

**KICK Skills: media-rich teaching to boost  
entrepreneurial skills across study programs**



**KICK**



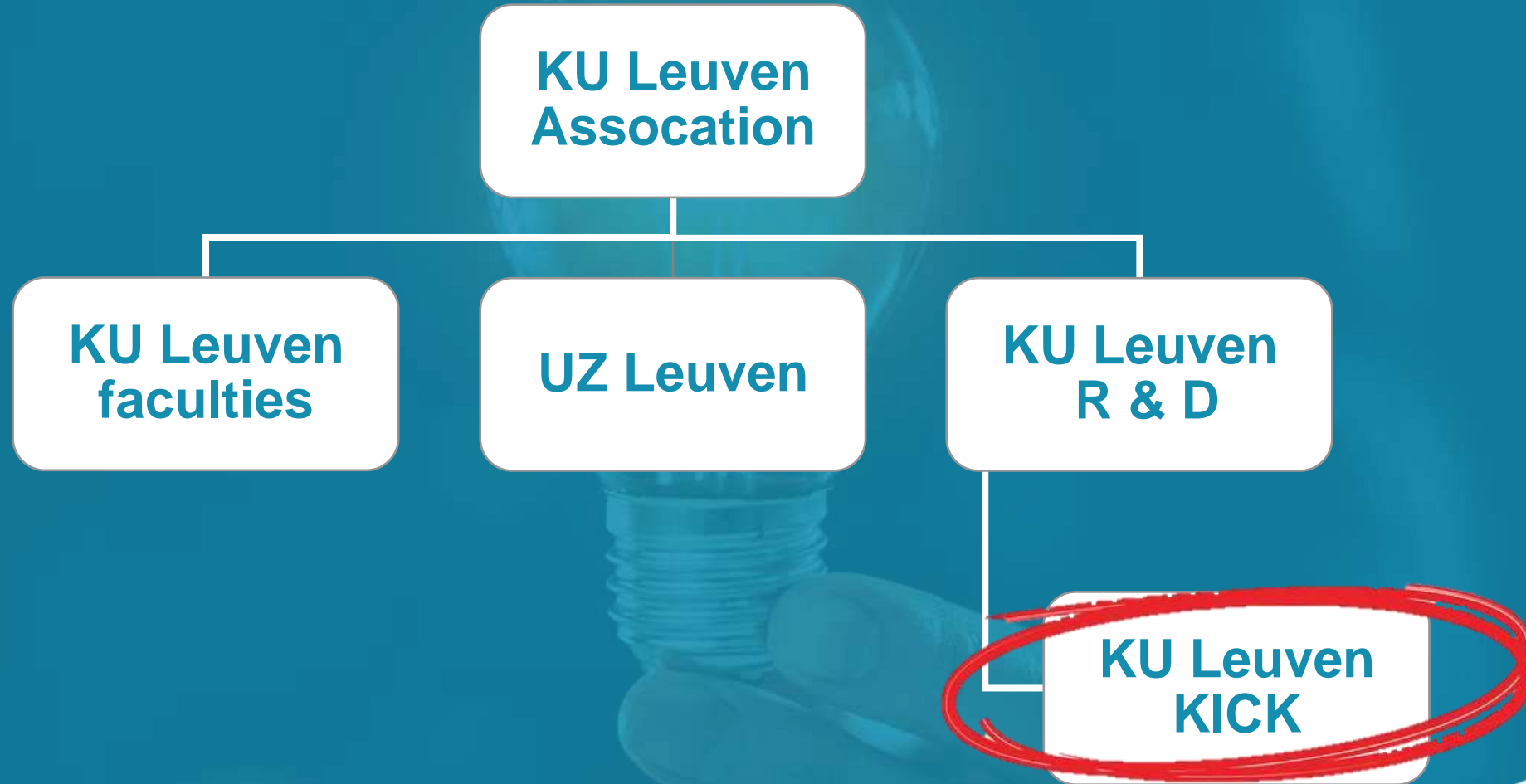
**CONFERENCE**  
LEUVEN 2024

Tine Van Lommel  
Innovation Manager KU Leuven R & D  
Director KU Leuven KICK

KICK wants to cultivate  
an entrepreneurial mindset  
in all students and faculties  
of KU Leuven Association

