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# NETREFUGEE

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TRAINING GUIDE FOR  
ENTREPRENEURSHIP



# **The NETREFUGEE Training Guide for Entrepreneurship**

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info@welcomehome.international

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Written and Edited by

Marja-Liisa Helenius  
.Barbara Winn-Hagelstam  
Marja-Liisa Helenius  
.Zaira Villalba  
Chiara Vespasiano

Research and writing by  
.Marja-Liisa Helenius  
.Barbara Winn-Hagelstam  
Marja-Liisa Helenius  
.Zaira Villalba  
Chiara Vespasiano

Editing layout and design by  
Barbara Winn-Hagelstam

Illustrations by CANVA



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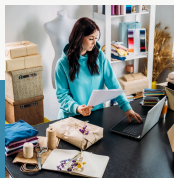
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# Introduction

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The "Training Guide for Entrepreneurship" is a comprehensive program designed to empower aspiring entrepreneurs with essential skills and knowledge. The guide is divided into eight modules, covering various aspects of entrepreneurship, soft skills, and team management. Here is a brief overview of each module:

- **Understanding Entrepreneurship:**
  - Explores the dynamic characteristics of entrepreneurship.
  - Highlights the importance of identifying opportunities and fostering innovation.
- **Communication Skills:**
  - Emphasizes the role of effective communication in entrepreneurial success.
  - Covers verbal and written communication skills with practical exercises.
- **Building a Business Story:**
  - Focuses on the elements of a successful business narrative.

Guides in crafting a compelling pitch and utilizing visual storytelling and branding.





- **Financial Literacy:**

- Explores essential financial concepts for entrepreneurial decision-making.
- Covers budgeting, cash flow management, financial analysis tools, and funding basics.

- **Budgeting and Financial Planning:**

- Guides in creating a comprehensive business budget and aligning goals with financial resources.
- Covers cash flow projection, long-term financial planning, and budgeting tools.

- **Leadership and Teamwork:**

- Explores the impact of leadership on business success.
- Covers various leadership styles, qualities, team dynamics, and conflict resolution.

- **Building and Leading a Team:**

- Highlights the importance of a positive team culture.
- Covers team formation, goal setting, effective communication, and conflict resolution.

The guide encourages reflection exercises at the end of each module, allowing entrepreneurs to assess their progress and identify areas for improvement. Overall, it provides a holistic approach to equip individuals with the skills needed for entrepreneurial success. Best of luck on your entrepreneurial journey!

### **Why are Entrepreneurial and Soft Skills Important?**

These skills are the foundation of a successful business. They not only help you navigate the complexities of the business world but also make you more employable. These skills can be used in different professional settings.

### **How to Use This Guide:**

- **Self-Assessment:** Think about your current skills and find areas for improvement.
- **Interactive Exercises:** Do practical exercises to apply and strengthen your learning.
- **Real-Life Examples:** Learn from successful entrepreneurs' experiences.
- **Further Resources:** Explore additional materials to deepen your understanding.

### **Conclusion:**

By mastering the skills in this guide, you'll be ready to pursue your business dreams or improve your chances in the job market. Remember, entrepreneurship is more than just starting a business; it's a mindset that can open doors to various opportunities.

# 1. Understanding Entrepreneurship

Welcome to the section on Understanding Entrepreneurship, tailored to refugees and migrants. In this part, we'll explore what entrepreneurship means and why it's important, especially considering your unique journey.

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## Entrepreneurship for You:

Entrepreneurship is not just about starting a business; it's a dynamic concept that involves taking risks, generating new ideas, and creating value in a competitive world. For refugees and migrants, entrepreneurship can be a powerful tool for building a new life, contributing to your community, and realizing your dreams.

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## Key Characteristics of Entrepreneurship:

Innovation and Creativity:

- Entrepreneurs, like yourself, often think creatively to find unique solutions. Your diverse experiences bring a fresh perspective, allowing you to challenge the norm and discover inventive ways of addressing challenges.

Risk-Taking:

Your journey as a refugee or migrant may involve uncertainties, and entrepreneurship means being comfortable with taking calculated risks. It's about embracing the unknown and turning challenges into opportunities.





### **Vision and Planning:**

- Entrepreneurs have a clear vision of what they want to achieve. For you, setting goals and making plans can be a roadmap toward a brighter future, integrating your past experiences with your aspirations.

### **Adaptability:**

- The ability to adapt is crucial, especially in a new environment. Successful entrepreneurs, like yourself, embrace change, learn from experiences, and adjust their course when needed.

### **Proactiveness:**

- Taking the lead in shaping your own future is essential. Entrepreneurs don't wait for opportunities; they create them. Your proactive approach can empower you to build a successful future.

### **Persistence and Resilience:**

- Your journey may come with challenges, but persistence is key. Entrepreneurs keep going even in tough times. Your resilience can be a driving force in overcoming obstacles.

### **Customer-Centric Approach:**

- Understanding the needs of your community and finding ways to provide value is crucial. Entrepreneurs focus on creating long-term success by meeting customer needs. Your community engagement can guide your entrepreneurial efforts.

### **Networking and Relationship Building:**

- Building connections is vital, especially in a new place. Successful entrepreneurs know the importance of relationships. Connecting with professionals, mentors, and your community can open doors to valuable opportunities.

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### **Why Understanding Entrepreneurship Matters for You:**

Understanding entrepreneurship is essential for your journey. It equips you with the mindset and skills needed for success, whether you're considering starting your own business or bringing innovation to an existing one. Your entrepreneurial spirit is a powerful tool for empowerment.

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### **Reflection Exercise:**

Take a moment to reflect on your understanding of entrepreneurship. What aspects resonate with your experiences, and where do you see opportunities for growth? Consider real-life examples of entrepreneurs who showcase these characteristics.

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## **Identifying Opportunities and Innovation:**

### **The Entrepreneurial Mindset:**

Entrepreneurs, including yourself, have a unique way of thinking that enables them to see opportunities where others see challenges. Your journey provides a distinct perspective that can uncover opportunities in unexpected places.

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### **Market Research and Analysis:**

To identify opportunities, entrepreneurs study the market. This involves understanding trends, consumer behavior, and gaps in the market. Your diverse background allows you to bring a fresh perspective, potentially discovering niches that others might overlook.

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### **What is Innovation?**

Innovation is about creating something new or improving existing solutions. Entrepreneurs, like yourself, often pioneer new ideas that cater to the evolving needs of society.

Types of Innovation:

- Product Innovation: Creating new or improved products.
  - Process Innovation: Enhancing how things are made or done.
  - Business Model Innovation: Changing how a business operates and delivers value.
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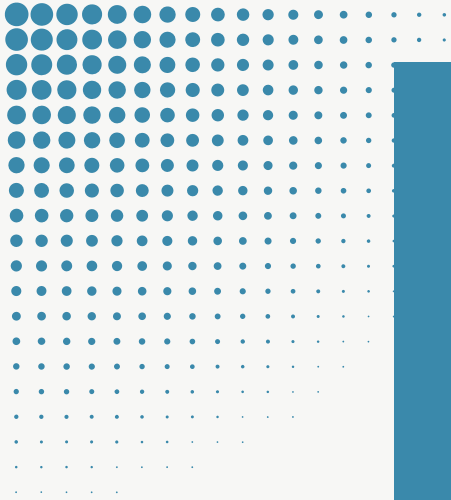
### **Creating an Innovative Environment:**

To encourage innovation, create a culture that encourages asking questions and trying new ideas. Embrace diverse perspectives, including your unique background, to bring a rich tapestry of ideas. Remember that making mistakes is a part of the learning process and can contribute to your growth.

This is just the beginning! Keep reading to discover more about developing a business idea and turning it into reality, tailored to your journey and aspirations.

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## 2. Communication Skills

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Welcome to the section on Communication Skills, designed with refugees and migrants in mind. In this part, we'll explore why effective communication is crucial for your success as an entrepreneur and provide practical tips tailored to your unique journey.

### Empowering Entrepreneurs: Mastering Communication for Success

As you embark on your entrepreneurial journey, effective communication becomes a powerful tool for building bridges with customers, partners, and those intrigued by your aspirations. For refugees and migrants like yourself, let's explore in detail why honing your speaking and writing skills is not just essential but empowering.

#### **Impact on Business Success:**

In the dynamic world of entrepreneurship, your ability to communicate plays a pivotal role in determining the success of your venture. The clarity and persuasiveness with which you express your ideas can be the key to unlocking doors to success. Whether engaging in conversations or translating your thoughts into writing, the art of effective expression is fundamental. Imagine this scenario: You're sharing your business vision with potential customers, partners, or investors. Your words, delivered with clarity and persuasion, have the potential to resonate deeply, creating a lasting impact. Similarly, when you articulate your thoughts in writing—be it in business plans, marketing materials, or emails—your ability to convey your ideas crisply and persuasively enhances your credibility.

## **Verbal Communication Skills:**

### **Clarity and Conciseness:**

Imagine the strength in your voice as you articulate your business goals with clarity and precision. For individuals navigating the challenges of a new environment, clear and concise verbal communication becomes a bridge that connects diverse backgrounds and experiences. Embracing this skill enables you to express your ideas in a manner that transcends language barriers.

### **Active Listening:**

In the mosaic of entrepreneurship, the ability to actively listen becomes a beacon of understanding. As someone forging ahead with resilience and determination, actively listening to others' perspectives becomes a source of valuable insights. It's a way to understand the needs, desires, and challenges of your audience, paving the way for authentic connections.

### **Confidence in Public Speaking:**

Public speaking, though initially daunting, holds immense power for entrepreneurs. Picture yourself confidently presenting your business ideas in various settings—pitching to potential partners, speaking at networking events, or addressing a diverse audience. Confidence in public speaking is a skill that empowers you to share your story with authenticity and conviction.

