

NOVEMBER 2021

## Newsletter Vol. 1



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### Theater-based training for supporting innovations in enterprises (THENOVA)

THENOVA stands for the Erasmus+ project **Theater-based training for supporting innovations in enterprises**, which started on the 1st of November 2020. THENOVA partnership is composed of passionate teachers, experienced company trainers and professional artists from Austria, Germany, Greece and Poland who seek to integrate performative and theater-based methods in company training to boost innovation potential of Europe's small and medium-sized enterprises (SMEs).



## About THENOVA project

Nowadays, professional artists are successfully discovering new markets (i.e. personnel development) and are incrementally recognized as innovation drivers for many branches. THENOVA project also relies on the potential of the creative industry and considers performative and theater-based methods a powerful tool when creating and delivering a good and inspiring company training. We believe, theater-based training formats designed by qualified company trainers can greatly promote employees' potentials and thus boost innovations within nearby 25 million small and medium-sized enterprises in Europe. For this purpose, company trainers' skills and competences need to be enhanced.



## THENOVA objectives:



To boost skills and competences of SMEs trainers towards designing and delivering theater-based staff training



To raise awareness of SMEs employees and managerial staff for theater-based training



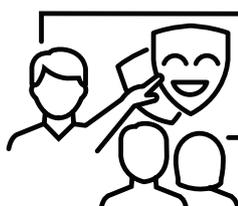
To promote cooperation between SMEs, training providers, and creative industries

## THENOVA intellectual outputs:



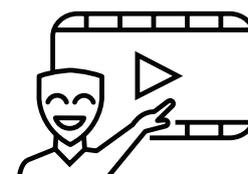
**IO1:**

Theater-based training program for SMEs trainers (in progress)



**IO2:**

Theater-based training sessions for SMEs staff (in progress)



**IO3:**

Video-based Open Educational Resources on theater-based training in SMEs (not started yet)

## IO1: Theater-based training program for SMEs trainers

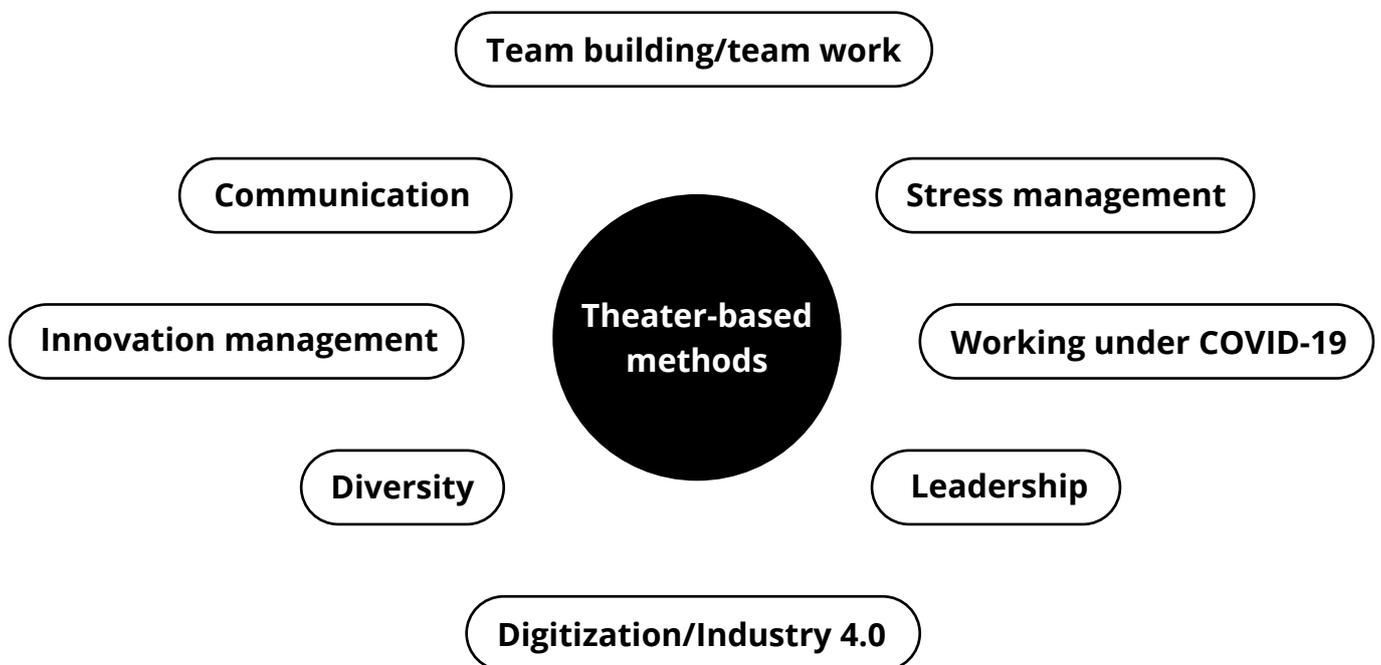
The objective of the theater-based training program is to equip company trainers with innovative theater-based and performative techniques when designing and delivering their training sessions to companies' employees.