*more than 65k*







**The role of universities?**



**KU LEUVEN**



**VUCA**

**KICK**



# VUCA



Volatility



Uncertainty



Complexity



Ambiguity



SCALE

LAUNCH

PROTOTYPE

TEAMWORK

CREATIVITY

INTERDISCIPLINARITY

INSPIRATION

NETWORKING



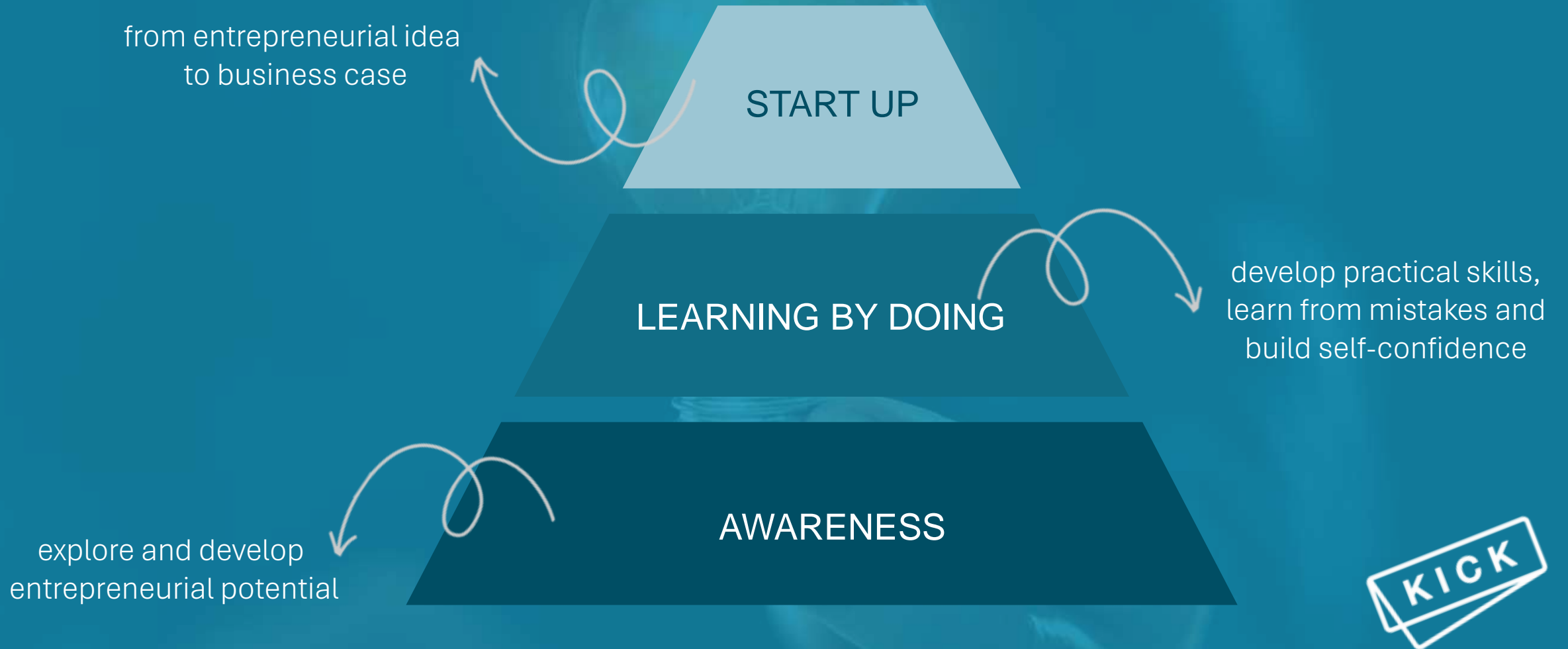
ENTREPRENEURSHIP



ENTREPRENEURIAL SKILLS



KICK



from entrepreneurial idea  
to business case

START UP

LEARNING BY DOING

develop practical skills,  
learn from mistakes and  
build self-confidence

explore and develop  
entrepreneurial potential

AWARENESS

**KICK**



START UP

Coaching  
Incubator Track

KICK Challenge

LEARNING BY DOING

Product Innovation Project  
Living Lab

Kenya project  
Technovation Hub

AWARENESS

KICK Essentials

Brown Bag Lunch

KICK Academy

KICK Skills



START UP

Coaching  
Incubator Track

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LEARNING BY DOING

Product Innovation Project  
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AWARENESS

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KICK Skills



**KU LEUVEN**

# KICK SKILLS





# KICK SKILLS

*What?*

Online video learnings about entrepreneurial (soft) skills

*For whom?*

For ALL students of KU Leuven Association



7 skills

- 
- Reflection
  - Project management
  - Networking
  - Working in team
  - Creative problem-solving
  - Pitching
  - Negotiation

>50 interviews with lecturers,  
program directors, staff,...