## **Written Communication Skills:**

### **Crafting Clear Messages:**

In the digital landscape, the written word becomes your ambassador. Crafting messages that are clear, concise, and impactful is akin to creating a universal language that resonates across borders. Whether drafting emails, business proposals, or promotional content, the skill of conveying your thoughts through writing enhances your ability to connect with a broader audience.

### **Professional Writing Etiquette:**

For refugees and migrants entering the entrepreneurial arena, adopting professional writing etiquette is a strategic move. Understanding the nuances of tone, language, and formatting contributes to creating a trustworthy and polished image through your writing. This, in turn, builds confidence among your audience and stakeholders.

In the entrepreneurial world, effective communication is more than a skill—it's a bridge that connects diverse stories, backgrounds, and dreams. For refugees and migrants, mastering this art not only facilitates business success but also becomes a vehicle for sharing your unique journey and making a lasting impact.



## **Empowering Entrepreneurs: Navigating Communication Challenges with Confidence**

As you embark on your entrepreneurial journey as a refugee or migrant, effective communication stands as a cornerstone for success. Let's delve into overcoming specific challenges and equipping yourself with the skills needed to navigate the diverse landscape of business communication.

### **Overcoming Communication Barriers:**

In your entrepreneurial voyage, it's essential to identify and understand common obstacles to effective communication. For many refugees and migrants, language differences or confusing terms may pose challenges. By recognizing these barriers, you take the first step toward overcoming them. Imagine this as deciphering a new language—the language of business—where every word holds the potential to shape your narrative.

### **Conflict Resolution Through Communication:**

Effective communication is a potent tool for resolving conflicts and addressing challenges. Picture a scenario where misunderstandings arise—your ability to foster open and positive dialogue becomes instrumental. For refugees and migrants, navigating cultural differences and varying perspectives within your team or with business partners may present hurdles. Learning to communicate openly, actively listening, and finding common ground are skills that transform conflicts into opportunities for growth.

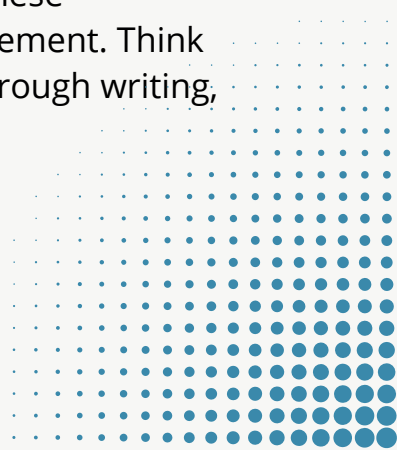
### **Practical Exercises:**

Verbal Communication Practice:

Engage in role-playing exercises designed to simulate various entrepreneurial situations. Picture yourself negotiating a deal, presenting your business concept, or interacting with customers. These exercises provide a safe space to practice verbal communication, helping you build confidence in expressing your ideas clearly and persuasively.

### **Written Communication Challenges:**

As you navigate the realm of written communication, real-world challenges may arise. You might encounter difficulties in crafting emails, business proposals, or promotional content. Through hands-on exercises, you'll tackle these challenges head-on, receiving feedback that propels your improvement. Think of it as refining your ability to convey your thoughts effectively through writing, breaking down language barriers in the digital sphere.

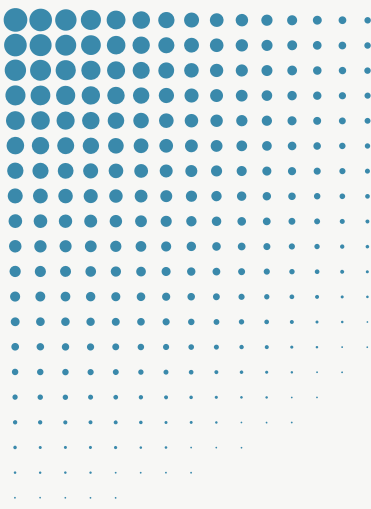


**Reflection Exercise:**

Consider this moment to reflect on the transformative power of enhancing your communication skills throughout your entrepreneurial journey. As a refugee or migrant, identifying areas for improvement is a courageous step forward. Imagine the positive impact on your interactions with customers, partners, and stakeholders. What areas do you wish to strengthen, and what steps can you take to communicate even more effectively? This reflection is your compass, guiding you towards success in your entrepreneurial endeavors. Best of luck on your journey, and remember, each word you speak and write is a step closer to realizing your dreams.







## 3. Building a Business Story

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Welcome to the enchanting world of business storytelling! Stories are more than words; they're magic that goes straight to people's hearts. In this module, discover the art of creating a captivating business story that resonates with your audience, including customers, investors, and friends.

### **Making Your Brand Memorable:**

Uncover the secrets of storytelling that transform your brand into something unforgettable. Learn to infuse real emotions and values into your business narrative, creating a story that people will cherish.

### **Elements of a Successful Business Narrative:**

#### **Defining Your Origin Story:**

Every business has a starting point. Explore the key elements of your journey, including the challenges you've faced and the values steering your business adventure.

#### **Identifying the Problem and Solution:**

Articulate the problem your business solves and how your product or service brings meaningful solutions. Clearly define the positive impact your venture has on customers and the broader community.

## **Crafting a Compelling Pitch:**

### **Elevator Pitch Essentials:**

Become a pro at the elevator pitch—a brief and fascinating summary of your business. Imagine being in an elevator, sharing the essence of your exciting business in a short time.

### **Tailoring Your Pitch to Different Audiences:**

Adapt your narrative to resonate with diverse audiences—customers, investors, and friends. Customize your message to address the specific needs and interests of each group.

### **The Hero's Journey in Entrepreneurship:**

Embracing the Entrepreneurial Odyssey:

Discover the parallels between being an entrepreneur and a hero in a story. Understand how overcoming challenges and taking risks contribute to an exciting business narrative.

### **Showcasing Growth and Transformation:**

Share the journey of personal and business growth. Highlight moments of transformation and the lessons learned that contribute to the ongoing evolution of your entrepreneurial adventure.





## **Visual Storytelling and Branding:**

### **Creating Impactful Visuals:**

Enhance your narrative with visuals. Learn to create impressive graphics, like a compelling logo, presentations, and videos, to reinforce your brand story.

### **Consistency Across Platforms:**

Maintain a consistent narrative across various platforms. Ensure your story seamlessly integrates into your website, social media, and advertisements.

### **Engaging Your Audience:**

#### **Interactive Storytelling Techniques:**

Involve your audience with engaging techniques. Use elements that make them a part of your story, fostering a deeper connection.

#### **Leveraging Social Media and Content Marketing:**

Amplify your business narrative through social media and content marketing. Explore strategies for creating shareable content that resonates with your audience.

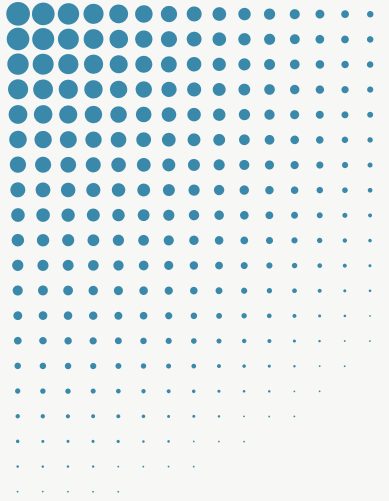
### **Practical Application:**

#### **Storytelling Workshop:**

Participate in a workshop where you can refine your business narrative. Receive feedback and guidance to strengthen the emotional impact of your story.

#### **Reflection Exercise:**

Reflect on the significance of your business narrative. Consider how a compelling story can differentiate your venture, resonate with your audience, and contribute to the long-term success of your entrepreneurial journey. Your story is your magic—let it unfold and captivate the world.



## 4. Pitching Your Ideas

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### **Why a Strong Pitch Matters:**

Embark on the journey of understanding the importance of presenting your ideas effectively!

### **A Gateway to Opportunities:**

For entrepreneurs, a compelling pitch is like a key to exciting opportunities. Discover why a strong pitch can help you build connections, secure funding, and uncover promising business prospects.

### **Elevator Pitch vs. Formal Presentation:**

Distinguish between the quick and impactful elevator pitch and the detailed formal presentation. Both play a crucial role in conveying your ideas effectively. Elements of an Elevator Pitch:

### **Crafting a Powerful Elevator Pitch:**

Uncover the essential components of a successful elevator pitch. Your pitch should present a clear idea, address a problem, and conclude with a compelling call to action.

### **Tailoring Your Pitch to Different Audiences:**

Adapt your elevator pitch to suit different audiences, from potential customers to potential investors. Customize your message to meet the specific needs and interests of each group.





## **Structuring Your Presentation:**

### **Building a Strong Presentation Framework:**

Explore effective structures for a formal presentation. Discuss key elements such as introducing your idea, stating the problem, proposing a solution, conducting a market analysis, presenting financial projections, and concluding powerfully.

### **Creating Engaging Visuals:**

Visual elements enhance your presentation. Learn how to design captivating slides, infographics, and charts that support and reinforce your key messages.

### **Mastering Delivery Techniques:**

### **Confidence and Body Language:**

Confidence is key in delivering a successful pitch. Explore techniques to project confidence through body language, eye contact, and vocal tone.

### **Managing Nervousness:**

Nervousness is natural, but effective entrepreneurs know how to manage it. Discover strategies to handle nervousness and transform it into positive energy during your pitch.

## **Handling Questions and Objections:**

### **Anticipating and Addressing Questions:**

Prepare for potential questions by anticipating what your audience may ask. Develop clear and concise responses to address queries about your business idea.

### **Turning Objections into Opportunities:**

View objections as opportunities for clarification. Learn how to turn objections into positive moments that showcase your understanding of your business and industry.

