

enabling enterprise

enabling students to succeed through enterprise

Information Pack

Introduction

Enabling Enterprise seeks to enable students to develop the enterprising skills and aspirations they need to succeed in life. We do this by bringing practical learning and skills development into areas of the curriculum where they wouldn't traditionally be found.

Started and run by teachers for teachers, we at Enabling Enterprise believe that every single student has potential. But we know that traditional approaches will never engage some of our students. Our approach is different. Using a year-long course based around a central project, weekly skills-based workshops, and termly aspiration-raising events we aim to increase students' engagement, attainment and aspirations. And because we're teachers ourselves, our packages contain everything you need, from initial training to full lesson plans and termly trips and events all arranged for you, so you can have a real impact on your students without multiplying your workload. We might even reduce it.

Our courses are also accredited so your students can get another GCSE pass from taking part.

To try out our four-week taster course for free, just contact:

info@enablingenterprise.org



This pack

Enabling Enterprise delivers different courses, each tailored to the national curriculum for English, Maths, Science, French, Spanish, ICT, Humanities and Enterprise, as well as our new primary programmes.

Hopefully this pack has everything you need to know about how Enabling Enterprise works including:

- What is practical learning?
- What are our courses all about?
- The impact of the programme
- The accreditation option
- Costs, funding, and registration



What is practical learning?

In an increasingly competitive global economy, we are told employers need staff who are self-motivated, creative, articulate and able to work in teams. Employers report that they would readily employ less qualified applicants with these skills, to better qualified applicants without them.

However, increasing pressure on schools to achieve a minimal level of academic qualifications for their students above all else means that the development of these skills is sometimes undervalued.

The irony is that, with the right approaches, teachers should be able to increase their students' engagement and attainment.

Practical learning and an explicit focus on developing enterprising skills are the way to achieve this, and the core of our approach at Enabling Enterprise.

Even better, students who are turned-off by traditional academic routes are often enthused by creating a tangible project – whether a business, website, or yearbook – of which they can be proud.

Enabling Enterprise particularly focuses on developing leadership, teamwork, personal organisation, planning, creativity, and presentation skills. By building these skills up week after week through a year-long transformative journey - rather than relying on a quick fix - we have a far greater impact on our students.

Our teachers report back that their students are more motivated, and the increases in their attainment are excellent.

“We are convinced that this idea has what it takes to radically innovate the way young people are taught enterprise skills in Britain”

- The Young Foundation



A teacher's tale: Sonia Trivedi

“I would say it is a great scheme to run. Students really feel like they are working towards something and enjoy working in their groups.

The resources have been amazing – they're readily available to print and use straight away so I'm able to enjoy doing the course with the kids, rather than worry about making them.

So far we've been to one event. The kids loved it, and it was so informative for them to be out in central London, inside a corporate building and meeting influential people and learning about career opportunities they had never contemplated getting into.

Next year, I want to incorporate the programme into more schemes of work so more students can enjoy it.”



About our courses

Each of our courses is based around students starting and running their own project. This might be launching a business, creating a science kit or a yearbook, putting together a website, or proposing a new sport for the Olympics.

Whatever the course, we aim to build students' confidence and skills progressively. Starting with an introduction to what enterprise is all about, students build cooperation through teamwork games, develop their negotiation skills, and become used to presenting their ideas in front of sometimes challenging audiences. Over the year, they take more and more responsibility for their teams and their project, eventually running the sessions as their own team meetings. Alongside this, each course is tailored to link with the curriculum, so the English course includes a focus on speaking and listening, while Maths includes data handling and shape work.



Each week we provide all the resources needed for a hands-on workshop including a full lesson plan, presentation, and materials which can be easily downloaded and minimise teacher preparation time.

The impact on the students of this approach is striking. Tom Ravenscroft commented: "One of my classes - whose lessons were characterised before starting the Enabling Enterprise course by shouting matches, assaults with drawing pins, and the attempted ignition of a worksheet - ended the year with a Business Plan competition, networking with the judges, exchanging business cards and actually following up with a request for an endorsement of their product."

Our events are generously supported by prestigious businesses including UBS bank, law firm Freshfields Bruckhaus Deringer LLP and management consultancy Oliver Wyman. Each event has a theme, whether a careers day, business games or a competition, and includes finding out about the host company and how to get to work there.