# KICK SKILLS

*selection*



# KICK SKILLS

*Results of field research*



scientifically based



away from economic context



no prior knowledge



fun sexy



sustainable



hands-on tools & frameworks



easy to integrate



English spoken





ADOPTERS  
SMART

SOPHISTICATED

INFLUENCER

TWEENS

POP CULTURES

MEDIA

# GENZ

GLOBAL

SOCIAL

MOBILE

CONNECT

INDEPENDENT

FUTURE

VISUAL



# KICK SKILLS *format*

- One **video module** per skill (e-learning)
  - split into several chapters; each chapter = 1 short video of 3 to 5 minutes
  - total duration +/- 45 minutes
- Visually attractive, professional, scientifically based, practical & hands-on, away from economic context (cases from daily practice), playful, different from (web)lectures



# KICK SKILLS

*format*

ANALYSIS

DESIGN

IMPLEMENTATION

TESTING

EVALUATION

*Course Design*

**KICK**





# KICK SKILLS

Module:  
Creative Problem-Solving



Chapter 1



Chapter 2



Chapter 3



Chapter 4



Chapter 5



Chapter 6



Chapter 7





Search this community



- Content
- Calendar
- Announcements
- Discussions
- Gradebook
- Messages
- Analytics
- Groups

Participant Preview

# KICK Skills

# Creative Problem-Solving



## Organisation Staff



Niels Aper

LEADER



Santi Boumans

LEADER



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## Organisation Content



Welcome!

Visible to participants



Video learning


Visible to participants








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 Organisation Image  
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[Mark attendance](#)


 Books & Tools  
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 Question Banks  
[Manage banks](#)


Add organisation schedule  
[Skip](#)


 Chapter 1: INTRODUCTION  
Visible to participants


 Chapter 2: MISCONCEPTIONS  
Visible to participants

 Chapter 3: DESIGN THINKING  
Visible to participants

 Chapter 4: UNDERSTAND AND DEFINE THE CHALLENGE  
Visible to participants

 Chapter 5: GENERATE IDEAS  
Visible to participants

 Chapter 6: CREATE AND TEST THE SOLUTION  
Visible to participants

 Chapter 7: RECAP  
Visible to participants





Search this community



Conten

KICK Skills - Creative Problem-Solving



# Chapter 1: INTRODUCTION

Visible to participants



Content Participant Progress

The video learning about creative problem-solving starts with the first video below: you find out what creative problem-solving really is and why it is such an important skill. Our expert, professor Bieke Zaman from KU Leuven, shares her insights with us.



After watching the video, you can do interactive exercises to test your understanding of this chapter (see below video).

