



NÆRINGSHAGEN FOR
HITRA OG FRØYA®

EVENT

HOW TO ORGANIZE A LEADERSHIP IN A LAVVO EVENT FOR SUPPORTING SME INNOVATION

An example from the event Ledelse i lavvoen arranged on Hitra, Trøndelag, Norway



The photos in this guideline is provided by: Dolmsundet Hotell

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An example from the event *Ledelse i lavvoen* arranged on Hitra, Trøndelag, Norway

THIS GUIDELINE

This guideline can be used by anyone who is planning an event which aims to be a learning arena in a psychologically safe, dynamic and relaxing environment and setting. Please note that this guideline is based on creating a specific networking event for leaders and employees that want to learn how to lead and self-lead.

CONTEXTUAL SUMMARY

Leadership in a lavvo is arranged by Næringsshagen (industrial garden) for Hitra and Frøya. What defines Hitra and Frøya's industrial garden is that it aids businesses and the local business community in the island region to foster growth and sustainable development. This is accomplished by establishing networks, providing access to knowledge, and offering professional expertise as required. Leveraging a broad network and deep understanding of the local business landscape, we collaborate closely with companies. The industrial garden arranges skill enhancing gatherings that aim at various, relevant topics within leadership and self-management, for both its members and non-members, employers and employees.

Thanks to the support from Bridges project, we were able to organize a round of leadership in a lavvo, titled "Men and Women in Management: Two Worlds or Two Sides of the Same Coin?" Funding from SIVA and Trøndelag County Council empowers Blue Competence Center as advocates for business development, providing essential support for those aspiring to start, grow, or develop a business. The Leadership in a lavvo event serves as a key competence and networking arena, addressing current industry challenges on Hitra and Frøya.

SIVA, with the support of Trøndelag County Council, develops and finances a national infrastructure for innovation, including incubators, business gardens, catapult centers, and industrial real estate. This infrastructure aids entrepreneurs, SMEs, and established industries in creating jobs, implementing technology, acquiring new skills, and developing sustainable production. Serving as a crucial part of the national innovation and industrial development incentive structure, SIVA annually benefits over 10,000 companies, supports 71+ innovation companies, operates 35 incubators and 38 business gardens, and provides extensive industrial facilities and expertise.



EVENT BREAKDOWN SUMMARY

When planning an event there are some important steps to take into consideration.

PART 1: PREPARATIONS BEFORE THE EVENT

1. BUDGET

Essential for successful planning is to start with a well-defined budget framework. This guarantees the project's adherence to schedule, proper resource allocation, effective risk management, and the delivery of value to stakeholders during the event.

2. DEFINE THE EVENT GOALS AND TARGET AUDIENCE

It is important to identify and define the objective of the event and articulate the desired outcomes. Establish goals that harmonize with the event's purpose and specify the target audience poised to gain value from participation.

Example: Leadership in a lavvo is an arena intended for employers or employees who want to learn more about management or to learn how to manage themselves. The primary objective is to communicate to potential stakeholders that the arena and topics have been carefully selected to foster discussion, reflection, and learning within a tranquil environment. This unique setting enables participants to receive information and learn in a manner distinct from traditional events or conferences.


Example: When designing Leadership in a lavvo with the topic men and women in management. We also had to take into consideration which panelists we should invite, how many of them we should invite and how to arrange the different panels to create a common thread throughout the event.

Tip! Info about how to onboard the panelists and useful information on how to get people to join the panel is presented in PART 2.

3. SELECT THE EVENT TYPE AND FORMAT

Select an event type aligned with the purpose and decide on the format.

Then, determine the most fitting format, considering whether it should be conducted in-person, virtually, or as a hybrid. For collaborative knowledge work, a workshop may be suitable; for discussions or agreements, opt for a conference. Choose a seminar for small recurring group meetings, or a networking event for relationship-building.



Example: Leadership in a lavvo is organized as a gathering in a lavvo. The purposeful use of a lavvo, a traditional Sámi tent with a fireplace, creates a culturally resonant and cozy space that fosters relaxation, reflection, and learning. The unique ambiance of the tent, combined with the warmth of the fireplace, promotes a distinct and immersive learning experience, departing from conventional settings.

