



PROGRAMME DRAFT PRESENTATION

SummerSchool of Master Infectious Diseases One Health

UAB June 18-22 2018

To provide the students with the knowledge and professional skills to pursue an academic career in research, teaching, working for an NGO or entering industry employment as R&D specialists.

To promote an integral training of the future professionals it is essential to develop personal habits that will help to increase future employability of IDOH students.

SummerSchool will focus on “soft” skills, such as communication, leadership, adaptability, negotiation and entrepreneurship, commercialization and translation of discoveries which will provide the students with essential generic skills for their future careers.

Vision of the case

As seen by consultant ESCOOL



1. Each student is a key expert that shall lead the IDOH view in real projects in the future.

IDOH is a brand new discipline that will challenge old ideas and reluctant colleagues. They will be IDOH pioneers that will need an extra dose of persuasion and resiliency for their IDOH views to succeed.

2. As master colleagues they are a selected group of experts that has to keep learning, exchanging knowledge and experiences. Even after the master ends, they will have to keep together to strive.

1. It is very right the vision of the Master Direction of the need to arm the students with soft skills that will strengthen them for greater personal and professional abilities in persuasion and resiliency.

2. The master shall bind them with mechanisms that makes it easy for them to be updated about professional matters and keep on learning together in the real post-master life, and that they embrace willingly.

WHAT DO THEY CARE ABOUT

Fulfil their **Employability** expectations.

Being able to **make a difference** with their knowledge and action.

Being respected **Intrapreneurs** whose ideas are taken into consideration and flourish.

WHAT DO THEY WANT

To learn with **real practice**.

To have **fun**, also while working and studying.

To learn **useful** tricks to work more **efficiently**.

That everything learned has **continuity** after the master.

SummerSchool OBJECTIVE:

Help the student go beyond the status quo by giving them outstanding transversal skills and managing tools.

HOW? learning by doing

Learning **skills & tools** by doing **practical workshops based in real IDOH-related cases.**

They will see the **complete end-to-end picture of projects managing**, from the birth of an idea to the communication project that will disseminate it.

Stakeholders can engage in the definition of the practical cases the students work with.

WHAT? The plan is to design a 5-day practical course with the aim that students achieve practical skills

Get a glimpse of how they can use basic skills of Business management, social psychology, marketing & communication, entrepreneurship, and innovation for the management of IDOH projects.

The students are invited to participate in an **interactive workshop experience** lasting 5 mornings.

To challenge them we name it

Survival Toolkit for IDOH intrapreneurs

They will tackle real challenges suggested by them or stakeholders. They will work on real cases in teams. Covering end-to-end project phases: from identifying a problem to getting things done and commissioning a communication plan. Just as a modern intrapreneur would do it in a real corporation. They will practice a work process with best practices for IDOH experts. They will achieve ability with tools and resources that will expand their communicative, creative, innovative, and entrepreneurial management skills. They will leave Barcelona having activated their own network of digital knowledge.

Skills of creative thinking, leadership, innovation or transformation, team work, and agile management processes for a mobile first environment