## **Real-world Pitching Scenarios:**

### **Mock Pitch Sessions:**

Engage in mock pitch sessions to practice your pitching skills in a simulated environment. Receive constructive feedback to refine your presentation techniques.

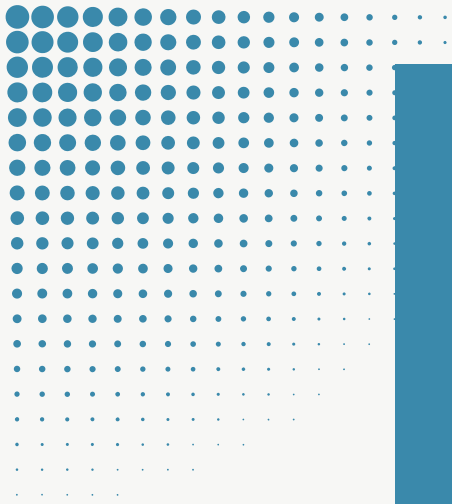
### **Post-Pitch Reflection:**

### **Assessing Your Pitch:**

Reflect on your pitching experience. Evaluate what worked well and identify areas for improvement. Consider how you can incorporate feedback to enhance your future pitches.

Get ready to unlock the potential of your ideas through the art of effective pitching!





# 5. Financial Literacy

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Welcome to the realm of managing money for your business—a crucial step in your entrepreneurial adventure. Understanding financial literacy is akin to constructing a sturdy foundation for a thriving business. Let's explore why grasping the basics of handling money is essential.

## **Empowering Entrepreneurial Decision-Making:**

### **Strategic Decision-Making:**

Delve into the empowering realm where knowledge about money becomes a catalyst for intelligent decision-making. Learn how financial understanding equips you to plan effectively and make sound choices for the prosperity of your business.

## **Essential Concepts in Financial Management:**

### **Revenue and Expenses:**

Grasp the fundamental concepts of money inflow (revenue) and outflow (expenses). Discover the art of tracking these elements to maintain stability and profitability in your business.

### **Profit and Loss Statements:**

Unlock the insights provided by profit and loss statements, offering a quick overview of your business's financial health. Learn to interpret these documents and gain a comprehensive understanding of your business's monetary situation.

## **Budgeting for Business Success:**

### ***Importance of Budgeting:***

Uncover the significance of budgeting as a strategic plan for spending money wisely. Learn how budgeting enables you to optimize resources, control costs, and prepare for future growth.

### ***Creating a Business Budget:***

Embark on a step-by-step guide to crafting a comprehensive business budget. Understand key components, such as revenue projections, fixed and variable expenses, and contingency planning for unexpected challenges.

## **Cash Flow Management:**

### ***The Role of Cash Flow:***

Recognize the pivotal role of managing the flow of money in and out of your business—commonly known as cash flow. Understand how proficient cash flow management ensures you have the necessary funds for current and future needs.

### ***Strategies for Improving Cash Flow:***

Acquire real-world strategies to enhance your cash flow. From effective accounts receivable management to negotiating favorable payment terms with suppliers, explore practical approaches to streamline your monetary processes.

## **Financial Analysis Tools:**

### **Ratios and Key Performance Indicators (KPIs):**

Familiarize yourself with financial tools like ratios and KPIs, providing valuable insights into your business's financial efficiency and overall performance.

### **Using Financial Software:**

Discover the benefits of employing specialized computer programs for financial management. Understand how financial software simplifies accounting processes, minimizes errors, and offers comprehensive insights into your financial landscape.

## **Funding and Investment Basics:**

### **Types of Business Financing:**

Navigate through various avenues of acquiring funds for your business, including loans, selling shares, and crowdfunding. Grasp the nuances and considerations associated with each funding method.



### **Making Informed Investment Decisions:**

For business owners seeking investment, learn the art of presenting your business as a compelling opportunity. Understand the due diligence process and the importance of collaborating with investors who share your belief in the business.

### **Risk Management and Contingency Planning:**

#### **Identifying and Assessing Risks:**

Explore the realm of risk in financial management. Learn strategies to identify, understand, and mitigate risks to safeguard your business from unforeseen challenges.

#### **Contingency Planning:**

Craft a robust plan for addressing potential financial setbacks. Learn the art of contingency planning to navigate money-related challenges and sustain the continuity of your business.

### **Financial Literacy for Long-Term Success:**

#### **Continuous Learning and Adaptation:**

Embark on an endless journey of financial knowledge. Recognize the importance of continuous learning and adapting to changes in financial landscapes and markets.

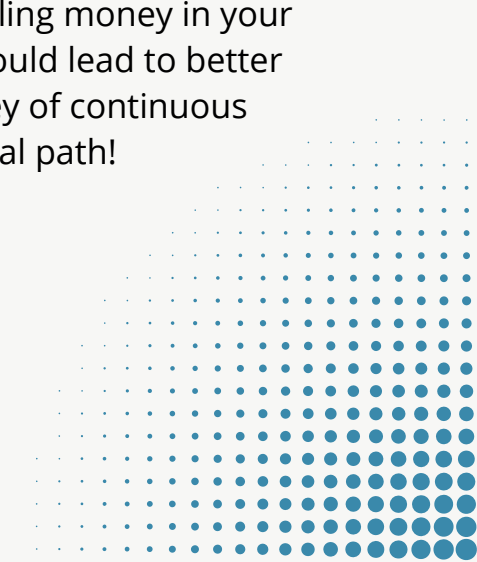
#### **Seeking Professional Advice:**

Understand the value of seeking guidance from financial experts when needed. Explore the roles of accountants, financial advisors, and other professionals who can assist you in making informed financial decisions.

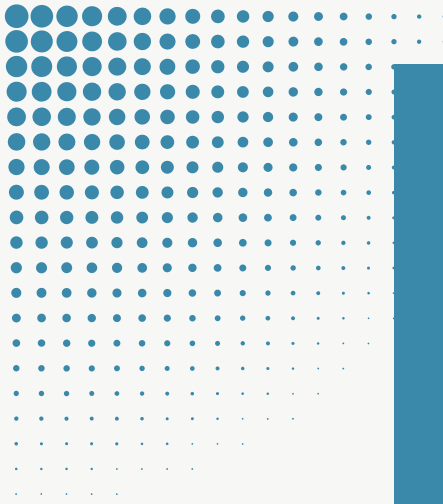
### **Reflection Exercise:**

#### ***Applying Financial Literacy to Your Business:***

Take a moment to reflect on your current approach to handling money in your business. Identify areas where enhanced financial literacy could lead to better decision-making and increased success. Embrace the journey of continuous learning and financial empowerment on your entrepreneurial path!







# 6. Budgeting and Financial Planning:

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## **Creating a Budget Blueprint:**

Embark on a journey into the realm of money management—an essential skill for business success. Discover why crafting a budget is akin to constructing a robust foundation, ensuring the financial stability of your enterprise.

## **Aligning Business Goals with Financial Resources:**

### **Strategic Budgeting:**

Understand how a well-crafted budget aligns seamlessly with your business goals and financial resources. Explore the art of planning your budget strategically to achieve both short-term milestones and long-term aspirations.

## **Benefits of Budgeting for Entrepreneurs:**

### **Resource Allocation and Optimization:**

Uncover the smart advantages of budgeting, guiding you to allocate and optimize resources effectively. Prioritize key financial areas in your business with strategic insights from a well-thought-out budget.



### **Risk Mitigation through Financial Planning:**

Appreciate how budgeting serves as a shield, preparing you for challenges before they arise. Learn how financial planning can proactively address issues, safeguarding the resilience of your business.

### **Creating a Comprehensive Business Budget:**

#### **Identifying Revenue Streams:**

Recognize the importance of knowing and predicting your income sources. Learn various methods to estimate revenue from sales, services, and other financial streams.

#### **Categorizing Expenses:**

Organize your expenses into fixed and variable costs. Establish a systematic approach to track regular and changing expenses within your budget.

#### **Budgeting for Operational Excellence:**

##### **Operational Budget Components:**

Explore budget components focusing on daily business expenses such as employee salaries, marketing, and utilities.

##### **Contingency Planning in Budgets:**

Enhance your budget's resilience with a contingency plan. Learn how to allocate funds for unexpected challenges, ensuring flexibility and adaptability.

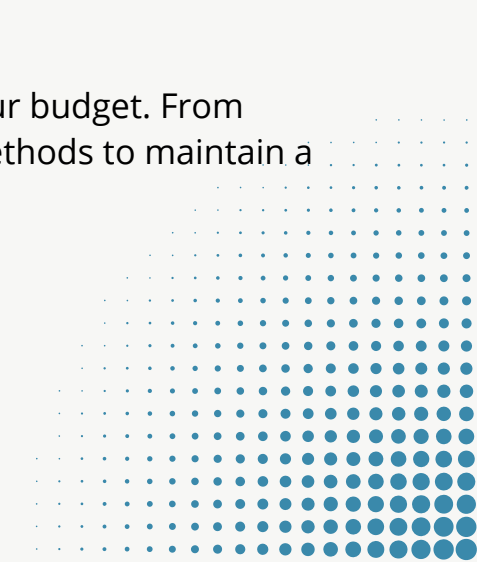
#### **Cash Flow Projection and Management:**

##### **Importance of Cash Flow Projections:**

Understand the critical role of predicting cash flow in your budget. Learn the art of foreseeing cash movements to ensure your business has adequate funds when needed.

##### **Strategies for Effective Cash Flow Management:**

Discover practical strategies to improve cash flow within your budget. From supplier negotiations to inventory management, explore methods to maintain a healthy cash flow.





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## **Long-Term Financial Planning:**

### **Investment and Growth:**

Integrate long-term planning into your budget, focusing on saving for future endeavors and growth.

