

First pilot training in Austria

The first IBL pilot training took place on the 4th and 11th November in Graz. Four highly motivated female entrepreneurs participated in the training held by three expert trainers.

The training started with a first icebreaker session. Lisa, the first trainer, got to know more about the businesses of the 4 women. Thereafter, they learned a lot about the entrepreneurial mindset and how to raise it. An introduction to the business model canvas was given then. After the lunch break, the second trainer, Hildegard, taught about Storytelling. As a final exercise, the four women needed to tell a story about their business. On the second day, Denny taught the 4 ladies about business tools that could help them develop their businesses. All of the participants will take part in the IBL circles.

“This training helped me to understand my business and how to sell my product better” Karin