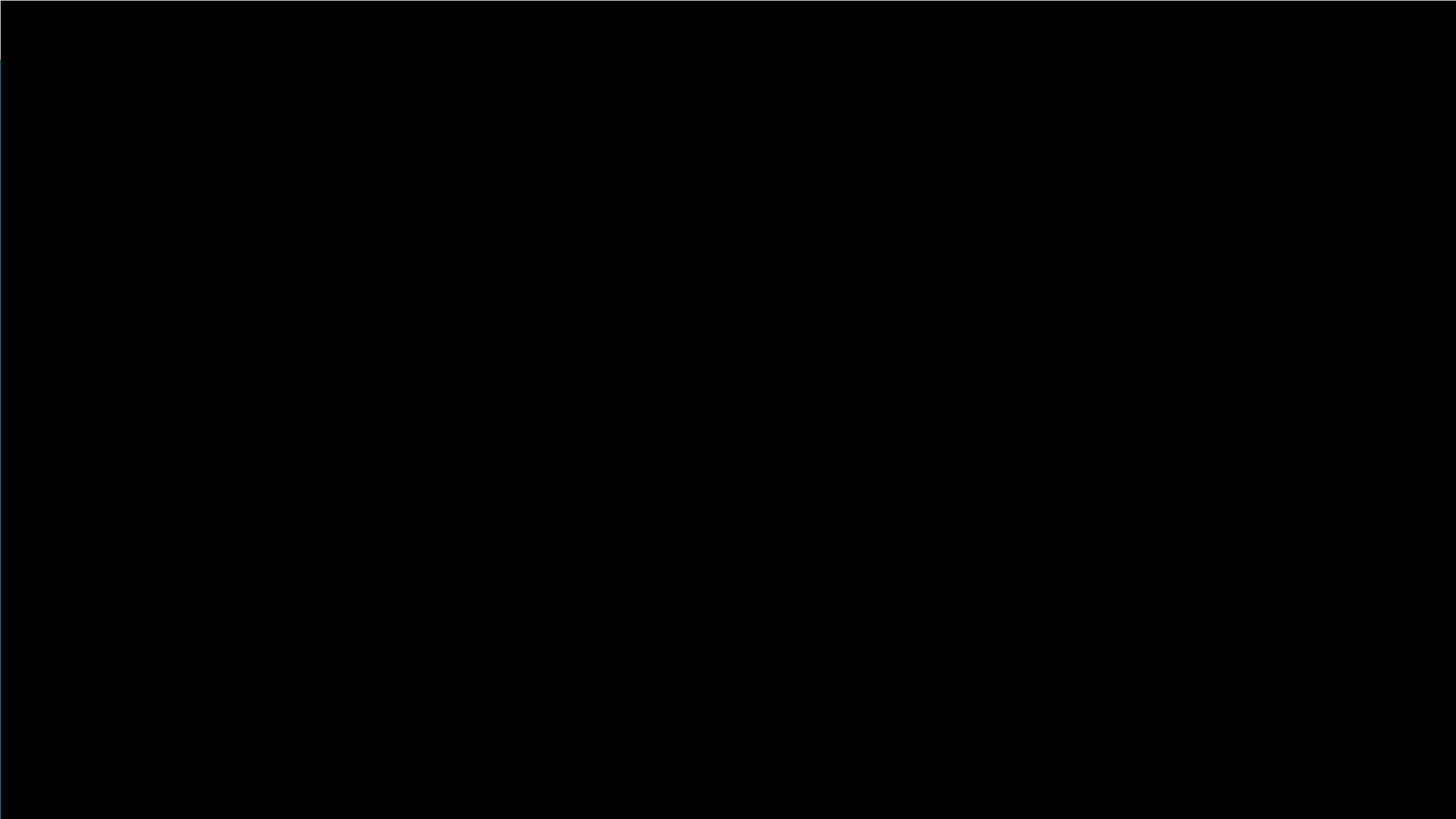
CREATIVE\_PROBLEM-SOLVING\_H1



Chapter 1  
Introduction









Search this community



Conte



Of



Show



Det



### TEST YOUR KNOWLEDGE






You can make short exercises to test your understanding of this chapter :


What is creative problem-solving?  

- Creative problem-solving is a linear process to come up with crazy ideas.
- Creative problem-solving is a technique to come up with solutions for complex societal problems and is less suitable for day-to-day challenges.
- Creative problem-solving is a dynamic process in which divergent and convergent thinking alternate.

Controleer



 Reuse  Embed H-P

 [Auto-generate question bank](#)



KICK

Skills

# REFLECTION

Deeply understand situations and transform new insights into more effective future behavior.



Meet the expert

**Dirk De Wachter**  
Professor KU Leuven



online  
course

45 mins

KICK

Skills

# CREATIVE PROBLEM-SOLVING

Approach challenges from different perspectives to better cope with our complex and everchanging world.



Meet the expert

**Bieke Zaman**

Professor KU Leuven



online  
course

45 mins

KICK

Skills

# WORKING IN TEAM

Unravel group dynamics and boost your collaborative skills: unite individuals to achieve a shared goal.



Meet the expert

**Martin Euwema**

Professor KU Leuven



online  
course

45 mins

KICK

Skills

# PROJECT MANAGEMENT

Achieve your goals by mastering techniques to efficiently plan and execute projects.



Meet the expert

**Inge Van Dooren**

Lecturer Thomas More



online  
course

45 mins

KICK

Skills

# PITCHING

Master the art of persuasion and captivate your audience with a compelling narrative.



Meet the expert

**Gaël Janssens**  
KU Leuven KICK



online  
course

50 mins

KICK

Skills

# NETWORKING

Understand your current network and learn to build and maintain meaningful connections in your professional and social life.



Meet the expert

**Erwin Knuyt**  
Lecturer KU Leuven



online  
course

50 mins



KICK

Skills

# NEGOTIATION

Transform negotiations into agreements that satisfy all parties and manage conflicting interests in a constructive manner.