### **Retirement and Contingency Funds:**

Discuss the significance of setting aside funds for the future and unexpected challenges. Learn how prudent financial planning enhances the resilience of your business over time.

### **Budget Monitoring and Adjustments:**

### **Regular Financial Reviews:**

Establish a routine of regularly reviewing your budget. Learn how consistent monitoring allows you to detect variations, evaluate performance, and make informed adjustments.

### **Flexibility in Budgeting:**

Understand the importance of flexibility in your budget. Learn how adapting your budget to changes in your business environment keeps it relevant and effective.

## **Budgeting Tools and Software:**

### **Leveraging Technology for Budgeting:**

Explore the benefits of using specialized computer programs for budgeting. Learn how technology simplifies budgeting processes, minimizes errors, and provides real-time insights into your financial landscape.

## **Training and Skill Development:**

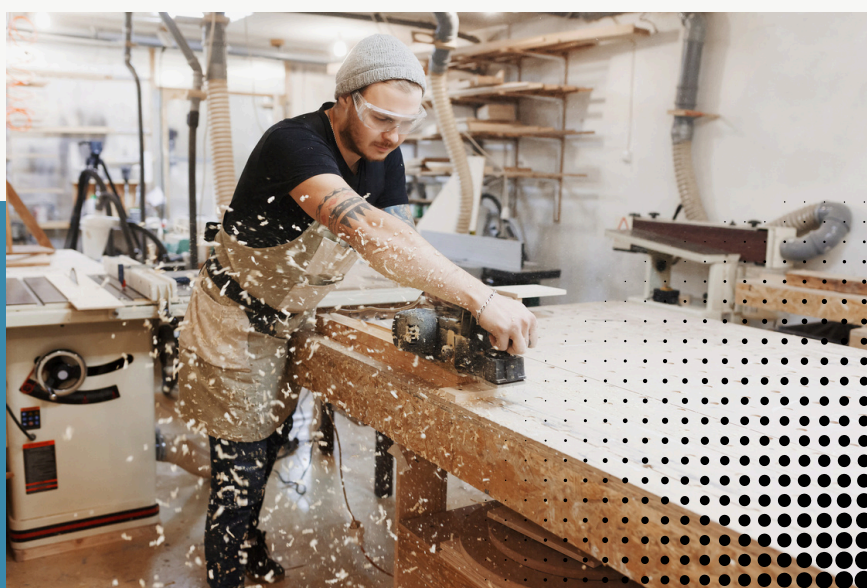
### **Continuous Learning in Budgeting:**

Encourage entrepreneurs to enhance their budgeting skills. Understand how improving budgeting proficiency empowers them to create and manage effective financial plans.

## **Reflection Exercise:**

### **Applying Budgeting Principles to Your Business:**

Reflect on your current money management practices. Identify areas where additional knowledge about budgeting could lead to better decision-making and increased success in your entrepreneurial journey. Embrace the ongoing process of learning and applying budgeting principles to strengthen your business's financial foundation. Best of luck on your financial empowerment journey!







# 7. Leadership and Teamwork: Guiding Your Business Journey

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Welcome to the world of leading your team!

## **The Impact of Leadership on Business Success:**

Embark on the journey of leadership in entrepreneurship. Discover why being an effective leader is crucial for the success and positivity of your business.

## **Aligning Leadership with Organizational Goals:**

Explore how effective leadership aligns seamlessly with the business's objectives. Understand the role leaders play in shaping the vision, values, and culture essential for the success of the business.

## **Leadership Styles:**

### **Autocratic Leadership:**

Delve into the concept of autocratic leadership and its impact on a team. Identify situations where it may work well and instances where it might hinder team spirit and innovation.





### **Democratic Leadership:**

Learn about democratic leadership and its collaborative approach to decision-making. Understand how involving the team in decision-making fosters creativity and a sense of ownership.

### **Transformational Leadership:**

Discover the transformative power of visionary leaders. Learn how leaders with a compelling vision inspire teams to surpass expectations by sharing common goals and purpose.

### **Servant Leadership:**

Explore the philosophy of servant leadership. Understand how leaders focusing on assisting others create a supportive work environment, fostering employee happiness and commitment.

### **Leadership Qualities:**

#### **Vision and Strategic Thinking:**

Acquire insights into the importance of a leader's clear vision and strategic planning. Understand how leaders create guiding visions and plan effectively to bring them to fruition.

#### **Effective Communication:**

Recognize the significance of articulate communication for leaders. Learn how open and honest communication builds trust, facilitates teamwork, and aligns everyone toward shared goals.

#### **Decision-Making Skills:**

Understand the integral role of decision-making in leadership. Explore how leaders make informed and timely decisions, considering their impact on the business and involving the team when necessary.

#### **Emotional Intelligence:**

Explore the concept of emotional intelligence in leadership. Understand how self-awareness, understanding others, and managing emotions contribute to successful collaboration between leaders and teams.



## **Team Dynamics:**

### **Building a High-Performing Team:**

Learn how effective leaders establish and nurture strong teams. Explore strategies to foster team growth, create a positive culture, and leverage everyone's strengths.

### **Diversity and Inclusion:**

Recognize the importance of diversity in teams. Learn how inclusive practices and a welcoming environment enhance creativity and team effectiveness.

### **Conflict Resolution and Team Motivation:**

#### **Conflict Resolution Strategies:**

Discover effective ways to address conflicts within a team. Learn how leaders can handle disagreements constructively, contributing to a happy and supportive work environment.

#### **Motivating and Inspiring Teams:**

Understand how leaders instill enthusiasm in teams. Learn how leaders acknowledge and celebrate achievements, provide constructive feedback, and cultivate a positive atmosphere that facilitates continuous improvement.

### **Leadership Development and Continuous Learning:**

#### **Investing in Leadership Development:**

Encourage business owners to invest in leadership improvement. Explore the benefits of continuous learning, mentorship, and seeking advice to enhance leadership skills.


#### **Adapting Leadership Styles:**

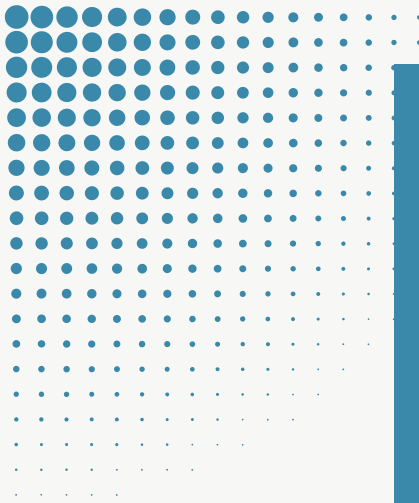
Understand the importance of adapting leadership styles to different situations. Explore how flexible leadership approaches help solve diverse problems and collaborate effectively with various teams.

### **Reflection Exercise:**

#### **Applying Leadership Principles to Your Business:**

Reflect on your leadership style within your business. Identify areas where experimenting with different leadership styles or enhancing specific leadership qualities could enhance team dynamics, fostering success in your business journey.





# 8. Building and Leading a Team

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**Welcome to the world of building and leading your team!**

## **The Foundation of a Successful Business:**

Embark on the journey of creating a strong foundation for your business through effective team building. Discover how a cohesive team is vital for the sustained growth and longevity of your enterprise.

## **Creating a Positive Team Culture:**

Explore the significance of fostering a positive team culture. Understand how a supportive work environment enhances collaboration, creativity, and overall success within the business.

## **Forming and Developing a Team:**

## **Recruitment and Onboarding:**

Learn effective strategies for finding and welcoming new team members. Understand the importance of selecting individuals with the right skills and strengths aligned with the business's goals and values.



### **Team Diversity:**

Recognize the value of diversity within your team. Explore how a mix of ideas, skills, and backgrounds contributes to a more creative, innovative, and adaptable team.

### **Establishing Team Goals and Roles:**

#### **Defining Clear Objectives:**

Understand the significance of clear and achievable team goals. Explore how well-defined goals provide direction and purpose, connecting every team member to the broader vision of the business.

#### **Clarifying Roles and Responsibilities:**

Learn how to ensure everyone understands their role in the team. Discover how clearly defined roles foster accountability, reduce conflicts, and instill a sense of ownership among team members.

### **Fostering Effective Communication:**

#### **Open and Transparent Communication:**

Explore the importance of open and honest communication within the team. Learn how effective communication builds trust, enhances collaboration, and ensures everyone is well-informed.

#### **Active Listening and Feedback:**

Understand the role of active listening in effective communication. Learn techniques for providing constructive feedback, cultivating a culture of continuous improvement.

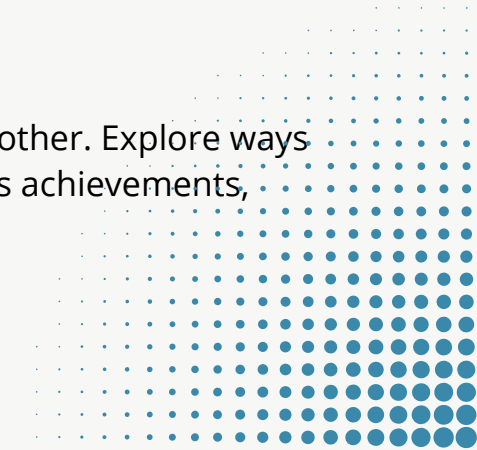
### **Nurturing a Collaborative Culture:**

#### **Team Collaboration Strategies:**

Discover strategies for promoting effective collaboration within the team. Explore the importance of sharing knowledge, cross-functional teamwork, and creating a supportive space that celebrates team success.

#### **Building a Supportive Team Environment:**

Understand the significance of a team that supports one another. Explore ways to cultivate a culture that values everyone's ideas, celebrates achievements, and provides assistance during challenging times.





## **Team Motivation and Recognition:**

### **Motivational Techniques:**

Find out how to keep the team motivated. Understand the role of various motivational techniques in sustaining interest and commitment among team members.

