

# Who is Stivako?

Vocational Training and Education Institute for management and Leadership in the print media and creative industries

- 75 years of education of entrepreneurs
- Focus on management and marketing
- Sustainability and CSR
- Innovation



# **Activities:**

- Education: VET; incompany, parttime
- Workshops
- Short trainings and educations
- Coaching on innovation
- Subjects: quality, health & safety, environment, CSR, FSC, sales and marketing, leadership, HRM, coaching, finance etc.



- Focus: Graphic media industry, in NL 1450 SME's
- Amount of teachers: 25 (flexible employable)
- Amount of students: average 750 a year
- Average age of students: 20 50 years old

#### STIVAKO

# How?

Strongly focused on company practice with 'real life' assignments and games that have to contribute to the competitiveness of the company.

- Focus on the job profiles needed in the future ('new skills for new jobs')
- Focus on the new aspects of company management.
- Innovation with products; for example: Lean manufacturing, Marketing, Projectleader CI, CSR

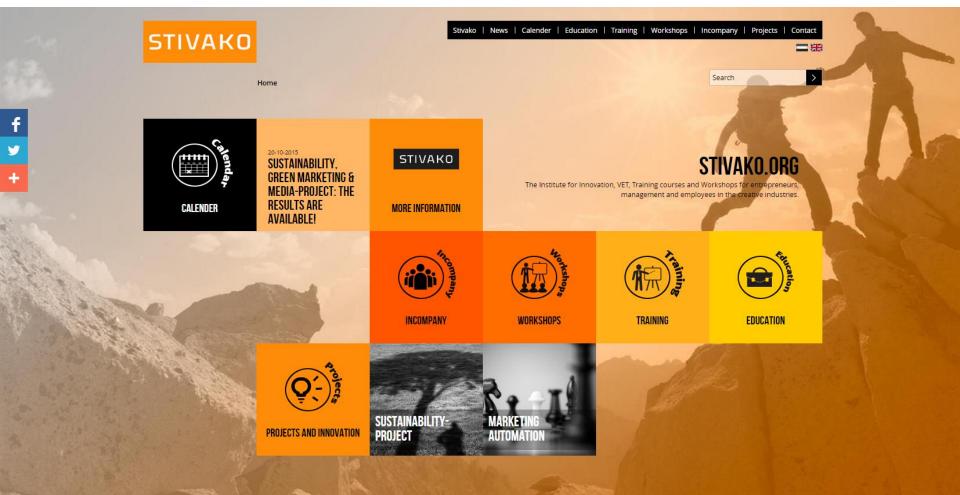


# Innovation

- Coaching companies in innovation processes and projects
- National and international projects



# www.stivako.org or .nl



# Amstelveen, 7 & 8 December 2015

Program - day by day

WHAT ARE WE GOING TO DO?



### Today MORNING:

- Who are you?
- Project activities & tasks, goals, planning

#### AFTERNOON:

- Workshop sustainability
- Workshop multimedia

**EVENING**:

Social event: dinner



# **Tuesday 8th, 2015**

MORNING:

- Breakfast session student activities
- Workshop management systems & certification
- Workshop entrepreneurs skills

AFTERNOON:

- Sustainability game
- Administation
- Individual coaching



# Have a nice visit in The Netherlands