Survival Toolkit for IDOH intrapreneurs

Survival Toolkit for IDOH intrapreneurs

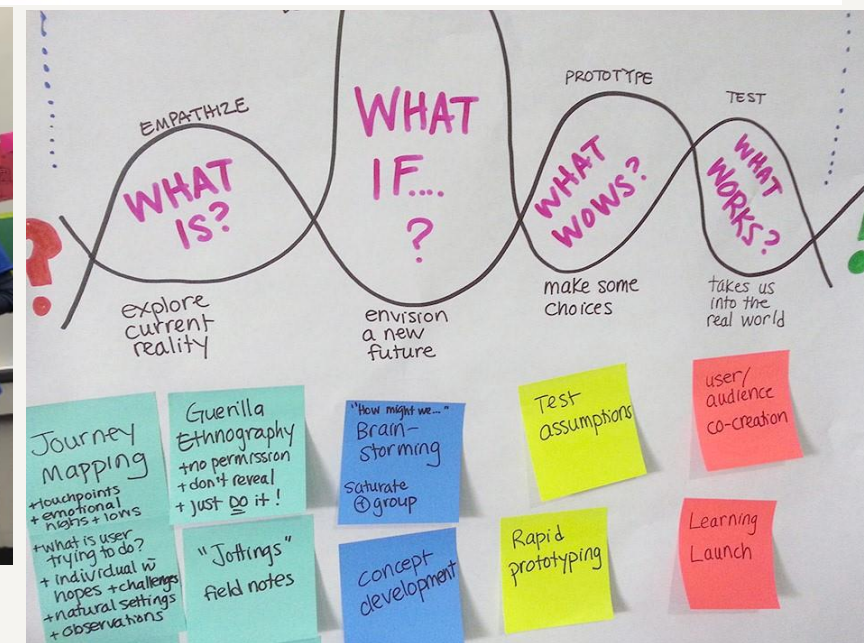
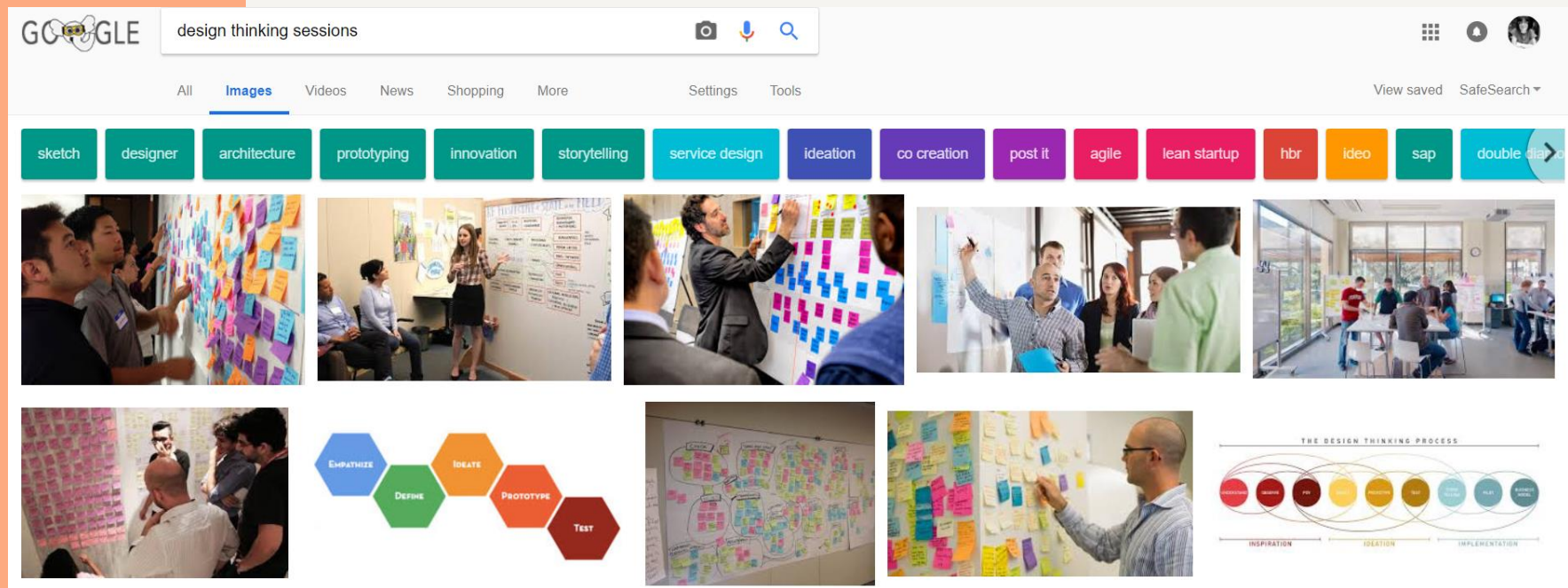
Learning by doing about

- Design thinking
- Value proposition design
- Visual thinking
- Marketing for good
- Interpersonal effective communication
- Non-verbal communication
- How to sell your ideas to your team and stakeholders
- Getting things done
- Projects time planning
- Communication strategies that get to your target



Sala B

It will look
a lot like this



Steps to Designing for Growth



DAY 1 & 2 Solving challenges with tools for creative innovation processes.

Spot your creativity personal profile.
4 balanced teams.

The teams will do real creativity works on their cases. challenges or missions with design thinking.

WHAT IS? STEP: Define the challenge. Empathise with the user. What happens. Create and analyse user segments profiles.

DAY 1 & 2 Solving challenges with tools for creative innovation processes.

WHAT IF? STEP Ideation of what might be the mission's solution. Value proposition design. Brainstorming. Define criteria. Idea selection.

WHAT WOWS? STEP Implementation starts prototyping your Minimum Viable Project plan. The mission model canvas.