### **Recognition and Appreciation:**

Learn why expressing gratitude is crucial. Explore methods for acknowledging and appreciating individual and collective contributions, fostering a positive team spirit.

## **Handling Team Challenges and Conflict Resolution:**

### **Proactive Conflict Resolution:**

Acknowledge that teams may encounter challenges. Learn effective ways to address problems, creating a healthy and respectful work environment.

### **Team Building Activities for Conflict Resolution:**

Explore enjoyable team-building activities to enhance problem-solving skills. Understand how fostering closeness and mutual understanding helps in conflict resolution.

## **Leading by Example:**

### **Demonstrating Leadership Qualities:**

See how leaders set an example for the team. Understand how leaders' responsibility, honesty, and strength contribute to building a team with a shared desire for greatness.

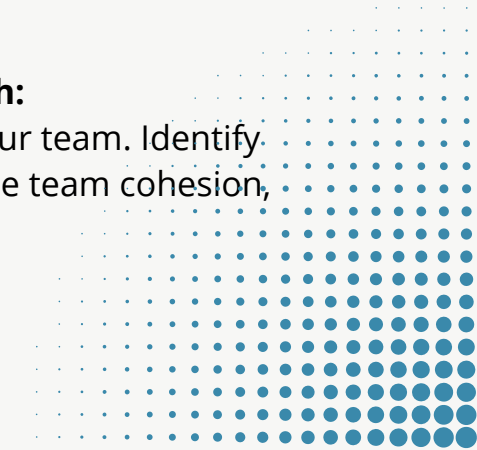
### **Empowering Team Members:**

Learn strategies for empowering your team. Understand how providing responsibility, freedom, and opportunities for growth strengthens the team.

## **Reflection Exercise:**

### **Evaluating Your Team Building and Leadership Approach:**

Reflect on your current approach to building and leading your team. Identify areas where introducing changes or additions could enhance team cohesion, motivation, and overall success.





# Part B



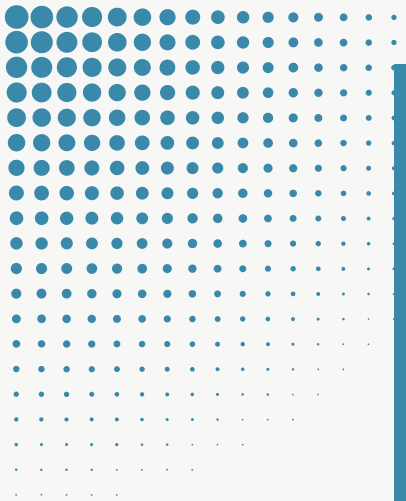
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## **Your Business in Finland: A Step-by-Step Guide for Start-up Entrepreneurs**

# Learning Objectives

- Understand the Different Legal Forms of Business: Identify and differentiate between the legal business structures available in Finland.
- Know the Business Registration Process and learning the necessary steps to register a business name and formalise the registration of a company in the Trade Register.
- Know the Licences and Permits Required: Understand the importance of obtaining the appropriate licences and permits for the legal operation of a business, how they vary according to the business activity.
- Handling Tax and Accounting Obligations
- Understanding Labour and Recruitment Issues





# Introduction

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In this module, we will learn about the administrative and legal steps necessary to open a company in Finland. These guidelines will help migrants who are considering to start their own business to choose what type of business they should start, to get advice and clarity on the registration process and other issues.

It is important to understand these procedures thoroughly and to know what it means to start your own business in Finland. Let us start this important process together.



# 1. Exploring Different Business Forms in Belgium

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## 1. Choice of the legal form of the company

When starting a business in Finland, you should think about what type and size of business you want to establish. To start, you need to decide whether you want to work as a freelancer, or start a company or a corporation. Do you want to be a one-person business or a company? Do you want to employ other people?

Two of the most simple options to become self-employed are freelancer or sole trader (“toiminimi”), or you can start your own private limited company (“osakeyhtiö”). Make a list of the pros and cons of being a freelancer compared to running a company. There are advantages and risks to both.

Professions that are suitable for freelancing include: graphic designer, hairdresser, journalist, photographer, editor, translator, interpreter... The main advantages of being a freelancer are freedom and flexibility. You get to set your own schedule and build your own client list. You can also say no to possible clients who are not right for you. The main risk of being a freelancer is that all of the responsibility falls on your shoulders. If your business fails, you are held liable. In other words, you are personally responsible to cover the costs.



## Five main types of companies in Finland are:

- **Proprietorship / sole trader (toiminimi)** The easiest and most common way to start a business is to use a company name and work as a private entrepreneur, which is also called being a proprietor or sole trader. This means the entrepreneur is in charge of making decisions and being responsible for the business by themselves, but they can still hire employees. When running a business part-time, it is often best to start as a proprietorship because this is a quick and simple way to start a business.
- **Limited company (osakeyhtiö)** The most common type of business in Finland is a limited company. A limited company can be used for almost any kind of business. A limited company can be started by one person or by several people. Depending on how many shares a person owns, they can vote, make money, and be responsible for debts. A big advantage of the limited company is that there is no need for starting capital.
- **Partnership (avoin yhtiö)** When two or more people sign a partnership agreement, it means they agree to work together. The partners all have an equal say in how the business is run, and they are all personally responsible for decisions, debts, and liabilities of the business. This business model is easy to set up, but risky due to the personal and unlimited liability, which means partners might have to use their private assets to pay off business debts.
- **Limited partnership (kommandiittiyhtiö)** A limited partnership is different from a regular partnership in that there is at least one silent partner, who is usually an investor, in addition to one or more accountable partners.
- **Cooperative association (osuuskunta)** The people who belong to a cooperative association own the business. There can be one member or more than one. When a cooperative association meets, each member gets one vote. Members are only responsible for their share capital when it comes to the cooperative association's obligations, such as debts. The main purpose of a cooperative is not to make its shareholders rich, but to send the financial profits towards achieving a cooperative social goal.

If you are unsure about what to do or what kind of company you should start, it is a good idea to seek some help. Free business advice is available to everyone in Finland. For example, you can contact the following organisations for help and advice:

[Finnish Enterprise Agency \(Uusyrittyskeskus\)](#)

[Centres for Economic Development, Transport and the Environment](#)

[Employment and Economic Development Offices \(TE Offices\) \(Työ- ja elinkeinotoimistot, TE-toimistot\)](#)

[Enterprise Finland \(Yritys-Suomi\)](#) (through its website and by phone)

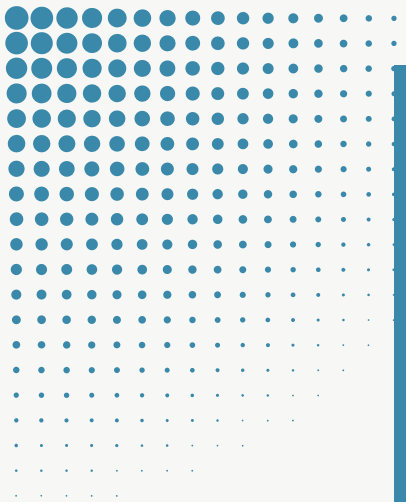


## 2. Licences and Permits in Finland

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Some types of businesses require a permit or a licence to be able to run them. You should research whether your type of business needs to meet any extra requirements, such as a licence or certain qualifications. In Finland, it may be against the law for some types of businesses to start up without official permission. You will need a diploma or certificate for certain activities or professions. Businesses requiring a permit include shops, restaurants and cafes, social services, car repair shops and the beauty and health industry. You can sometimes apply for a package of permits instead of several separate ones. You have to sign in to the Permits and Supervision Service, where you can apply for permits and get help. You can also talk to authorities and keep track of how your service is going. At the moment, you can only use their e-service in Finnish.

You can find more information about permits and [\*\*how to apply here\*\*](#) (only in Finnish).



## 3. Tax and Accounting Compliance

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As an entrepreneur, you have to take care of your taxes and insurances yourself. When you submit the start-up notification of your company, you need to also register it in the registers maintained by the Tax Administration. You should include an estimate of your company's profits during its first year. Then Tax Administration will give you instructions on how to report and pay taxes. You may need to register for:

VAT register: Calculate, declare and pay your VAT.

Prepayment register: You must make sure that you pay tax prepayments. Apply for a new or previously determined tax prepayment.

Employer register: Register your company in the employer register if your company employs at least two employees on a regular basis or at least six employees on a temporary basis during the calendar year.

For Self-employed: YEL insurance is mandatory for most entrepreneurs. YEL insurance is the basis for an entrepreneur's pension and social security, which is why it is statutory insurance. YEL insurance accrues your old-age pension. Self-employed persons' pension insurance also gives you cover if you lose your ability to work, fall ill or go on parental leave. Your family members are entitled to a survivors' pension if you perish. The amount of the pension is determined on the basis of YEL income.



Your YEL income is the monetary value of your work input as a self-employed person. Your YEL income should correspond to the wage that you would pay to a worker that you hired to do the same work.

All pension providers use the same YEL income calculation service when confirming your income from self-employment. Based on your field of business and turnover, the calculator gives you a recommended YEL income level with a certain amount of leeway. As a rule, your confirmed income should be placed within those limits. Using the calculation service, your recommended confirmed income is determined in the same way by all pension providers.

You should take out pension insurance according to the Self-Employed Persons' Pensions Act immediately when you start a business. You must take out YEL insurance within six months from the start of the business at the latest. YEL insurance is mandatory if entrepreneurship lasts more than four months. If you simply own a company, you cannot take out pension insurance for self-employed workers. You have to work in your company to have the right to insure yourself.

