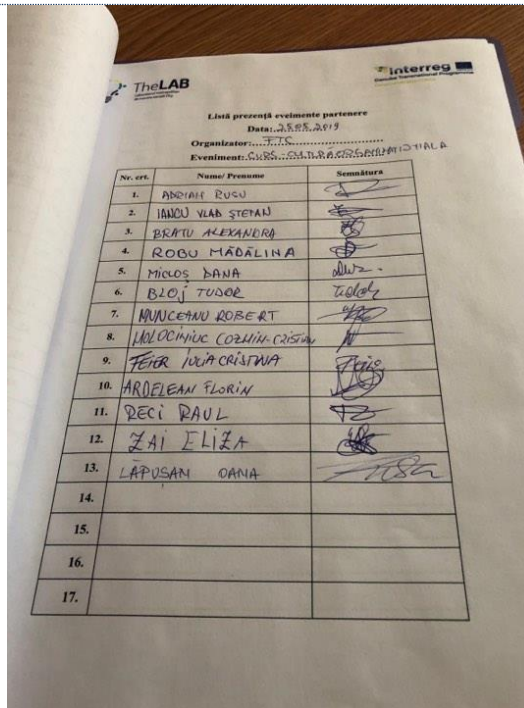
**18:00-18:30 Diversity and cultural management**

**18:30-19:30 Workshop**

**19:30-20:00 Q&A Session**

**B. Signed Attendance Sheets**

*[Here attach the signed attendance sheets of the training / workshop.]*



**C. Photo Documentation**

[Here attach pictures from the training / workshop.]



#### **D. Introduction of the Trainers / Mentors**

*[Please provide a short biography of the trainers / mentors that conducted the training / workshop.]*

Gamer, an occasional dragon hunter, and passionate about rescuing the galaxy, Adrian activates in marketing in a gaming studio and on-line Calendis programming application, and develops groundbreaking educational tools for Solver. He has 15 years of experience in adult training programs, youth and marketing programs, and may need another 15 years to finish playing everything he has in the collection.

#### **E. Training Minutes**

*[Please provide short minutes about the training / workshop.]*

The 8th module was structured in 3 parts, being discussed different subjects, as:

- The role of culture in defining organizational identity;
- The relationship with the organization's values;
- The role of culture in organizational processes;

**F. Summary about the lessons learned and results of the training / workshop**

*[Please provide a concise summary about the lessons learned and results of this training / workshop. ]*

Introduction in organizational culture, what does it mean and how to apply it as an entrepreneur. The mentor made a brief comparative analysis for youngsters to understand how they should behave, to help their employees to achieve their goals.

They have been taught that organizational culture is not stagnant, that members of an organization develop a shared belief around “what right looks like” as they interact over time and learn what yields success and what doesn’t.