NOORDBOEK

ALEXANDER GRIT, NATALIE GUMBS

Strengthen entrepreneurial capacity

Using Critical Friend Method as factor of success



The professorship Entrepreneurship in Transition has developed a philosophy to strengthen the entrepreneurial capacity of individuals, companies and regions. The philosophy assumes that successful entrepreneurship is both a personal and a collective assignment exploring possibilities. The Critical Friend Method is a working method that takes shape in multi-level and multi-disciplinary settings and can be applied to innovation, connection and entrepreneurship issues.
People are challenged to take self-direction, think critically, and take the next step.
Companies with innovation challenges can successfully use the Critical Friend Method to share knowledge bypassing potential hierarchical constraints.
Regions in the world are facing challenging transitions. Such as from linear to circular creation processes. This method contributes to the current transitions in society by promoting knowledge sharing, stories and exchange.
Strengthen entrepreneurial capacity Strengthen entrepreneurial capacity is a handbook that provides all the tools to support this process and offers instructions that have been tested in practice for students, entrepreneurs, teachers and workplaces.

The professorship Entrepreneurship in Transition is a collaboration between Hanze University of Applied Sciences Groningen and Alfa-college.

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