You need to take out YEL if:

- You are a resident in Finland.
- You work in your company.
- You have been an entrepreneur continuously for at least four months.
- You do not have any other pension cover for the same activities.
- Your annual income is at least EUR 8,063.57 (2021).
- You are aged 18–68 years. The upper age limit for insurance increases gradually.

Self-employed persons' pension insurance (YEL) and the employer's pension insurance (TyEL) both provide pension cover. Which one to choose depends on whether the work was done as an assignment or in an employment relationship. The general rule is that if you are an entrepreneur and fulfill the criteria set out above, you choose YEL.

Read more about the pension insurance:

[Pensions for the self-employed](#)

[Unemployment benefits for entrepreneurs](#)

[SYT unemployment fund](#)

[Industry-specific insurances](#)

## **Unemployment benefits for entrepreneurs**

As an entrepreneur, you are entitled to the same unemployment benefits as wage earners. Depending on your situation, you may get earnings-related allowance, basic unemployment allowance or labour market subsidy. If you work during the period of unemployment, you may also receive adjusted unemployment benefit. TE Services find out on a case-by-case basis whether you are entitled to unemployment benefits. Apply for unemployment allowance from the unemployment fund for entrepreneurs or from Kela.

## **Mandatory insurances**

You can also take out voluntary insurances to cover yourself in case of illness, for example.

If you employ people, you need to take out mandatory insurances for employers. The employer is obligated to ensure the employees in accordance with the Employees Pensions Act and the Workers' Compensation Act.

## **Mandatory insurance for employers includes:**

- pension insurance
- occupational accident and disease insurance
- employees' group life insurance
- unemployment insurance
- contributions and health insurance payments.

When you hire an employee, it is mandatory to take TyEL insurance in order to ensure the pension security of that employee. TyEL insurance provides financial security for employees in old age or in the case of disability or the death of a family provider. It is a statutory insurance that employers are obligated to take for their employees who fall within the specified age range and whose earnings are at least 68.57 € per month in 2024.

As an employer, you are responsible for arranging pension security for your employees through TyEL insurance and also for reporting their earnings to the Incomes Register. These responsibilities apply to companies, organisations and households acting as employers, regardless of whether they are permanent or occasional employers.

## **Industry-specific insurances**

There are special mandatory types of insurance for certain industries. They include statutory general liability insurance, i.e. patient, environmental and motor vehicle insurance. Acquire this insurance from an insurance company of your choice.



### **Patient insurance**

If your company is in the health and medical care sector, it must take out patient insurance. Take out the insurance if your company provides, for example, massage or ambulance services.

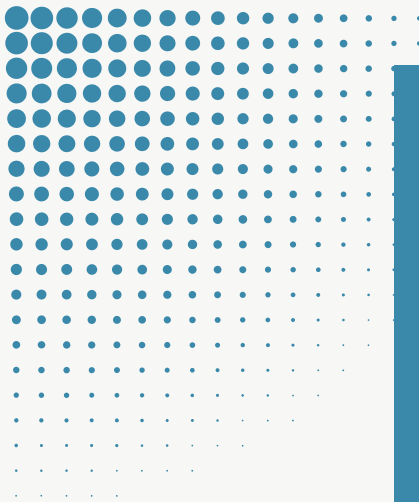
### **Environmental insurance**

You must take out environmental insurance for your company if its activities cause harm to the environment or if your business is associated with the risk of environmental damage. Environmental insurance covers such areas as personal injury, material damage and the costs of preventing damage. It is normally mandatory, if your company's activities require an environmental permit.

### **Motor vehicle insurance**

If your company owns motor vehicles or trailers used on the road, it must take out motor vehicle insurance for each of them. Take out the insurance if your company is, for example, in the passenger or goods transport sector. Motor vehicle insurance covers loss and damage caused by your company's vehicle or trailer to persons and to vehicles and property owned by other parties.





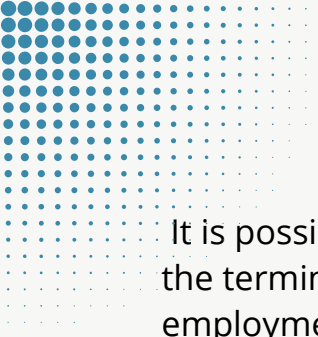
## 4. Labour Aspects of Recruitment in Belgium

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You can hire people with a fixed-term employment contract or a permanent employment contract in Finland. You can also hire on a full-time basis or a part-time basis. First, you need to choose what type of contract is most ideal for your business and the employee: temporary contract for fixed-term work, permanent contract for stable employment or part-time contract for workers who do not work full-time. Each type of contract has its own rules and conditions.

Permanent employment is very common in Finland of all the types of employment. Permanent employment valid until further notice is usually ended at a dismissal by either the employee's or the employer's initiative. The employer must give a proper and valid reason for the dismissal, while workers can resign without justification. Both parties need to respect defined notice periods. In a situation regulated by the law, the employment can also end in cancellation, when the rights and duties based on the employment end immediately without a notice period.

A work contract can be defined as fixed-term, which means that the employment will end at a point in time defined in advance. A fixed-term work contract can basically only be made for a justified reason. Fixed-term employment can be based on, for example on a fixed-term project, seasonal work or apprenticeship training. The employer and the employee agree on the ending time or the task to be carried out at the beginning of the employment relationship.



It is possible to add a termination clause to a fixed-term contract. In this case the termination is possible under the same conditions as in regular employment. Immediate termination of employment, in turn, requires an essential breach of contract.

A full-time employment usually means five work days and 37,5 or 40 weekly working hours. Part-time employment or part-time work means that employee only works part of the working day or part of the work week. Part-time work can be based on a fixed or varying number of hours.

Part-time employee has the right to extra hours. This means that if an employer needs more employees, the part-time worker must be offered extra hours before the employer can hire new employees.

It is essential to keep accurate records of all these aspects in order to comply with labour laws and avoid penalties. If you are hiring staff, it is highly recommended to have an employment advisor.

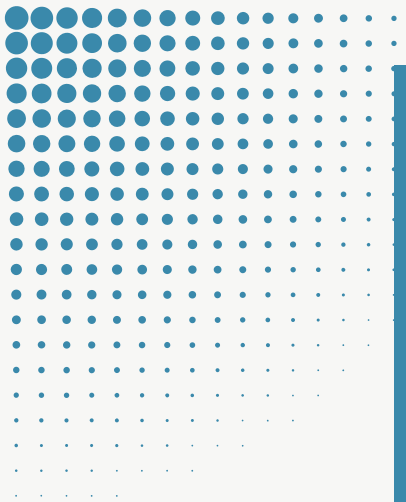
The employer must take out social security insurance for its workers in Finland. The obligation to insure applies to both domestic and foreign employers. Both the employer and the worker pay for social security. The online service of the Finnish Centre for Pensions helps private employers sort out how to pay the social insurance contributions.

Statutory social insurance contributions in Finland include earnings-related pension contributions, workers' compensation insurance contributions, unemployment insurance contributions, and employer's and the insured (worker's) health insurance contributions.

### **Employer obligations**

During and after recruitment, take care of statutory obligations:

- Follow the legislation when recruiting and commissioning work.
- Find out whether a permit or professional qualification from the occupational safety and health authority is required for the tasks.
- Make sure that you take out the necessary social insurances and that the employee receives at least statutory occupational health care services.
- Make sure that you know how to take care of your statutory obligations concerning pay, taxation, social insurance, occupational safety and health, and non-discrimination.
- Check the specific obligations if the employee is a foreigner or a minor.



## 5. Activities and Exercises

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### Activity 1: Mock Company Registration Exercise

Objective: To familiarise students with the process of registering a company in Finland.

- Individual/Group: Individual.
- Task: Each student will choose a type of company (self-employed, S.L., S.A.) and create a business name.

Steps:

1. Conduct an online search to verify the availability of the chosen name in the name checking service. In this free online service, you can check in advance if the name you are considering for a new company qualifies for registration.
2. When you are setting up a business, you must enter it in the required registers. Which registers should your new company be in?
3. What information you need to report about your company in the Trade Register?
4. List all the steps and documents necessary to register with the Trade Register and the Prepayment Register.
5. Prepare a budget estimate of the costs associated with registration, including notary and administrative fees, if applicable.

Expected result: A complete dossier containing the name of the company, the availability check, the list of documents, and a cost estimate.



## Activity 2: Human Resource Planning

Objective: To develop a practical understanding of recruitment and personnel management in Finland.

Description:

- Individual/Group: Group.
- Task: Students will form groups and simulate the creation of a human resources department for their new company.

Steps:

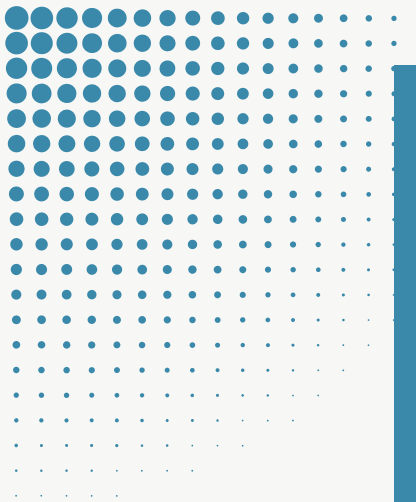
1. Decide what type of contract(s) you would need for your fictitious company and draft a sample employment contract.
2. Create a step-by-step plan for taking out the necessary social insurances for new employee.
3. Create a step-by-step plan on how to take care of your statutory obligations concerning occupational safety and health.
4. Discuss and prepare a welcoming protocol for new employees to ensure their integration and understanding of company policies.

Expected result: A presentation of the human resources plan including examples of contracts, a procedure for taking out the necessary social insurances and a welcoming protocol for new employees.

These activities are designed for students to apply in a practical and concrete way the knowledge acquired in the module, reinforcing their understanding of administrative and legal procedures in Finland.