A student speaks: Dev Halai

"I come along to enterprise every week after school because I really enjoy working with my team... and I want to get the qualification."

"I feel much better at presenting my ideas now, and I've really enjoyed learning about different companies. Because we have to do planning for our project, I feel a lot more organised. It's a great experience for life."



(a) Enterprise

Our original Enterprise course is about getting the students to start their own enterprise – whether a business or a more socially-minded project.

This course is used by Business Studies teachers for both GCSE and vocational business. It is also used as a platform for the students to explore financial literacy and work-related learning for Citizenship.

Past events include a business plan competition at UBS, and an entrepreneurs' conference.

(b) Maths

Our Maths programme is based around students creating a new sport for the Olympics, and includes market research and data handling, presenting statistics, as well as designing a venue, and working out the finances of running it.

Used both to stretch G&T KS3 students, and to re-engage at KS4, events have included finding out how maths is useful in consulting at Oliver Wyman and in banking at HSBC.



(c) Science

Tackling STEM issues head-on, our Science course highlights the links between science and the business world by focusing students on developing a science kit that could be sold to students to explore science. This includes trying and evaluating a range of experiments,

alongside learning about how pharmaceuticals make money from science, and how to market their kits.

(d) English

Used by teachers for their KS3 and KS4 groups, our English course focuses on developing speaking and listening skills through presentations, and writing skills through creating a yearbook or anthology and marketing it effectively. Events have included a marketing and branding seminar at UBS bank.

(e) French & (f) Spanish

There is a constant struggle to engage students with modern languages, as students are often put off by the early challenge, and don't appreciate the long-term benefits of another language.

By creating an "international enterprise" club, or injecting more practical learning into MFL lessons, coupled with trips like a video-conference between international offices at Freshfields, our teachers found significant improvements in students' engagement and attainment with languages.

(g) ICT

Our ICT course focuses on understanding the IT world, looking at companies like Google and Microsoft, and culminating with students addressing a challenging web-design brief.

(h) Humanities

Our Humanities course is about students creating a compelling campaign about a humanities- focused issue that matters to them, building subject knowledge and enterprising skills.



The impact we have

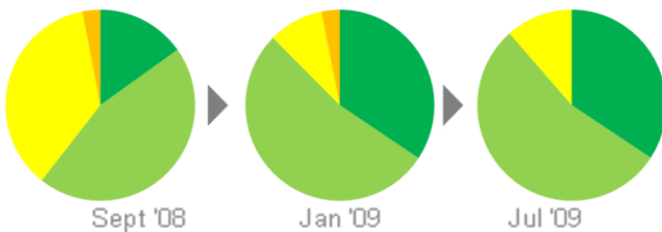
Lots of programmes promise the earth and actually do very little. What matters most to us is the impact that our courses have on students – we are looking for something big, and very positive.

We take our impact analysis seriously, as do our supporters. Three times a year students complete an online reflection exercise, assessing their skills against a series of statements to capture how they feel about leadership, teamwork, personal organisation, and much more. Below is just a snapshot.

Our full impact analysis using DfE guidelines is at:

<http://teachers.enablingenterprise.org/impact>

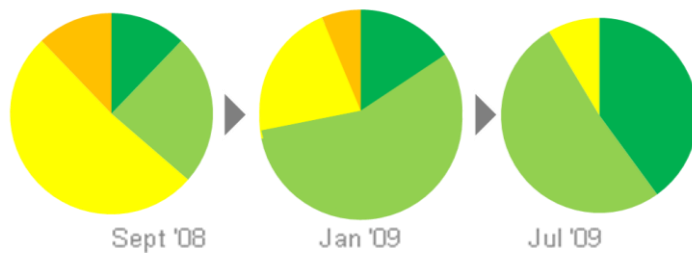
“I can organise myself to achieve my goals” (2008-09)



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

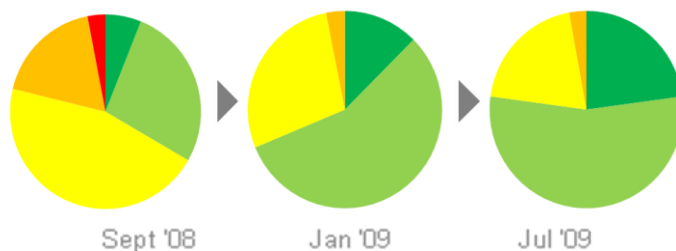
“I feel confident leading a group” (2008-09)

By making students work in pretty autonomous teams, leadership confidence increased from 36% to 91% over the year



“I feel confident giving presentations” (2008-09)

Most people hate presenting – our students certainly did in September but by the following July 77% did them confidently



Another student’s perspective: Fifi Henry



“I’ve always enjoyed it when I did bits of enterprise before so doing more enterprise in Maths was brilliant. Doing our market research made me learn a lot more about risks and problem solving... we made lots of mistakes along the way!

