



# The Practical Enterprise Handbook

A new resource pack on CD-ROM for teachers responsible for delivering enterprise education.

The resource includes information about the full range of approaches to enterprise together with 30 activity plans, practical hints and tips and curriculum planning maps.

### Key features

- Activities are suitable for use with 13-16 year olds and can be adapted for use with older or younger students
- The author has tried, tested and developed the activities to work successfully in a range of schools
- Worksheets and materials can be customised to give a local flavour or to update information
- PowerPoint slides of students' briefing sheets and other information for classroom or large group use
- Can be accessed by colleagues using a PC or on a network, making team preparation and delivery simpler
- The one-off site licence allows you to network, copy and photocopy the contents for use at that site

### Contents

- 30 activity plans for simulation exercises that can be used as:
  - short icebreakers and time fillers
  - timetabled classroom lessons
  - off-timetable whole year group projects

- Simulations include themes such as:

- planning and organisation
- working to a brief
- production and trading
- world of work

- How to design an enterprise experience to meet your students' needs
- Planning tips and checklists, how to prepare visitors and speakers and lead real enterprise projects or simulations
- Make or break factors to ensure success, how to use local and national organisations to support enterprise education and other helpful information
- How to carry out effective debriefing and evaluation to meet Ofsted requirements
- Key Skills, enterprise skills and cross-curricular planning maps to show learning outcomes and relevance to other aspects of the curriculum

### About the author

Jenny Pike is an education consultant specialising in enterprise education and citizenship. After 12 years as a County Adviser she set up the SILS consultancy providing research, project management and consultancy services to universities, schools, colleges, businesses, LEAs, EBLs and other agencies.

Jenny regularly delivers school enterprise and 'skills for work' days and training for teachers to help them plan and deliver enterprise education.

## About the activities

### Quickies & Ice-breakers

#### 1 Bananas

This activity is designed to develop self-confidence, creativity, innovation and presentation skills. It raises awareness and helps develop a deeper understanding of marketing and the contribution it makes to the success of products and services.

#### 2 Genius at Work!

This ice-breaker activity helps establish both the working dynamic within the groups and the atmosphere and 'tone' of the enterprise session itself. It helps to kick-start creativity, flexibility, lateral thinking and innovative ideas.

#### 3 Group Shield

This activity helps group members to learn about each other, develops self-confidence and 'gel' as a group through identifying common aspirations and values. It also draws attention to the importance of sound corporate values in engendering consumer confidence.

#### 4 Latin Squares

Creating a Latin Square requires logic, planning and organisation – qualities that are useful when setting up any enterprise. Whether or not they are successful in solving the puzzle, students are encouraged to consider their methods and analyse the process they have been through.

#### 5 No Problem

This activity is designed to break down barriers and encourage all group members to contribute their ideas, no matter how bizarre! It encourages lateral thinking, creativity, adaptability and innovation. It helps build confidence and set the tone for the more serious session(s) to follow.

#### 6 Rise & Shine

This is a planning and prioritising activity in which students have to argue their point of view and reach consensus within a group. It is about team working, risk assessment and making decisions.

#### 7 Tower

Although apparently a feat of engineering, this activity is really about teamwork, decision-making, use of resources, meeting deadlines, innovation and creativity, which is the basis of all enterprise work. With minor modifications, it can also be used to address opportunity cost and budgeting issues.

### Planning & Organising

#### 8 Arnold Figgis Community Centre

This activity can be used to develop teamwork, creativity, logical thinking, prioritising and organising skills. It encourages students to consider what organising skills are, and why we need them. It also helps students to develop a client-centred approach to problem-solving.

#### 9 Charity Day

This activity may be run as a simulation or as a precursor to a 'real enterprise' charity fund raising or awareness raising project, where the students' plans are put into effect 'for real'. It demands a range of enterprise skills, as well as a good understanding of the target market and what businesses may be looking for in a partnership project.

## 10 Countdown

This enterprise activity is designed to raise awareness of, and develop the skills required for, effective event organisation and project management. It highlights decision-making, risk judging, teamwork, communication, marketing and creativity. It also draws attention to the costs and processes associated with putting on public events.

## 11 Muddled Menus

Working out the solution to this logic puzzle gives students the opportunity to practise organising information, interpreting facts and making logical deductions. They need to draw on good team working and communication skills to complete the task in the shortest possible time.

## 12 Pets' Corner

This activity requires concentrated logical application and attention to detail in order to organise a workforce, look after the needs of a range of animals and provide an excellent tourist attraction. It develops decision-making, team skills and relationship management, and demands flexibility and determination. It enhances understanding of the key factors involved in developing a service, employers' responsibilities, the importance of health and safety and its impact on organisations. It also raises awareness of the tourist industry.

## 13 Space Station

This is a risk judging activity that involves making decisions that have moral, practical and economic implications. It is also about budgeting and working under pressure.