## 6. Module Conclusion

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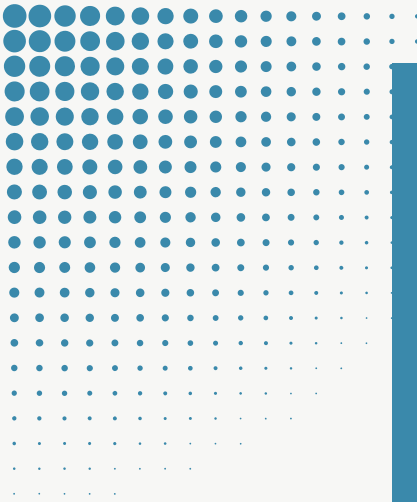
In this module, we have covered the essentials of starting your business in Finland, from choosing a business structure to tax and labour responsibilities. We begin by exploring the differences between being self-employed and forming a company (S.L. or S.A.), highlighting how each option suits different types of businesses depending on their size, structure and liability needs.

Below, we discuss the process of registering your company, including verifying the availability of the name and the steps to register at Trade Register. We also emphasise the importance of knowing the costs and timescales associated with this process.

We highlighted the need to obtain the correct licences and permits, which vary according to your business activity and local regulations. We emphasised opening licences for commercial premises and special permits, such as those related to food handling or the sale of alcohol.

In terms of tax and accounting compliance, we reiterate the need to comply with tax obligations as well as the importance of keeping proper and orderly accounts.

Finally, we address the employment aspects of hiring staff, explaining the different types of contracts, the process of taking care of an entrepreneur's statutory obligations concerning the necessary social insurances and occupational safety and health. This module provides you with a solid foundation to understand the administrative and legal steps to start and run your business in Finland effectively and in accordance with the law.



# 7. Self-assessment

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Answer the following questions to assess your understanding of the material presented in this module. Try to answer without reviewing your notes or the module content to get an honest assessment of your learning.

## **Choice of legal form:**

- Which legal form is most suitable for a sole proprietorship and why?

## **Company Registration:**

- What information you need to submit to register a company in the Trade Register?

## **Licences and Permits:**

- Name two types of business activities that require special permits and what type of permit they would need.

## **Tax Compliance:**

- What tax is paid by the self-employed?

## **Accounting aspects:**

- Is it compulsory for all companies to keep accounts, and why?

### **Recruitment of personnel:**

- What is the first step to take when hiring a new employee in Finland?

### **Social Security and Insurance:**

- What insurance is compulsory to cover employees' accidents at work?

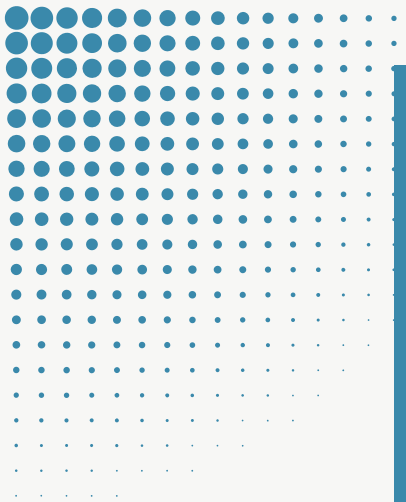
### **Trade Register:**

- How you can download electronic Trade Register extracts?

### **Permits:**

- If your business will affect the environment or town planning in the area, what kind of additional permit might you need?
- Once you have completed the self-assessment, check your answers against the module material to see in which areas you have excelled and which areas you might need to revise a little more.





## 8. Reflection

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Imagine that you already have your business up and running.

- What administrative procedures do you remember that are essential to do every year?
- Think of a type of business you would like to start. What legal form would you choose and why?
- What aspect of the process of setting up a company in Finland do you find most challenging and why? What steps could you take to better prepare yourself for this stage?
- After learning about the different types of business structures, how would you critically evaluate the choice of a friend who wants to start his or her business and what advice would you give?
- If you were to open a coffee shop, what permits do you think you would need to obtain and why are they important?
- How would you ensure that your business complies with Finnish tax laws to avoid problems with the authorities?



# Part C



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## **Introduction to Social Capital and Business Culture in Finland for Immigrant Entrepreneurs**



# Learning Objectives:

- Understand the basic concepts of social capital and its importance in the country's business environment.
- Become familiar with the key norms and practices of the country's business culture.
- Acquire initial strategies to develop social capital and adapt to the local business culture.





# Introduction:


For new entrepreneurs in Finland, especially immigrants, understanding the importance of social capital and adapting to the local business culture are two fundamental aspects to ensure the success of their businesses.

Social capital, in business terms, refers to the sum of money and material resources that partners contribute to the creation and development of their company. It is the financial base upon which the business is built, allowing not only its legal establishment but also its initial operation and future growth.

The relevance of social capital lies in its ability to provide stability and credibility to the company before third parties, such as banks, investors, suppliers, and customers. Adequate social capital proves seriousness and commitment on the part of the entrepreneurs, facilitating access to credit, additional investments, and better negotiation terms with suppliers. Additionally, in the Finnish legal context, there are minimum social capital requirements for the constitution of different types of companies, which underscores the need for careful financial planning from the start.

On the other hand, the business culture in Finland includes a set of practices, norms, and values that govern the way of doing business in the country. Entrepreneurs must be aware of aspects such as the importance of trust and good reputation, the fairly informal nature of Finnish people, and preference for directness in negotiations. Adapting to this business culture implies understanding how to navigate these social norms and using them to the business's advantage, which can mean adjusting the work schedule to align with the Finnish business hours or developing negotiation skills that respect the importance of trust and mutual respect in business relationships.

In summary, both social capital and business culture are fundamental pillars for any entrepreneur who wishes to establish and develop their business in Finland. While social capital provides the necessary financial means to launch and sustain the company, a deep understanding of the business culture ensures that the entrepreneur can operate effectively within the Finnish market, thus maximizing their chances of success.





# 1. Fundamentals of Social Capital

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Social capital represents the economic foundation on which a company is built and operates. This term refers to the money, goods, or material resources that partners or owners contribute to the startup and operation of the company. It is crucial for several reasons:

1. **Legitimacy and Trust:** Providing adequate social capital not only meets the legal requirements for establishing the company but also generates trust among suppliers, customers, and potential investors.
2. **Financial Sustainability:** A solid social capital gives the company a stable financial base to operate, grow, and face adversities without relying exclusively on loans or credits.
3. **Attractiveness for Investments:** Companies with significant social capital are more attractive to investors, as they demonstrate commitment and seriousness on the part of the founders.



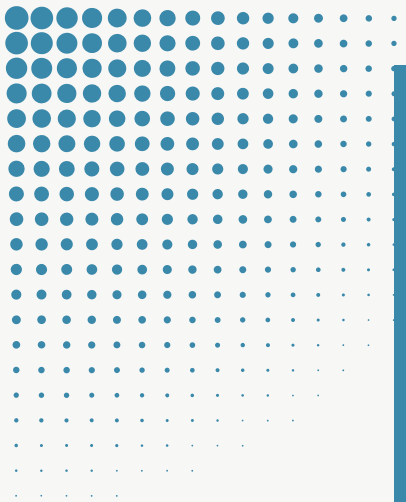
Let's recall the different minimum social capitals required for each type of company according to Finnish legislation as we saw in part b of this guide:

- **Limited Liability Company:** For the creation of a Limited Liability Company (Finnish: Osakeyhtiö), there is no minimum social capital required.
- **Public Limited Company:** For the creation of a Public Limited Company (Finnish: Julkinen osakeyhtiö), the minimum social capital is high, set at 80,000 euros.

#### How to Start Building Social Capital in a New Environment

- **Assessment of Available Resources:** Identify the financial resources, material goods, or assets that you and your partners can contribute as social capital. This includes personal savings, properties, equipment, among others.
- **Understanding of Local Regulations:** Let's recall the different social capitals
- **Financial Planning:** Develop a financial plan that details how the social capital will be used in the different stages of the business, from establishment to operation and expansion.
- **Seeking Additional Financing:** If the initial social capital is not sufficient, consider alternative financing sources such as the startup grant, bank loans, angel investors, or crowdfunding.
- **Formalization and Registration:** Once the social capital and the company structure are defined, proceed with the legal formalization of the company, including the registration of the social capital with the corresponding authorities. By understanding and applying these basic principles of social capital, immigrant entrepreneurs in Finland will be able to establish a solid foundation for their companies, meeting the necessary legal and financial requirements to operate effectively and sustainably in the Finnish market.





## 2. Understanding the Country's Business Culture:


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### Fundamental Aspects of Business Ethics and Behavior in the Country

The business culture in Finland, focused on achievement and equality, plays a crucial role in the way of doing business. Adapting to this culture is essential for any immigrant entrepreneur looking to establish long-lasting and successful relationships in the country.