This approach ensures participants enjoy a nice atmosphere within a psychologically safe and dynamic arena designed for reflection and learning. Recognizing that active participation enhances learning, especially for SMEs involved in innovation, where creating new products, services, or improving processes is key. By innovatively altering learning methods and arenas, we can design an environment that goes beyond the usual, facilitating a more effective learning experience.

4. SELECT DATE OF THE EVENT

When selecting the date of an event it is essential to do some research to see if there is an existing or similar event that takes place in your local context. When selecting the date, you should consider if your event might benefit from the synergy, if connected.

Example: Leadership within the lavvo is orchestrated by the industrial garden, emphasizing the importance of understanding the overarching goals of the industrial garden, the needs of SME members, and the local requirements of Hitra and Frøya. To streamline a process like this, it is advisable to choose a specific date, align it with the theme, and organize a series of events for management in the lavvo. This involves creating a structured yearly cycle with diverse events within the same category. This approach facilitates a comprehensive review of past developments, current industry needs, and future considerations, ensuring a strategic and forward-looking approach to leadership and decision-making.

5. CHOOSE LOCATION

Here are some things to consider when choosing the location for the event.

- Is the venue centrally located or is it easy to get to by local transport?
- Does the venue accommodate the desired number of participants?
- Does the venue offer catering or serving included in the rent or do you have to take care of this in addition?
- Become familiar with the venue's safety and fire regulations.
- Ensure sustainability for the event*.

Example: Leadership sessions within the lavvo embody a unique concept distinct from conventional events. Consequently, one option is to convene participants in a remote location, creating an atmosphere of tranquility and relaxation. This setting encourages participants to unwind, promoting a relaxed demeanor, an open-minded mindset, and a readiness for reflection.

* Ensuring sustainability is a key priority for Industrial Garden and Blue Competence Center events, aligning with Eco-Lighthouse principles. This commitment includes supporting local food and services, meticulously offering public transport options, and implementing recycling practices.

The Eco-Lighthouse Foundation stands as Europe's first nationally recognized certification scheme, acknowledged by the European Commission in December 2017. This recognition affirms the foundation's compliance with international eco-labelling standards such as EMAS and ISO 14001, showcasing its commitment to environmental responsibility and effective digital solutions.

For Norwegian enterprises, the significance lies in the ability to present Eco-Lighthouse Foundation certification as valid documentation in tender competitions conducted by European public contracting authorities. This recognition facilitates participation in international procurements, aligning with Section 16-7 (2) of the Regulation for public procurements. The foundation's journey towards recognition was initiated in response to the EU's procurement directive, implemented through Norway's Regulation for public procurements, underscoring its commitment to environmental sustainability at both national and international levels.

6. TIMETABLE

Developing a timetable requires careful planning and coordination to ensure the seamless execution of the event. Here are essential steps to follow:

1. Specify event details, including the date, time, location, and number of participants.
2. Create a comprehensive list of event activities, estimate the duration of each, and assign responsibilities to individuals.
3. Develop a schedule, logically organizing activities such as setup, opening ceremony, main sessions, meals, breaks, entertainment, and rig down. Integrate buffer times between activities.
4. Distribute the timetable to speakers, presenters, and organizers.
5. Establish a contingency plan for unforeseen circumstances, such as speaker cancellations, technical issues, or weather changes (for outdoor venues).

Tip! The timetable for Leadership in a lavvo is presented in PART 2.

7. INVITATION AND PROGRAM CONTENT

The invitation should include all relevant event details and unique selling points, as outlined in the attached program:

1. Personalize the invitation design to resonate with the target audience, featuring a compelling headline.
2. Highlight key information such as date, time, venue, and provide a concise overview of what attendees can expect – the program.
3. Incorporate images or illustrations that align with the event's theme.
4. Include a call-to-action for RSVP and registration, capturing essential details like name, company, allergies, etc.
5. The program will emphasize the event's benefits by showcasing what participants stand to gain or experience, underscoring the value of attendance.

