



**Title: The long term counselling process**

**SHORT VERSION**

The term counselling refers at “skilled and principled use of relationship to facilitate self- knowledge, emotional acceptance and growth and the optimal development of personal resources”.

The “long term counselling process” with potential immigrant entrepreneurs is an approach that aims at supporting and empowering immigrants interested in starting up a business.

The process consists of a step-by-step procedure organized by a Social Support or Employment Service in order to help the recipient/beneficiary immigrant (i) reflect on his/her business idea (ii) explore the financial, economic and cultural aspects of the business environment and (iii) reach a decision and/or form a business plan.

Target group: Immigrants interested in exploring the possibility of opening up a business

**EXTENDED VERSION**

**Aims:** The practice aims at enabling the potential businessman/woman to make informed choices, to reach his/her own decisions and to make effective plans.

**Objectives:** The counselling process is used as a means to provide to the beneficiary/potential entrepreneur the necessary tools that will enable him/her to:

- reach a better understanding of the legal framework and regulations of the market industry
- realize the risks of his/her decision as well as his/her personal potential
- Formulate a business plan.

**Description:**

The process follows chained and interrelated stages of action which focuses on different objectives that are realized through the cooperation of the counsellor with the beneficiary/potential entrepreneur.



## **STEP 1 START CREATING A BUSINESS IDEA**

In this stage the counsellor supports the beneficiary/client potential businessman/woman to

- **identify his/her abilities and strengths** (interests, knowledge and qualifications as well as the hidden skills and competencies )
- **get informed and acquire better knowledge of**
  - the general rules of the market industry
  - other agencies and stakeholders
  - the formal procedures to set up a business
  - guidance and information on issues of employment, education, training and social infrastructures
- **acquire a general view about the business idea**
  - What the business is all about in general terms? What industry is it in? What is the key benefit, rather than the product or service that you are going to provide? What are the products or services, who buys them, and a general statement as to where the business will be in two to five years and how this will be achieved
- **to increase self-consciousness and realize the around reality in order to take realistic decision in terms of the business idea/take the decision of what/when/how/for whom?**
  - what I want to do and what I am able to do
  - identify strength and weaknesses which always connected with the business idea

**The last part of this stage refers at the Evaluation of the process.**

At this point the beneficiary/client must be able to decide whether he/she will proceed with his/her business idea.

## **STEP 2 GO IN MORE DEPTH WITH THE BUSINESS IDEA- from the Business idea to the Business Plan...**

**In this stage the counselor supports the beneficiary/client that has decided to proceed with his/her business idea to formulate a plan of action that will lead to its realization.**

The counsellor



- supports the beneficiary/client potential businessman/woman to elaborate in more depth with the business idea
- guides and motivates him/her towards selecting a feasible business idea by conducting a simple market survey
- connects him/her with additional vocational training if necessary / other provided services and grants
- supports him/her to finalize the business plan (Market analysis, competition, analysis, Competition, Product(s) or Service(s), Marketing Strategy, Product or Service Production, Business Structure, Management and Ownership, Key Objectives, Financial Information e.t.c )
- helps him/her set a plan of action for the implementation of the business idea (the so-called business plan)

Evaluation: evaluation of the business plan-reflection

### **STEP 3 PUT THE BUSINESS IDEA IN ACTION**

**In this stage the counsellor supports the beneficiary/client to implement the action plan that is the result of the previous step.**

The counsellor

- discusses and supports the potential entrepreneur in the real set up action of the business plan
- provides advises and support in case of any other presented difficulties in the duration of the set up process
- discuss Business development strategy -Aims for the future

**Evaluation:** getting feedback /reflection of the whole counselling process