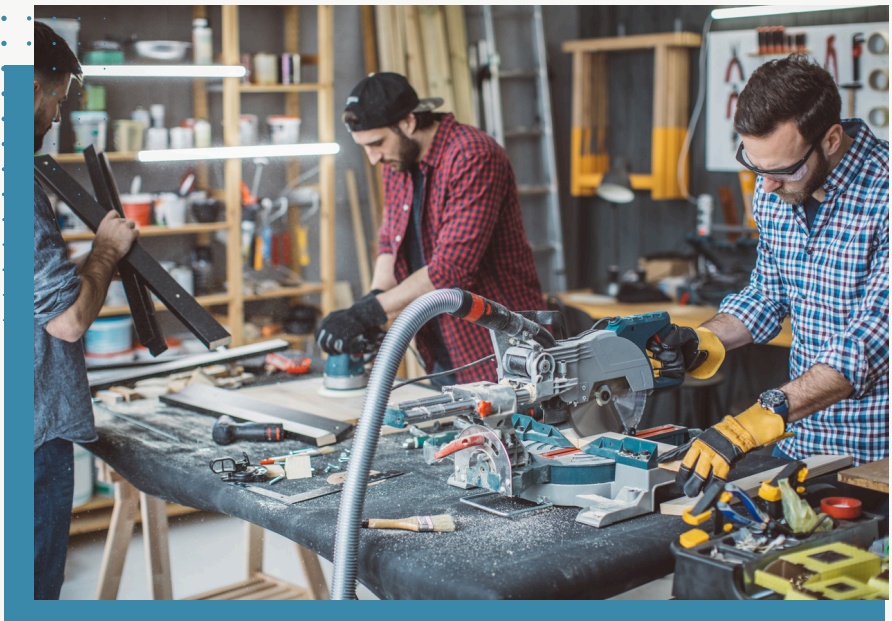
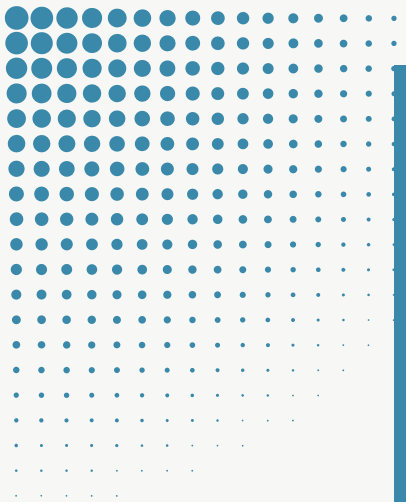
### Fundamental Aspects of Business Ethics and Behavior in the Country

- **Honesty and trust:** In Finland, honesty is very important; if you promise to do something, you have to stick to your word, otherwise your reputation will be damaged. People tend to do business with people and companies that they trust.
- **Informality:** Business life in Finland is fairly non-hierarchical and informal – you mostly call people by their first names, even if they are your manager or even the CEO of the company. Even though Finnish people do not engage in much small talk, it is normal to chat with colleagues and the atmosphere in the workplace is in most cases casual and friendly.
- **Work Schedule:** The work schedule in Finland is usually from 9 am to 5 pm, outside of which offices tend to close and no official business meetings will take place, even if people may work with a flexible schedule.

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- **Work-life balance:** In Finland, a good work-life balance is valued, and all employers must take care that their employees are not over-worked and have time for personal recreation and rest.
  - **Negotiations:** Finns are very direct and matter-of-fact in negotiations, as otherwise. They will discuss any issues and solutions politely but efficiently.

### **Tips for Cultural Adaptation in the Business World**

- **Research and Observe:** Before entering the market, research the Finnish business culture. Observe how your Finnish colleagues and competitors act and adapt your behavior accordingly.
  - **Learn the Language:** Although many business people speak English, speaking Finnish fluently, or on a good level, will open many doors and facilitate the building of deeper relationships.
  - **Be Punctual:** Finns tend to be very punctual, and punctuality is very important in the business context.
  - **Adapt Your Communication Style:** Keep in mind that Finnish people are very direct and don't engage in much small talk. Remember to be direct but polite and you will do well in Finland.
  - **Prepare for Drinks and Sauna Nights:** In Finland, it is common to organise social evenings, such as going for drinks or sauna nights. Finnish people tend to drink a fair bit and get more friendly as they drink, so be prepared that a colleague might come over and chat to you for the first time after a few drinks.
  - **Understanding and adapting to the Finnish business culture** will not only facilitate your entry and operation in the Finnish market but will also allow you to build solid and lasting business relationships. The key is to be observant, adaptable, and respectful of local traditions and norms, which will be greatly appreciated by your Finnish colleagues and partners.
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## 3. Activities and Exercises:

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### Exercise 1: Role-Playing Exercise for Networking Practices

Objective: Prepare for future networking opportunities, imagining and planning how you would approach your first networking event.

Instructions:

Research:

- Look for information about a type of networking event you would be interested in attending in the future. It could be an entrepreneurs' fair, a startup meetup, or a conference in your sector.

Imagination:

- Imagine you are at that event. Think about how you would introduce yourself someone you don't know. What would you tell them about yourself and your business idea?

Preparation of a Brief Pitch (Elevator Pitch):

- Write a brief pitch of about 30 seconds where you introduce yourself, mention your interest or business idea, and explain what you hope to learn or achieve by attending networking events.

Reflection:

- Reflect on why building a network of contacts is important to you and how this could benefit your future company.



## Exercise 2: Analysis of a Successful Business

Objective: Analyze a successful business in Finland to identify key success factors and how you can apply learned lessons to your future company.

Instructions:

### 1. Selection of the Case:

Choose a successful business in Finland that inspires you or is related to the area in which you would like to undertake. It can be a small local business you admire or a well-known Finnish startup. If you don't have one in mind, search the internet for examples of "successful startups in Finland" or "successful small businesses in Finland."

### 2. Basic Research:

Perform basic research on the chosen business. Try to answer questions like: What is their main product or service? Who founded the company and with what goal? What strategies do you think they have used to grow and succeed?

### 3. Identification of Success Factors:

Based on your research, identify three key factors that you believe have contributed to the business's success. This may include, for example, a unique value proposition, an effective marketing strategy, or a strong business culture.

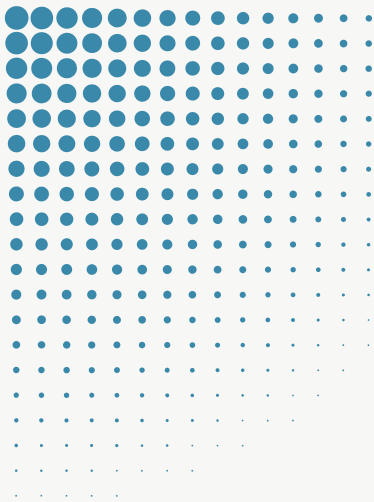
### 4. Personal Application:

Reflect on how you could apply the lessons learned from this business to your future company. For example, if one of the success factors was excellent customer service, think about how you could implement a similar strategy in your business.

### 5. Final Reflection:

Write a brief paragraph reflecting on what you have learned and how this analysis has inspired or helped you think about your own entrepreneurial





## 4. Module Summary:

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### **Recap of key points.**

In this module, "Introduction to Social Capital and Business Culture in Finland for Immigrant Entrepreneurs," we have explored essential concepts that every immigrant entrepreneur must know to succeed in Finland.

Here is a summary of the key points addressed:

**Importance of Social Capital:** We learned that social capital, consisting of the money and goods contributed by the partners of a company, is the cornerstone for starting and developing a business in Finland. This not only meets legal requirements but also establishes a foundation of trust and credibility with banks, investors, suppliers, and customers.

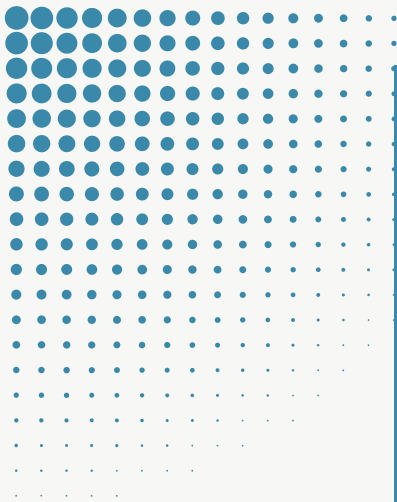
**Building Strong Social Capital:** We discussed how assessing available resources, understanding local regulations, planning financially, seeking additional funding, and formalizing the company are key steps to building adequate and sustainable social capital for your business.

**Business Culture in Finland:** We recognized that adapting to the Finnish business culture is crucial. This culture values honesty and trust, punctuality, informality and good work-life balance.

**Cultural Adaptation Strategies:** We offered practical advice for adapting to the local business culture, such as researching and observing business practices, learning the language, being punctual, adapting the communication style, and preparing for business meals, always respecting local customs. **Activities and Exercises:** We provided practical exercises to apply what you've learned, such as preparing an "elevator pitch" for networking events and analyzing successful business cases in Finland to extract lessons applicable to your entrepreneurship.

This module has equipped you with fundamental knowledge about social capital and business culture in Finland, preparing you to navigate the Finnish business environment with greater confidence and effectiveness. We encourage you to reflect on these concepts, apply the suggested strategies, and actively participate in the proposed activities to maximize your learning and success in your entrepreneurial venture in Finnish.





## 5. Self-Assessment and Reflection:

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This section is designed to help you reflect on what you have learned and assess your understanding of the key concepts addressed in the module. Below, you will find simple questions that will allow you to think about how you will apply this knowledge practically in your entrepreneurial journey.

### Understanding Questions

**1. What is social capital, and why is it important for starting a business in Finland?**

Reflect on how social capital influences the credibility and sustainability of your company with third parties.

**2. Name three key aspects of Finnish business culture that you consider important for doing business in Finland.**

Think about how these cultural aspects can affect your interactions and negotiations with Finnish partners and customers.

**3. What are some practical tips for adapting to business culture in Finland?**

Identify which of these tips seems most challenging to you and why.

**4. Based on what you have learned, how do you plan to build or improve your social capital for your business in Finland?**

Consider the resources you already have and those you need to acquire or develop.

**5. Reflect on an aspect of Finnish business culture that seems particularly different from your previous experience. How do you plan to adapt to this aspect?**

Think about specific strategies you could employ to overcome this challenge.

**6. Imagine you are attending your first networking event in Finland. How would you introduce yourself, and what information would you share about your project or business?**

Use this exercise to practice your "elevator pitch" adapted to the Finnish cultural context.

These questions will not only help you review your understanding of the module's material but will also encourage you to think critically about how you can effectively apply this knowledge to your entrepreneurship. Taking the time to answer these questions will better prepare you for the challenges and opportunities of doing business in Finland.