Leadership sessions within the lavvo embody a unique concept distinct from conventional events. Consequently, one option is to convene participants in a remote location, creating an atmosphere of tranquility and relaxation. This setting encourages participants to unwind, promoting a relaxed demeanor, an open-minded mindset, and a readiness for reflection.

Additionally, incorporating feedback mechanisms, facilitated by tools like eMarketeer, enhances the professionalism of the event. Customized invitations and streamlined tracking of event-related information, including allergies, special needs, catering suggestions for the following year, and nominations, contribute to a more efficient and tailored experience. Moreover, this feedback loop proves invaluable for refining and developing subsequent iterations of the event.

Tip! The Program Content for Leadership in a lavvo is presented in PART 2.

8. FINAL TIPS AND THINGS TO CONSIDER

- Conduct research to identify potential funding opportunities for the event and explore whether companies aligned with the event might contribute sponsored funds or donations. Additionally, consider negotiating deals to secure discounts on catering, venue, or other event-related expenses to minimize costs.
- Ensure to invite all project partners or individuals relevant to the event.
- Evaluate the event and gather feedback: After the event concludes, organizing an evaluation is valuable for understanding what aspects went well and identifying areas for improvement.
- In addition, these are things we had to consider when making this event: Determine the date, number of participants, and their suitability for the event.
- Identify the venue's capacity; this is a local event for residents of Hitra and Frøya, featuring a unique concept.
- Clarify the number of panelists and gather necessary information, including whether payment is required and the pricing structure for members and non-members.
- Specify the information needed for other participants who will be seated in the lavvo (tent) and listening, ensuring that the content contributes to a successful and educational event. We made specified questions to this topic; men and women in leadership and work.

PART 2: THE EVENT ITSELF

1. THE TIMETABLE AND AGENDA

This is an example of a timetable with an agenda and delegated tasks.

08.00 - 08.30: Opening of the Lavvo

-Serving of coffee, water, open-faced sandwiches, mulled wine, Christmas spreads (because the example event was held a month before the winter holidays so as to give added sense of cozy atmosphere).

08.30 – 08.45: Welcome by facilitators (15 minutes)

- Setting the atmosphere
- Brief overview of today's theme and program:
- Panel 1: Leadership, Panel 2: Recruitment and Panel 3: HR.
- Mention that the Industrial Garden will present future activities toward the end of the program.

Introduction of panelists and the facilitator of the Leadership in a lavvo panel

NB! The facilitator of the panel is a recognized psychologist.

- Introduction to the panelists
- Icebreaker: "Raise your hand if you've attended before."
- Ground rules: What's discussed in the lavvo stays in the lavvo.
- The psychologist shares insights, recent experiences related to today's theme, and mentions that today's topic was suggested by someone from the previous session. The discussion naturally transitions to the panel.

08:45 – 09:30: Panel 1: Leadership – Two young leaders; one male and one female

Proposed questions/topics:

- Leadership in diverse professions.
- The male leader: manages employees with practical experience and not necessarily higher education.
- The female leader: A young woman, has rapidly progressed in the organization. Is it due to feminine traits, personality, or determination?
- Leading men and women considering culture and language.
- Career planning in production.
- Differences in how men and women handle Health Safety and Environment issues.
- Reporting faults and deficiencies.

09:30 – 09:45: Stretch Break – The organizers distribute topic sheets with relevant questions designed for reflection. (15 minutes)

09:45 – 10:30: Panel 2: Recruitment – A headhunter vs. training officer (45 minutes)

Proposed questions/topics:

- Thoughts on recruiting into male-dominated professions.
- Retaining talented individuals.
- Recruiting women into board positions and leadership roles.
- The connection between diversity and innovation from a sustainability perspective.
- Considering equality and diversity when hiring or building networks.
- Perspective on recruitment and finding women for board positions.
- Why is it also important to talk about recruiting apprentices?
- Apprentices are tomorrow's leaders.

