

## Enterprise Academy

Learning to be enterprising; a key agency for life

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University of Surrey

## Aim

To introduce enterprise in an experiential and group challenge.

To encourage students to create and share ideas, to plan an enterprise as a team, to overcome problems and make money!

To record, reflect and communicate lessons learned.



The Enterprise Academy Flyer

Being enterprising means .....(attributes)  
Nurture and practice being enterprising  
Develop creative thinking skills  
Run an enterprise on campus with £100  
Needs commitment  
Teams and mentors  
Create films  
Learning through Experience Certificate



## Enterprise Challenge



How can we create a business enterprise on campus that will turn £100 into £200 in an afternoon?

Workshop: Creative thinking and team selection

Over 5 weeks:

- Plan and organise
- Update wiki and arrange film
- Run enterprise



Workshop: Team and personal reflection  
Posters, team presentations & films  
What worked and what not  
How much money was made or lost  
Prizes!

## Enterprise Academy



Workshop: 3 Hours 8<sup>th</sup> October 2008

Icebreaker (Group)  
Concept Map (Alone)  
Creative Thinking  
Team selection  
Meet the mentor  
Enterprise Planning  
Pitch the Idea  
Get the Money!



Pitches on You Tube

## Enterprise Academy



### Folders

- ENTERPRISE CHALLENGE 1 Making a Profit
- GUILDFORDS GOT TALENT
- IMPACT
- MIDNIGHTGLO
- SURREY BAKERS
- SURREY MASH-UP
- THEMED NIGHT AT WATES
- WORKSHOP 1 Creating a for-profit enterprise
- WORKSHOP 2 Enterprise Challenge Review



The 5 week gap:

NOT A LOT OF  
Communications!

But bits appeared

and problems!



**Selling cakes**

last edited by noman.jackson@... 4 mos ago



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VIEW EDIT

**Selling cakes**

last edited by noman.jackson@... 4 mos ago



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**Halloween stall**

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**Themed Night at Wates**

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**Freshers Speed Mating**  
Monday 10th November  
8 - 10 pm

**Includes:**

- Live Music
- Networking Games and Activities
- 50p Mate hookup
- Bar Available
- Pub Quiz with Prize!



The aim of our event is to create an evening where new students of the University of Surrey can socialise and mix in an attempt to make new friends. We have produced a range of networking games and activities for these students to carry out in which we hope will make the group interact. In addition to this, we have live music as well as a pub quiz.

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**BBQ enterprise**

last edited by noman.jackson@... 4 mos ago



**THE MASH-UP BARBECUE**



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## Enterprise Academy



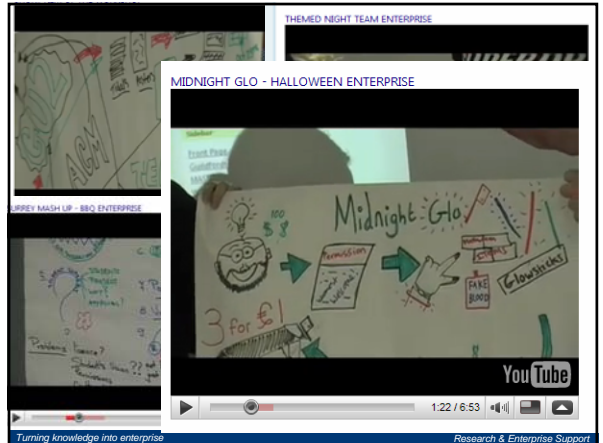
Workshop2: 3 Hours  
12<sup>th</sup> November 2008

Team Posters  
Learnings  
Presentations  
Reflections  
Winnings!  
Certificates



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## Enterprise Academy feedback



- I have learnt how to effectively work in a team.
- It has helped me recognise my love for wanting to make profit and transform my ambitions into reality.
- Learning new techniques and finding similarities with people from different countries.
- I have learnt that things aren't as easy as they appear and that new skills can be developed through practice.
- (Mentors) Let the students choose their own teams
- (Mentors) Communication, communication, communication

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## Social Enterprise Academy

21<sup>st</sup> January 2009  
to  
18<sup>th</sup> March 2009

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## Aim

To introduce social enterprise in an experiential and group challenge.

To encourage students to get involved in a community organisation, to plan a potential social enterprise for that organisation and to overcome problems.