In order to explore current and desired trainers' skills and requirements to a good company training, THENOVA partnership conducted individual and group interviews with real SME trainers, SME employees and managerial staff in enterprises. In total, 43 interviewees from Austria, Germany, Greece and Poland participated in the THENOVA needs analysis and shared their views and considerations regarding:

- Which theater-based and performative methods could be used by trainers in their work?
- Which company processes could be enhanced through the deployment of theater-based techniques?
- Which training techniques could promote innovation in SME in general?

Based on the interview results, THENOVA team identified the most relevant company training topics, which could be delivered using theater-based methods.

In the next step, THENOVA partner RHENANIA, actors' network from Cologne, specified a wide repertoire of performative techniques, which could best support design and delivery of the training sessions. Together these inputs formed the fundament and contents of the unique curriculum and training program for company trainers, which was designed by THENOVA team.



## Training week for company trainers

Obviously, it is not enough to develop the contents of the training program for SME trainers: they need to be tested in terms of their delivery to target groups. To this end, professional artists from the network RHENANIA designed and implemented a practical 5-day workshop week for pilot trainers based on the contents of the IO1 Theater-based training program.

The training week took place in Cologne from 11 to 15 of October 2021 in face-to-face format. It was highly important to deliver this training in person as it was based on body contact, interaction and communication among trainees. Thanks to the full vaccination and additional COVID-19 testing, our team was protected against possible health risks.

During the training week, 12 trainers from THENOVA partner institutions have grown to actors and performers. They were trained in using their voices and bodies, stepping into different roles, storytelling and im-

provisation techniques, playing scenes and performing in front of camera – and all this in the context of company training. Each training day resulted in a reflection session, which helped understand the relationship between the techniques required and their application in a specific context.

The training week was highly appreciated by THENOVA pilot trainers, who cannot await trying all the innovative techniques they learned in their daily work!

The good news is: not only THENOVA trainers can benefit from the know-how of professional artists. All the practical exercises, enriched with some recordings of the training sessions, are currently being written down and will form the heart of the IO1 training program for company trainers, which will be then made freely accessible to wider audience.



## What is coming next?

12 trainers who completed the training event above will create and deliver their own theater-based training sessions to company employees in their countries. In total, we expect 25 innovative training scenarios and corresponding sessions to the wide range of topics, which are relevant for today's companies across Europe. These sessions are expected to demonstrate the added value of the theater-based training for companies as well as the enhanced skills of THENOVA trainers.



**Program:**

Erasmus+ , Key action 2: Strategic Partnerships for vocational education and training

**Project lifetime:**

November 1, 2020 – April 30, 2023

**Project coordinator:**

Fachhochschule des Mittelstands (FHM)



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