10:30 – 11:00: Break and a short workshop about the event topic (30 minutes)

11:00 - 11:45: Panel 3: HR – HR on Hitra versus Frøya and by a male HR leader vs. female HR leader (45 minutes)

Proposed questions/topics:

- Differences between male and female HR leaders.
- Highlighting the public sector's focus on recruitment, retention, and various essential services.
- Do local, municipal rivalries affect HR practices?
- Trainee program: Recruiting and retaining recent graduates.
- Attracting newcomers: Do they notice differences in what makes men and women thrive, or are there other factors?

11:45 - 12:00: Industrial Garden at Frøya and Hitra (15 minutes)

- The Industrial Garden provides information about upcoming developments and events.

12:00 - 13:00: Thank the panelists and participants in the lavvo for their participation and welcome everyone to (1 hour)

2. THE INVITATION, PROGRAM CONTENT AND PANELISTS



Arrangeres av:



SAMLING

Ledelse i lavvoen

Menn og kvinner i ledelse: To verdener, eller to sider av samme sak?

Hva er forskjellen på en hodejeger, en leder og en HR sjef? Når vet man at man har skutt gullfuglen og funnet den "perfekte" lederkandidaten på vegne av en bedrift, og hvordan kan vi sikre at vi beholder de «gode hodene»? Finnes kvinnene som skal sikre at vi får 40 prosent kvinneandel inn i styrene?

Du får faglig påfyll av organisasjons- og klimapsykolog Knut Ivar Karevold, og erfarne ledere deler historier, gir tips og råd. Sammen reflekterer vi over ledelse og hvordan vi går frem for å rekruttere og beholde våre ansatte.

Vårt ønske er at du skal gå inn i førjulstida med lavere skuldre og ny inspirasjon. Samlingen passer for deg som ønsker å lære mer om og av menn og kvinner i ledelse.

Vi starter med kaffe, bålstemning og en liten matbit kl. 08:00, og avslutter med deilig julelunsj og sosialt samvær.

Hjertelig velkommen!

LEADERSHIP IN A LAVVO:

"Men and Women in Management: Two Worlds or Two Sides of the Same Coin?"

We are gathering for another leadership session in the lavvo!

Location: Dolmsundet Hotel

Date: Wednesday, November 22, 2023

Time: 8:00 AM to 1:00 PM.

Limited seats available, so secure your participation today!

The gathering is organized by Næringsshagen for Hitra and Frøya, in collaboration with Hitra Business Association and Frøya Business Forum. Register [here!](#)

Men and Women in Management: Two Worlds or Two Sides of the Same Coin?

Exploring the distinctions between a headhunter, a leader, and an HR manager. When do you know you've hit the jackpot and found the "perfect" leader candidate for a company, and how do we ensure we retain the "top talents"? Where are the women who will ensure we achieve a 40 percent gender ratio on boards?

Organizational and environmental psychologist will lead the discussions, and our six panelists will share stories and experiences. Together, we will reflect on leadership and strategies for recruiting and retaining our employees.

Our wish is for you to enter the holiday season with reduced stress and greater confidence in your leadership role in the new year. The gathering is suitable for those who wish to learn more about men and women in leadership.

Speakers:

Psychologist:

With thirty years of experience helping large and small businesses with leadership and organizational development, including sectors such as food production, energy, and technology. He is the CEO of the Institute for Climate Psychology, specializing in sustainable leadership. He holds a Ph.D. in economic psychology, is an associate professor at the Sustainability Laboratory, University of Oslo, has taught at BI Norwegian Business School, and been a visiting researcher at Harvard University. He will lead the discussions and provide new insights and inspiration for effective leadership.

Headhunter:

A partner at Headvisor, this headhunter works as an executive search consultant, recruiting leaders and specialists in the private and public sectors. With expertise in the fisheries and aquaculture industry through various recruitment assignments, she is also committed to the industry as the leader of the Mermaid network – a national network that promotes women and diversity competence in fisheries and aquaculture.

Female young leader:

Operational leader at Frøy, has a background in organizational psychology and work experience in HR. She started as a crew manager at Frøy about a year ago and is now the operational leader in the same company. She describes herself as proactive and impatient.

