

## Good practice: “Sprache - Persönlichkeit - Empowerment - Aktivierung - Kommunikation” (SPEAK)

Name of the project / programme	<b>SPEAK: Sprache - Persönlichkeit - Empowerment - Aktivierung - Kommunikation</b>
Name of the organisation	BlickpunktIdentität
Main methodology applied	coaching self directed learning theatre pedagogy outdoor pedagogy team-oriented learning in interactive working groups (method designed by BlickpunktIdentität)
Main project milestones	team-oriented phase language learning - personality training - team-oriented learning in interactive working groups traineeship (field work) job seeking
Players involved in implementation	job centre of Lower Austria 2 trainers and 1 coach of BlickpunktIdentität 20 participants local firms
Resources applied to implementation	2 seminar rooms to support 2 learning groups 1 room to support coaching computers with internet connection
Mentoring and evaluation of results	3 months after the end of this project 70% of the participants were employed
Implementation period	Between 2 and 5 years
Description of targets / users	unemployed women between 16 and 25 unemployed women between 45 and 60 unemployed man between 16 and 25 unemployed man between 45 and 60
How the users are selected	The target group is selected by the job centre of Lower Austria and BlickpunktIdentität
Needs and situations on which the	Job market related, Insertion specific problems, Training needs

project is based	
Specify "Other/s"	
Main objectives of project / practice	Produce changes in the education / labour systems, Produce changes in the insertion methodology, General transformation of the social environment / community
Main impacts on project / practices targets	<ul style="list-style-type: none"> <li>• improvement of speech intelligibility, reading comprehension in job-related situations in the foreign language</li> <li>• ability to master different job-related situations in the foreign language,</li> <li>• fostering to be sympathetic about other cultural environments and nonverbal forms of communication</li> <li>• mutual understanding for men and women, different age groups, balance of generations, gender mainstreaming</li> <li>• extended repertoire of communication sets and of the roles of the sexes</li> <li>• efficient information transfer</li> <li>• improvement of self-expression</li> <li>• improvement of self-marketing</li> <li>• improvement of self-competence and self-confidence</li> <li>• improvement of the ability to learn autonomously and effectively</li> </ul>
Impact on methodological innovation	<p>The method "team-oriented learning in interactive working groups" is based on the concept of learning by teaching. The ancient philosopher Seneca is famous for his thesis: "homines dum docent discunt!" which means that people are learning while they are teaching. In the more recent past, between 1981 and 2008, Jean-Pol Martin developed a framework and theory on the topic learning by teaching.</p> <p>"Team-oriented learning in interactive working groups" is based on two different groups of learners: group 1 and group 2. The consistency of these groups can change due to the needs of different learning tasks. Read more about the different kinds of learning groups in the section: "Impact on social, educational, economic organisations"</p> <p>Before midday group 1 is educated in the foreign language, while group 2 has a lesson in soft skills. In the afternoon group 1 teaches group 2 with support of the language and soft skills trainers the content of the lesson they had before midday. By doing so the members of group 1 and 2 can form different kinds of smaller or larger groups and are able to use different kinds of teaching instruments. To fulfil these tasks 2 weeks training of teaching methods takes place before participants start to work in "team-oriented learning in interactive working groups"</p> <p>On the following days the groups are changing. Group 2 has now a lesson in foreign language before midday, while group 1 is educated in soft skills. During the afternoon group 2 teaches group 1 with the assistance of the two trainers what they learned during the before midday session.</p> <p>Thanks to this method new knowledge can more easily be memorized in the long-term memory of the participants and learners have the possibility to use their even learned content straight away.</p> <p>A further important effect of this method is that the situation of becoming a teacher is fostering the empowerment</p>

	and the self esteem of participants and broadens their fields of action.
Impact on institutions	
Impact on social, educational, economic organisations	<p>The constitution of the participant target group allows to form different kinds of subgroups which are aiming at different learning outcomes:</p> <ul style="list-style-type: none"> <li>• gender homogenous and cross-generational working groups: to strengthen the gender identity, to share commonalities, to reflect diversity</li> <li>• generational homogenous and cross-gender working groups: to exchange experiences, to reduce prejudices, to practice communication</li> <li>• cross-generational and cross-gender working groups: to broaden one's horizons, to support and motivate each other</li> </ul>
Impact on local community	local firms have the possibility to observe performance and skills of a trainee during a practical training period which is financed by the Austrian job centre
More information about needs and situations on which the project is based	<ul style="list-style-type: none"> <li>• persons in need of an intensive vocational reorientation</li> <li>• persons in need of special competences in generation-spanning collaboration</li> <li>• persons in need of social skills training (Team competence und customer orientation) to improve their chances on the labour market</li> <li>• persons in need of profound foreign language skills and specific knowledge about foreign culture</li> </ul>
More information about the main objectives of project / practice	<p>efficient and sustainable integration of unemployed persons into the labour market; integration-rate of 70 %. As subgoals the following issues can be reached within this project:</p> <p>improvement of social and language based key skills to improve the chances of the participants on the labour market</p>
How the users are selected	

<http://www.blickpunkt-identitaet.eu/>