Meet the expert

**Katalien Bollen**

Visiting Professor KUL



online  
course

55 mins

KU LEUVEN

KICK SKILLS

*implementation*

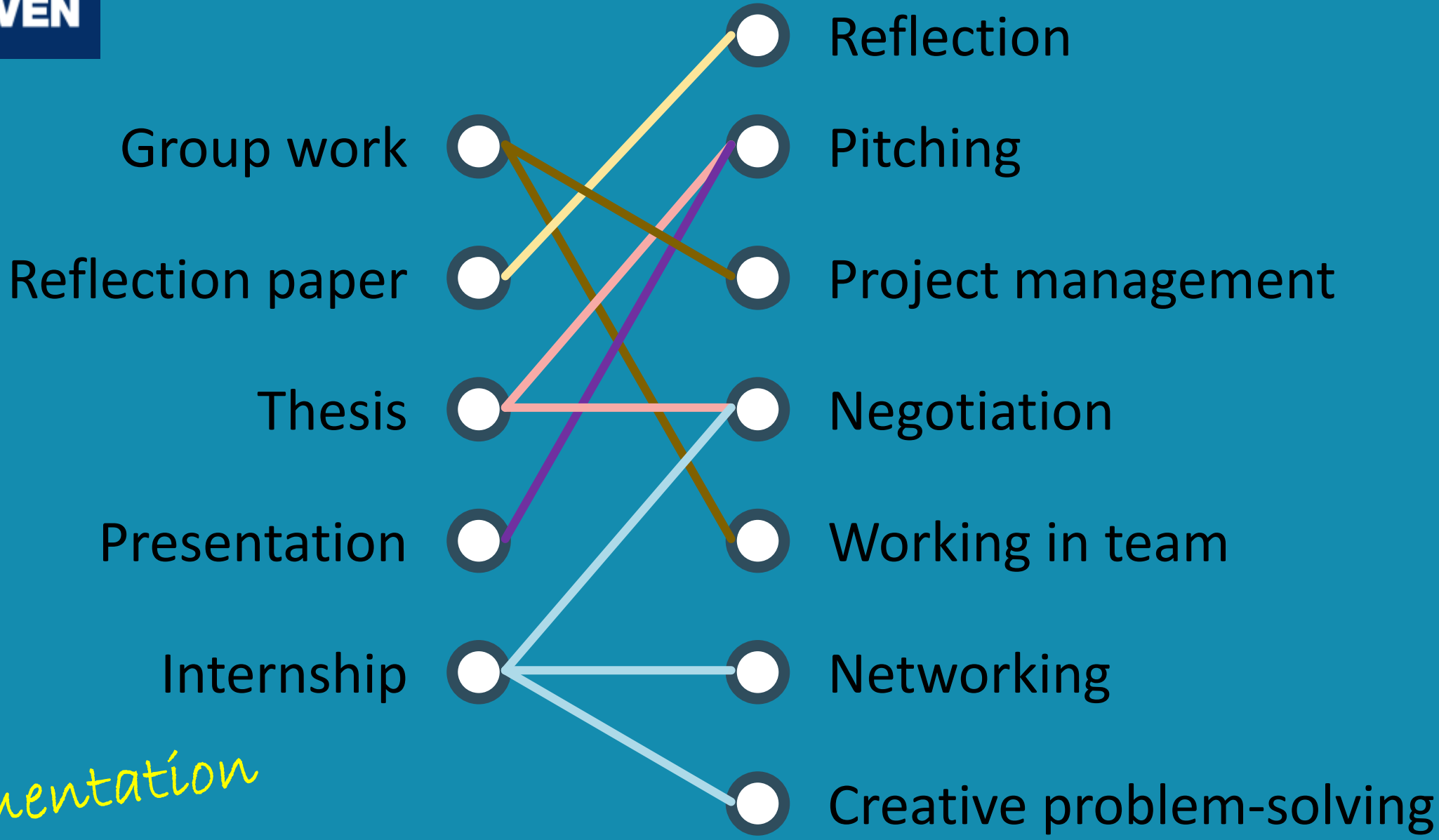
KICK

# KICK SKILLS

*implementation*

- Within courses: as support for internships, presentations, group work, assignments, ...  
→ collaboration with professor, lecturer
- On the student's own initiative
- Accompanying workshops





*implementation*

## testimonials

““

The videos are very approachable, an easy translation of a difficult topic. It conveys the essence briefly and powerfully in a format that fits the young people's world.

““

The videos are a good basis for going deeper into the content afterwards through conversation. The relaxed, light-hearted style encourages students to ask questions.

““

The courses I teach myself are already fairly crammed. There is no room to integrate the module intracurricularly.

““

(Extracurricular)  
Students don't even read the manual and assignments. I'd rather students do this than get new information.

““

The videos provide concrete tools for the student. The recap at the end of the module conveniently summarizes everything again.

““

The topics are outside my comfort zone and expertise.

““

Evaluation of competencies remains work for ourselves.

““

Great that this exists. No need to make everything yourself.

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**M & L**

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