Male young leader:

Operations manager at Bewi EPS Norway on Frøya, has been a leader with personnel responsibility for a continuous 13 years. He is currently responsible for a factory with 40 employees of different nationalities, ages, and genders. He is a results-oriented leader focused on workplace well-being and motivation.

HR leader of Frøya:

HR chief in Frøya municipality. She has worked in HR/personnel since the mid-90s, with 14 years in the private sector, 10 years in the public sector, and has been HR chief in Frøya municipality since 2020. She has experience in restructuring and change processes, recruitment, is a certified coach, and has broad expertise in the HR field, with further education in labor law and public administration.

HR leader of Hitra:

HR chief in Hitra municipality. He has worked with personnel/HR/HSE for many years, focusing on counseling and leadership support. With a background from the military, he has twenty years of experience in various officer positions in the Armed Forces.

We'll begin with coffee, a campfire atmosphere, and a light snack at 8:00 AM, concluding with a delightful Christmas lunch and socializing. Warm welcome!

Participation Fee:

Member Price: NOK 690,- (For participants from Næringsshagen for Hitra and Frøya and members of Hitra Business Association and Frøya Business Forum).

Non-member Price: NOK 990,-

If you have any questions about the event or the business incubator in general, feel free to email me or give me a call!

Best Regards,

Sølvi B. Nordin, leader Næringsshagen for Hitra and Frøya

PART 3: EVALUATION AFTER THE EVENT

After the event, a comprehensive evaluation process was conducted involving input from various stakeholders, including panelists, selected participants, the psychologist, the venue representatives, and the event organizers. This multi-faceted approach aimed to gather diverse perspectives on the event's effectiveness, impact, and overall experience.

By including insights from both contributors and participants, as well as professionals like the psychologist, the evaluation sought to capture a holistic understanding of the event's outcomes. The feedback obtained will play a crucial role in shaping the next iteration of the event.

By identifying strengths, areas for improvement, and key takeaways, this evaluative process informs strategic adjustments and enhancements for future events. This iterative feedback loop ensures that subsequent events are not only aligned with the objectives of the organizers but also resonate more effectively with the diverse needs and expectations of the participants and stakeholders involved.

Evaluation of "Leadership in a Lavvo" Event

Logistics and Setup:

- The seating arrangement in the lavvo and around the fireplace was appreciated.
- The rotation of 1-2 individuals to different tables for group tasks was effective.
- Adequate and frequent breaks were well-received.
- Positive feedback received for the whole of the event, Leadership in the Lavvo.

Topic:

- The theme of leadership, both for the young and less experienced as well as the experienced leaders, was engaging.
- Addressing both positive and less favorable leadership choices added depth to the discussions.
- The focus on a significant aspect for the participants in the lavvo was noteworthy.
- "Leadership in the Lavvo" as a title stood out positively.

Execution:

- The event flowed smoothly, attributed to pre-planning panel invitations and effective communication.
- Clear communication between organizers and awareness of the schedule among all involved were crucial.

Food:

- The initial serving of baguettes at 8:30 AM should be emphasized in invitations.
- Positive feedback on the buffet and the seasonal theme.

Atmosphere:

- The openness created in the lavvo set the tone.
- The psychologists open questions and role as a moderator were appreciated.
- Participants were engaged without distractions from mobile phones.
- The openness of speakers discussing challenges enhanced the overall experience.

Future Themes:

- Suggestions for topics like inclusion, leadership of diverse teams, innovation, and HR themes.
- Proposed themes include outsider perspectives, rule governance in HR, change management, and inclusion.

Other suggestions and comments:

- Proposals for planting questions to maintain engagement.
- Clearer communication about table themes for increased engagement.

Sources:

Næringsshagen for Hitra and Frøya (Industrial Garden) <https://nhhf.no/hva-er-en-naeringsshage/> (norwegian)

SIVA <https://siva.no/english/> (english)

Eco-Lighthouse <https://eco-lighthouse.org/> (english)