## 14 Stop Press

This activity is about decision-making, prioritising, consensus and organisation in rapidly changing circumstances. It encourages students to consider their target market, and how to appeal to it, whilst drawing on the students' teamworking skills, creativity and sense of humour.

## Working to a Brief

### 15 Adventure Playground

This problem-solving activity emphasises decision-making, budgeting, design, innovation, presentation, use of resources, and understanding the market for the product. It fosters team skills, lateral thinking, numeracy, organisation, leadership, flexibility, confidence, the desire to succeed and a positive attitude.

### 16 Game On

This activity encourages students to focus on potential customers and think creatively about how to target them. Any product designed for young children has two markets – the adults who will buy it (purchasers) and the children who will use it (consumers). It must appeal to both, though not necessarily for the same reasons. The activity also encourages the ingenious use of simple resources, design, teamwork and communication.

### 17 Roundabout

This construction activity is about engineering, decision-making and design. It focuses on health and safety and on a technical solution to a problem. It develops team skills, practical skills and creativity and introduces the concept of 'best value' as opposed to 'cheap'.

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## 18 Theme Park

This enterprise activity develops team skills, design, creativity, innovation and an awareness of the provider/customer relationship. It encourages students to consider how to make their product appeal to a target market, and provides an opportunity for students to practise their presentation skills.

## 19 Tote Bag

This is a creative activity designed to develop marketing and presentation skills along with team work and self-confidence. It encourages students to consider how advertising works and why. It raises awareness of how they are being manipulated by advertisers and gives an insight into the reality of the costs and benefits of this.

## 20 Welcome Pack

This activity is about understanding the 'product' and its 'market', and selling it by emphasising its strong points. It requires organisation, team skills and time management, covering the key elements of research, design and marketing. It develops the students' presentation skills and raises their awareness of the local area and its economy.

## Production & Trade

### 21 Cover Story

This 'design and produce' activity encourages students to consider the relationship between marketing and the market as well as efficiency of production and the importance of design. It develops the skills of teamwork, leadership and management. It requires creativity and fosters an understanding of how we are persuaded to buy through well-aimed advertising.

## 22 Crackerjacks

The creative use of resources and imaginative thinking are key features of this enterprise activity as students have to consider quality despite restricted resources, and give their products that 'extra something' over their competitors. It also demands good teamwork and negotiating skills if trading forms a part of it.

## 23 Popcorn Pots

The relationship between design, production and cost is explored in this activity. It emphasises quality and efficiency and encourages creativity, good organisation and team skills. It develops innovative thinking and demonstrates how product development happens, how competition operates in business and how to work under pressure.

## 24 Producing the Goods

This activity is designed to encourage students to experiment with different production systems and make comparisons. It highlights the importance of costing and pricing, competition, efficiency, leadership, planning and organisation. It raises awareness of the need to use resources (including human resources) effectively in business and industry, whilst remaining both resource-sensitive and results-focused.

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## 25 T-Shirts

This is the ultimate simulated enterprise activity requiring all the enterprise skills of organising, budgeting, designing, negotiating, producing, working under pressure and ensuring quality. It develops team skills, business awareness, initiative, the 'can-do' approach and confidence. It enables learning about work, the market, competition, responsible use of resources, financial literacy, numeracy, costing and pricing. It highlights the common problems experienced by small businesses, particularly lack of capital.

## 26 Universal Widget

This activity encourages creativity and enterprise – 'thinking outside the box'. It raises awareness of the hidden production costs over and above the cost of materials and makes students consider a variety of problems and a range of ingenious solutions. It encourages innovation, creative thinking and humour as well as developing team skills and design skills.

## World of Work

### 27 Balancing Act

This activity is about making responsible decisions and understanding the impact – both good and bad – that economic decisions can have on peoples' lives. It focuses on knowing about their local area and encourages research, teamwork, innovative thinking, marketing and presentation skills.

## 28 Company Profile

This can also be used as a work-related learning or careers activity that raises awareness of the local labour market and job opportunities. It requires students to use questioning to find out the information they need and analytical skills to interpret it to inform marketing or recruitment campaigns.

## 29 The Great Job Hunt

This activity draws students' attention to the range of jobs available through local companies and helps them to develop research skills, teamwork, creativity and an interest in business and industry both locally and nationally. It raises awareness of potential job opportunities, demonstrating that a company's 'core' business is not its only activity, and increases understanding of the local economy.

## 30 Sponsorship

This activity focuses on presentation, creativity, commitment and influencing skills. It is about setting objectives, having a positive attitude and increasing self-confidence. It also allows students to explore the merits of different forms of sponsorship and some of the moral implications of this.

## Real Enterprise

### Introduction to Real Enterprise

This activity provides a framework for running an introductory session, comprising one or more activities, to prepare students for a real enterprise project.