“While I was initially worried about the presentations, I had to do them and now really enjoy standing up in front of others.”



Accreditation

We're really pleased to offer the option of accreditation for all our courses, so that over the year students can achieve an additional GCSE-equivalent qualification, without a final exam.

We've tied our courses in with the NCFE Level 2 Certificate for Enterprise Capabilities, equivalent to a grade-B GCSE (46 points). Over the year, students build up a portfolio of evidence whether minutes of a meeting, a reflection exercise, or their project plan.

The accredited course is really flexible – once you register the students they have up to two years to complete the programme, and you can call in the NCFE moderator to assess whether they have achieved the qualification whenever you are ready.

You should be aware that if you decide to take up this option, you will need to register with NCFE and pay for the qualification entries, at an equivalent rate to other Level 2 qualifications.

To find out more about the qualification, check out:

www.ncfe.org.uk

What the core package includes

When you sign up to Enabling Enterprise, whatever course you choose (whether Enterprise, Maths, English, French, Spanish, ICT or pilot Primary or Humanities programmes) we offer you the following package for one year:

(1) Full teaching resources

Developed by outstanding teachers, and tried and tested, every week you can download the resources and be ready in ten minutes. Alongside full Schemes of Work you'll find a bevy of lesson plans, presentations, games and exciting cross-referencing tools if you do decide to pursue the accredited route.

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(2) Three events

Over the year, we host termly events for students. In the past these have included an entrepreneurship conference, business game day, business plan competition and celebration evening. These are great trips, a motivation for students and real aspiration-raisers. The core programme includes ten students per event but talk to us if you want to bring more.

(3) Teacher training & support

You will receive a great day of teacher training so you know exactly what's going on, and then continued support from a dedicated member of our team – whether you want ideas for students' businesses, a critical eye on students' portfolios, or a risk assessment for an event.

This core package allows you to deliver the full course, and get it accredited if you wish. For teachers who want some extras, we can also offer those...



Some exciting extras

While our core programme is perfect for lots of schools, we offer a range of extras if you have any particular needs or requirements. We will happily chat about any of these, or anything else to make the programme work for you.

(a) Training to you

Can't make it out of school to our teacher training, or want to share our approach more widely across the department or whole school? We can come to you and offer anything from a full day INSET about practical learning (with lots of practical learning included) to a couple of hours at a departmental meeting.

(b) Events to you

If you just can't get the students out of the classroom then talk to us about how we can bring events to you. We can rustle up games, challenges and even speakers if you get in touch with us.

(c) Extra students

Some schools run our programme with fifteen students – others run it with over one hundred. If you need to bring more students to events than our core programme plans for, then we are always happy to accommodate extra students – just let us know how many you want to bring along and we will adjust the cost.

From our impact analysis:

- “We learn by doing more practical work than other lessons so it is more interesting.”
- “I like being able to work independently on a project of our choice.”



Costs and funding

We want every student to achieve by developing enterprise skills. But we also want to stay in business and keep developing new courses and resources.

In 2009-10 our income was divided into rough thirds from grants, school contributions and in-kind donations from our lovely business supporters.

Schools have usually identified funding from their enterprise, Gifted & Talented or enrichment budgets to meet the costs of Enabling Enterprise courses. Alternatively, you might talk to your local education-business partnership.

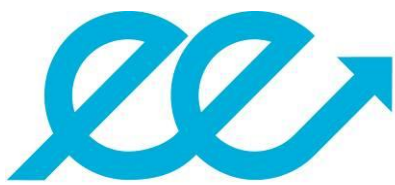
For more about costs and funding:

www.enablingenterprise.org

What to do next

If you think this is for your school, check out our taster resources and get in touch – we can visit your school and talk through all the details.

Once you're ready, complete and submit the application form, and we'll get you started right away.



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