



# MY LEARNING JOURNEY

*“Never Stop Learning  
Because Life Never  
Stops Teaching” –  
Kirill Korshikov*

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## **Learning Workbook Journey**

**The learning journey workbook is a useful tool that allows you to keep track of learning developments. You can put down on paper what your starting skills are and define step by step where improvements are to be made and/or where the most difficult points are where you may need to dwell a little more.**

**The learning journey workbook is useful in order to have an overview of what improvements have been made at the end of the learning journey.**

01

# Starting point



## Before studying the PEAK Modules

### Present yourself

*Make a brief presentation of yourself by presenting (your age, your mountain area of reference, what your starting skills are, etc.) this will help you get a general picture of your strengths that can be used to develop the SWOT analysis.*

### What do you know about Youth Mountain Entrepreneurship?

- *What is your current expertise on youth entrepreneurship in mountain areas?*
- *Do you know of any entrepreneurial activities started by young people in mountain areas?*
- *Do you think mountain areas have resources that can be turned into entrepreneurial activities?*
- *Are you aware of the entrepreneurial situation of young people in mountain areas?*

### Do you think you have sufficient knowledge in the field of Entrepreneurship?

#### 1) Can you define/use:

- what a Young Mountain Entrepreneur is?
- Understand the advantages of becoming a Young Mountain Entrepreneur.
- Tools such as SWOT analysis to evaluate your idea.

If you do not know how to answer some of these points, take a look at **PEAK Module 1: Becoming a Mountain Youth Entrepreneur**

#### 2) Can you define/use:

- Identify market gaps that can be filled by you
- Identify and exploit local resources to turn them into entrepreneurial activities.
- Use tools to analyze and evaluate the smart business idea.

If you do not know how to answer some of these points, take a look at **Peak Module 2 - Our Opportunity for Mountain Entrepreneurship**

#### 3) Can you define/use:

- Systematic Inventive Thinking
- Design Thinking
- Evaluating ideas
- Identify underlying trends in tourism related to sustainability and customers' motive for traveling.

- Identify opportunities in ecological food production and its link with responsible tourism

If you do not know how to answer some of these points, take a look at **Peak Module 3a/3b -Sustainable Mountain Tourism, Food and Agriculture/Farming Innovation**

**4) Can you define/use:**

- Recognize why European Mountains and Businesses are Important
- Identify Sustainable Opportunities in Mountainous Area

If you do not know how to answer some of these points, take a look at **Peak Module 4 - Environmental Sustainability Approaches for Mountainous Businesses and Communities**

**5) Can you define/use:**

- Understand Customer Base
- Build your Brand
- Provide Customer Service of Mountain Regions and Products

If you do not know how to answer some of these points, take a look at **Peak Module 5 - Mountain Marketing Key Things you need to know to attract customers/clients**

**6) Can you define/use:**

- Why and how there is a gender gap in entrepreneurship.
- Why women face special challenges in entrepreneurship that become more complicated in mountainous areas.

If you do not know how to answer some of these points, take a look at **Peak Module 6 - Women and Entrepreneurship**

## Do you think you could become a Mountain Entrepreneur?

- *Do you have any business ideas that you would like to start in your mountain area?*
- *Outline your business idea below, even if only a draft, and implement it step by step with the information and tools you will find in the PEAK modules.*
- *At the end of your PEAK training you will have your business idea complete with market analyses and you can think about putting it into practice.*

02

Where are you?



***Knowledge and competences I acquired about :***

## **Benefit and advantages of the mountain areas**

***Use the following questions as a guide***

- *What skills have been acquired and what gaps have been bridged in the initial knowledge?*
- *What are the most difficult topics in this module?*
- *Which points were you most comfortable with?*

## **Market gaps in mountain areas**

***Use the following questions as a guide***

- *What skills have been acquired and what gaps have been bridged in the initial knowledge?*
- *What are the most difficult topics in this module?*
- *Which points were you most comfortable with?*

## **Tools to develop your business idea (Business Canvas Model)**

***Use the following questions as a guide***

- *What skills have been acquired and what gaps have been bridged in the initial knowledge?*
- *What are the most difficult topics in this module?*
- *Which points were you most comfortable with?*

## **Working methods to develop sustainability**

***Use the following questions as a guide***

- *What skills have been acquired and what gaps have been bridged in the initial knowledge?*
- *What are the most difficult topics in this module?*
- *Which points were you most comfortable with?*

## **Improve and evaluate ideas**

***Use the following questions as a guide***

- *What skills have been acquired and what gaps have been bridged in the initial knowledge?*
- *What are the most difficult topics in this module?*
- *Which points were you most comfortable with?*

## Innovation in mountain tourism

*Use the following questions as a guide*

- *What skills have been acquired and what gaps have been bridged in the initial knowledge?*
- *What are the most difficult topics in this module?*
- *Which points were you most comfortable with?*

## Environmentally Friendly Mountain Enterprises

*Use the following questions as a guide*

- *What skills have been acquired and what gaps have been bridged in the initial knowledge?*
- *What are the most difficult topics in this module?*
- *Which points were you most comfortable with?*

## Marketing objectives: how to build your brand, understand your customer and sell your product

*Use the following questions as a guide*

- *What skills have been acquired and what gaps have been bridged in the initial knowledge?*
- *What are the most difficult topics in this module?*
- *Which points were you most comfortable with?*

## Gender gap in entrepreneurship

*Use the following questions as a guide*

- *What skills have been acquired and what gaps have been bridged in the initial knowledge?*
- *What are the most difficult topics in this module?*
- *Which points were you most comfortable with?*

Are you satisfied with what you reached?

Were the practical examples and the case studies clear and helpful to develop your idea



03

Where you want to go?



## After studying the PEAK Modules

### New skills and competences you want to develop.

*After completing the **PEAK training modules**, outline the competences you have achieved that you would like to implement and take forward and compare them with those of the starting points.*

### Objectives you want to achieve.

What are the objectives you want to achieve after learning the specific skills and knowledge?  
Outline your future goals below and keep track of them.

### I'm disappointed / not satisfied with...