WHAT WORKS? STEP Agile ways of getting things done with and Action Plan. Project time planning. Stakeholders and team co-ordination. Testing and adjusting. Dissemination & Launch.

The Mission Model Canvas

Mission/Problem Description:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Buy-in & Support 	Beneficiaries 
	Key Resources 		Deployment 	
Mission Budget/Cost 		Mission Achievement/Impact Factors 		



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DESIGNED BY: Strategyzer AG & Steve Blank
The makers of Business Model Generation and Strategyzer

Strategyzer
strategyzer.com

DAY 3 Selling your ideas to your team partners and stakeholders

ASSERTIVE LEADERSHIP

session with a social psychologist

EFFECTIVE WRITING TIPS & TOOLS

One page summary. 3 paragraphs email.
Self-explaining powerpoint presentations.

THE MESSAGE: START FOR WHY

DAY 4 Creating a communication campaign that changes behaviours

TRENDS ANALYSIS & SWOT. Strengths, Weaknesses, Opportunities and Threats of your product or service. Nudging (behavioural economics).

USER RESEARCH. Empathy towards audiences. Insights. Target types.

COMMUNICATION BRIEF. How to speak to your communication service provider.

DAY 5 Using digital tools to co-create our own IDOH network of knowledge

MOBILE APPS AND TOOLS FOR MANAGEMENT PRODUCTIVITY AND INFORMAL LEARNING.

USING DIGITAL TOOLS LIKE A PRO FOR CONTENT CURATION. Research info. Identify key knowledge curators. Keep info. Consume info. Share info adding value. Connect with key partners.

PRACTICAL TAKEAWAY IN THEIR SMARTPHONES: THEIR OWN SYSTEM FOR SHARING IDOH KNOWLEDGE.



byESCOOL.com

+34 93 000 02 22

hola@byescool.com

Rambla de Catalunya, 125 3-2
Barcelona



Twitter

[@byESCOOL](https://twitter.com/byESCOOL)



Twitter

[@sheAging](https://twitter.com/sheAging)

[@youtoolity](https://twitter.com/youtoolity)

Montse Monllau
Consultant & Founder



[@montsemonllau](https://twitter.com/montsemonllau)

ESCOOL is a Marketing Innovation
consultant, specialist in strategic
planning of Communication projects.

<div> Today « < > » 05 Mar – 15 Apr 2018 </div>				
Mon	Tue	Wed	Thu	Fri
05	06	07	08	09
12	13	14	15	16
Ajustos del draft i de la presentació per al StrCo				
11:00 entrega draft	feedback de Natàlia			
19	20	21	22	23
Reunió StrCo				
26	27	28	29	30
rebre feedback i ajustos a feedback de StrCo				
02	03	04	05	06
BLOC 2. Disseny del student journey de la summerschool i dels continguts formatius de les 5 jornades.				
contacte amb col·laboradors psico				
09	10	11	12	13
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contacte amb col·laboradors psico				

<div> <div>Today « < > »</div> <div>16 Apr – 27 May 2018 ▾</div> </div>				
Mon	Tue	Wed	Thu	Fri
16	17	18	19	20
•BLOC 2. Disseny del student journey de la summerschool i dels continguts formatius de les 5 jornades.				
23	24	25	26	27
•BLOC 2. Disseny del student journey de la summerschool i dels continguts formatius de les 5 jornades.				
30	01 May	02	03	04
•BLOC 2. Disseny del student journey de la summerschool i dels continguts formatius de les 5 jornades.				
07	08	09	10	11
presentació prèvia del programa a Direcció i consulta de challenges a stakeholders				
14	15	16	17	18
ajust a feedback de Natàlia i stakeholders				
21	22	23	24	25
•ajust a feedback de Natàlia i stakeholders				

<div> <div>Today « < > »</div> <div>21 May – 01 Jul 2018 ▾</div> </div>				
Mon	Tue	Wed	Thu	Fri
21	22	23	24	25
ajust a feedback de Natàlia i stakeholders				
28	29	30	31	01 Jun
BLOC 3. Organització/Direcció de les jornades.				
				Presentar-ho als estudiants
04	05	06	07	08
BLOC 3. Organització/Direcció de les jornades.				
11	12	13	14	15
BLOC 3. Organització/Direcció de les jornades.				
18	19	20	21	22
BLOC 3. Organització/Direcció de les jornades.				
BLOC 3. Conducció de sessions.				
25	26	27	28	29