



RESEARCH



IDEA



DESIGN



DEVELOPMENT



COMPLETION



SUCCESS

## Strategic Organisation Counseling using Symbols for Visualization



# Press Release 1

# November 2020

### The project

SMEs (especially social enterprises), Start-Ups or young entrepreneurs are very often low budgeted and therefore do not have the financial means to develop and install tools and trainings to further develop their business and the competencies of their teams. It is usually impossible for them to hire an external counsellor to support them in their strategical plan. Reflecting to this statement, Erasmus+ Program has set the objective of fighting unemployment through training and education, stating that “EU businesses need to become more competitive through talent and innovation”. The project SOCS aims to address this goal by improving learning provisions tailored to the specific needs of organisations or people who have HR and organizational development tasks.

“Overall, demand is growing for non-routine analytical skills and strategies involving creativity, problem-solving, communication, teamwork and entrepreneurship – all skills that help workers to maintain their employability and enterprises their resilience in the face of change.” (“A Skilled Workforce for Strong, Sustainable and Balanced Growth”, A G20 Training Strategy, INTERNATIONAL LABOUR OFFICE, GENEVA, NOVEMBER 2010) Therefore, the project partners aim at proposing innovative and effective tools for face to face and online learning. Building up on the effective method of Symbol-work for visualization of specific challenges and resources, the tools of SOCS project will lead to empowerment of the targets, to self-activation, taking self-responsible decision for their business, build their capacities in problem identification and developing effective action plans to solve problems.

### Innovation of the project

This innovative approach of symbol work uses visualisation as a very precious technique to create new responses instead of only dealing and being pushed by day to day business. Symbols help to express preconscious attitudes and mental barriers, even blind spots and get more clearness about future actions. More explicitly, symbols stand in when there are situations that are hard or impossible to describe by other means of communication. One main interest of symbol work is to make people act autonomously right from the beginning and to learn how processes, including solutions and changes can be accelerated or shortcut.

### Project Objectives

The overall aim of the SOCS project is to improve entrepreneurial practice by improving the skills of the responsible staff, especially those in charge in small organizations by the approach of symbol work. During the two years project period, partners aim to identify the areas of interventions most needed by the targets (organisational counsellors, consultants, business owners, entrepreneurs, especially young entrepreneurs, organizational and human resources managers and students, technicians for organisational development and HR decisions in organisations, start-up founders), by finding the existing tools most adequate for use, adapt them if needed or to develop new tools based on symbol work, especially for the final download versions or online versions of the tools for free use.

### Find us on the Web

We are very excited to announce the launch of our newly designed website. Visit <https://socs-project.eu/> to find out more about our project, to get informed about our news and activities and stay tuned to get informed about the trainings and the online tools that are being developed in the context of this project.

You can also find us on Facebook at . Through our Facebook page, you can have access to continuous updates on all the developments of the SOCS project, as well as news related to the field.

The consortium includes 5 partner entities, the coordinator Asociación Caminos - Asociación para el intercambio educación y desarrollo social, Spain and five other partners: Center for Social Innovation-CSI (Cyprus), Hafelekar Unternehmensberatung Schober GmbH - Hafelekar Business Consultancy Ltd (Austria), Bimec Ltd. (Bulgaria), INSTITUTO POLITECNICO DO PORTO (Portugal)