Workshop 'Sustainable Supreme Mentoring '

Aim of this workshop is to create support for and acceptance of the Supreme Mentoring Programme within the long term strategy of the VET school.

This workshop enables the project leader of the Supreme Mentoring Team to involve the VET board of directors in the Supreme Mentoring programme and understand the advantages and benefits of mentoring for students. This result in a more sustainability for the Supreme Mentoring Programme and a long term perspective of mentoring within the school.

Resources: 1 hour | Supreme team Project leader | VET school board members | A3 Print of the Canvas model (image 1) | Sticky notes (post-its)

Step 1) Explain the Canvas Model Hand out a print of the image of the Canvas model or present it on a projector. Give every participant of the workshop a set of sticky notes. Explain the Canvas model using the following definition:

The **Business Model Canvas** is a strategic management template for developing new or documenting existing business models. It is a visual chart with elements describing a organisations value proposition, infrastructure, customers/stakeholders, and finances. It assists organisations in aligning their activities by illustrating potential trade-offs. The Canvas model consists of 9 building blocks:

1. **Key Partners**   **Who are your key partners/suppliers?**
                              What are the motivations for the partnerships?
2. **Key Activities**   **What key activities does your value proposition require?** What activities are important the most in distribution channels, customer relationships, revenue stream…?
3. **Value Proposition**   **What core value do you deliver to the customer?**
                              Which customer needs are you satisfying?
4. **Customer Relationship** **What relationship that the target customer expects you to establish?**
                              How can you integrate that into your business in terms of cost and format?
5. **Customer Segments**   **Which classes are you creating values for?**
                              Who is your most important customer?
6. **Key Resources**   **What key resources does your value proposition require?**
                              What resources are important the most in distribution channels, customer relationships, revenue stream…?
7. **Channels**   **Through which channels that your customers want to be reached? Which channels work best?** How much do they cost? How can they be integrated into your and your customers' routines?
8. **Costs**   **What are the most costs in your business?**
                              Which key resources/ activities are most expensive?
9. **Revenue Streams**   For what value are your customers willing to pay?
                              How much does every revenue stream contribute to the overall revenues?

Source: Business Model Canvas: nine business model building blocks, Osterwalder, Pigneur & al. 2010

Step 2) Complete the Canvas Model Ask the participants of the workshop to write their contributions in short and concise words on the sticky notes and ask them to post them on the Canvas model. Start with 'Key Partners' and work your way through all 9 blocks.
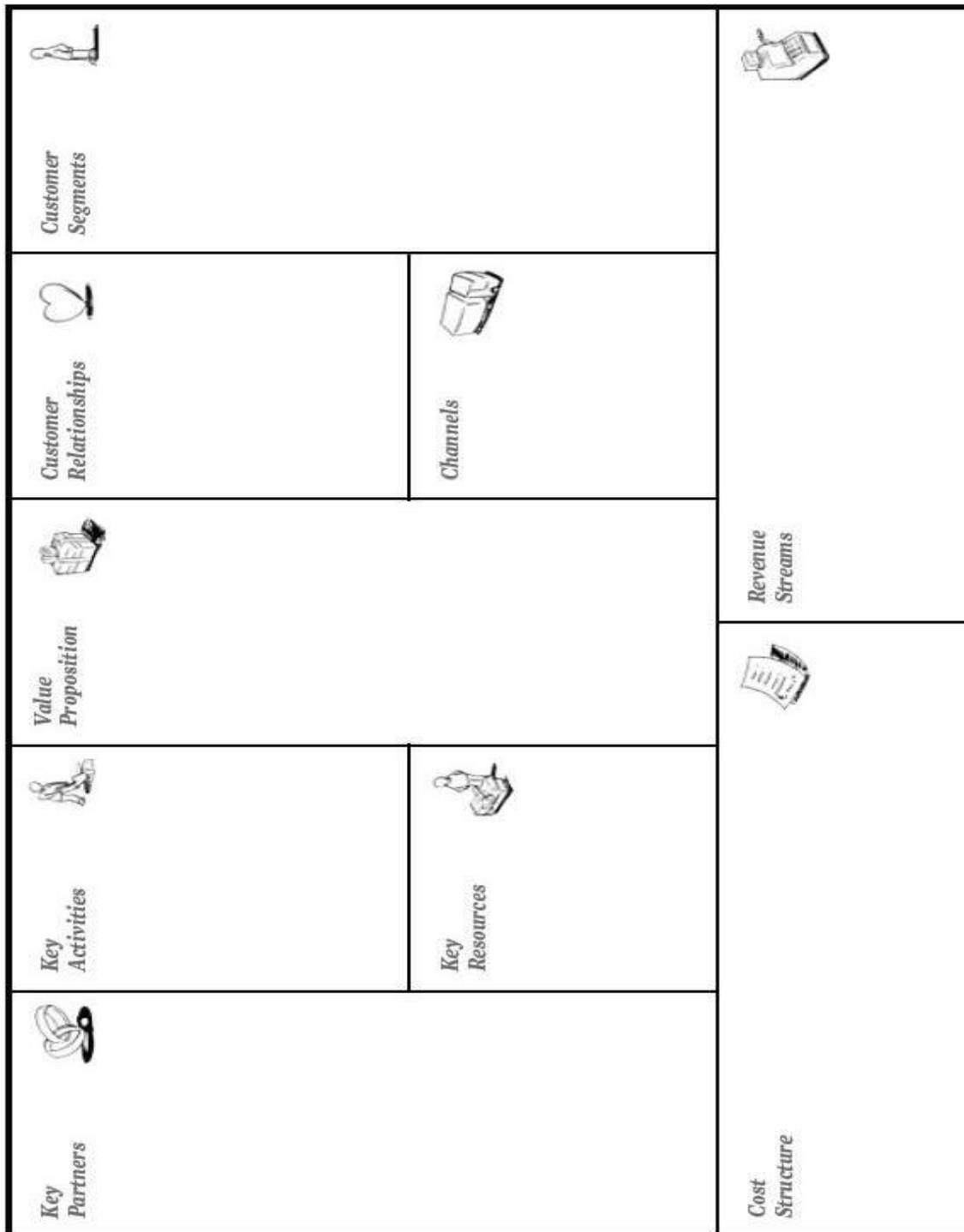
Step 3) Recap and summarize When the model is completes, summarize the findings and recap on the aim of the workshop and on the importance of mentoring.