To record, reflect and communicate lessons learned.



surrey vinolved



## Preparation

Contacted 11 local community organisations

7 said OK



## Social Enterprise Academy



Workshop: 3 Hours 21<sup>st</sup> January 2009

Icebreaker (Planes)  
Concept Map (Alone)  
Creative Thinking  
Team selection  
Meet the mentor  
Plan the plan



**cool2care** Are you looking for a care-worker or personal assistant?>>  
for families with disabled children Would you like to care for disabled children?>>

Home About Us Families Carers Donations Contact

Cool2Care

See Ability *Seeing beyond disability*

seeing beyond disability

Disability Challengers is dedicated to providing disabled children and young people with essential play and leisure opportunities. We support young people with any impairment through our range of projects across Surrey. **Disability Challengers** children challenging disability

Dray Court

The Royal Surrey County Hospital NHS Trust

Guildford VMCA Helping young people build a future

Kings College for the Arts & Technology

Dray Court extra care sheltered housing

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**Disability challengers**

last edited by [norman.jackson@...](#) 1 wk ago

**Links - Team Challengers Wiki - Group Meetings -**

**WELCOME TO TEAM CHALLENGERS!**

Visit our wiki which describes the journey of us Challengers working together to help a friend with a disability. This wiki will say a little bit about our team, our charity and each step towards our goal.

**Team Challengers** - Just a quick snap of us all.



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The 5 week gap:

NOT A LOT OF Communications!

But bits appeared and problems too!

**Visits to Disability Challengers**

last edited by [Yvonne Meehan](#) 2 wks ago

**Links: - FrontPage - Group Meeting -**

**Adelines Initial Meeting and Thoughts - Thursday 29th January**

"My first meeting with Disability Challengers was on the 29<sup>th</sup> January. I attended this meeting and it was a way for us to get to know the charity and to explain to them what the Social Enterprise is. We found the staff to be warm and welcoming and the place to be inspiring. Although it was raining, we managed to see the few children who were there, so happy. We met Russell and Ella who told us about what the charity did and some of their aims. The Guildford Disability Challenge is an outdoor play area, but as soon as you step in, the space really opens out. The site has a large play room and a sensory room. Outside there is a large, well thought out play area. The play area is well thought out and has been carefully designed to suit children with all sorts of disabilities, not excluding anyone is such an important aim of the charity. Any child with a disability is catered for all children one day when the charity has expanded enough to be able to hold their own events." **Disability Challengers Meeting and Thoughts - Thursday 12th February**

"I first went to visit Disability Challengers the staff were very friendly and enthusiastic. The site has a large play area, many toys and games such as a massive outside play area, soft play area, many toys and games."



**Kings College for the Arts & Technology**

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The problems

**cool2care**  
a social enterprise proposal

**PROPOSAL**

The aim of this proposal is to suggest possible ways of attracting people's interest in supporting the actions of cool2care.

Possible avenues for enhancing recruitment:

Potential Actions	Implementation Suggestions
Co-optation of students (especially those following a Nursing/ Medical Degree) for part-time or summer work if the training length allows it	Establishing links with the Careers Centre at University of Surrey and placing posters around campus.
Advertising in Job Centres in order to raise awareness about the enterprise's activity.	Contacting Job Centres directly.
Involvement in Surrey Skills Festival and placement of a stand to support cool2care and encourage people to join it.	It starts on the 29 <sup>th</sup> of January and it lasts until 31 <sup>st</sup> of the same month. A brief description from their website: "Over 100 have-go exhibits - created especially for the Festival by employers, organisations and individuals."

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## Social Enterprise Academy



Workshop2: 3 Hours  
18<sup>th</sup> March 2008

Team Posters  
Learnings  
Presentations & Films  
Reflections  
Prizes!  
Certificates



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## Social Enterprise Feedback



It was my first time to meet, play and take photos with lots of disabled children, which made me nervous. If I made them cry because I took their photo, I think that I totally would have no idea what to do. In fact, they are all sunshine children.

It was sad at times to see very disabled children getting frustrated when they couldn't speak and say what they wanted to.

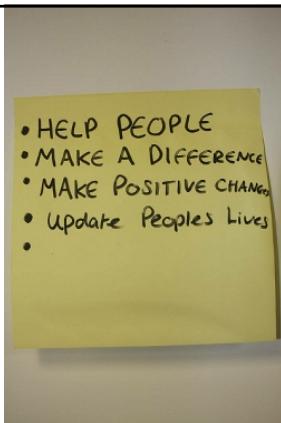
I would love to help continue with fundraising for the charity and maybe even volunteering in the not so distant future.

(Mentors) Solo projects do not work in the social environment

(Mentors) Communication, communication, communication

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Made new links  
between the  
University  
and the  
Community

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