

EiA Newsletter

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WATCH OUT THIS WEEK FOR:

Jamie's Chef, this Wed, C4 (7th February)

The Economist this Friday, featuring EiA's Enterprise work Issue Feb 3rd to 9th.

EiA supports Jamie Oliver

Last Wednesday, 31st January, Channel 4 started screening a series of programmes called "Jamie's Chef". This follows the progress of the first cohort of graduates of Fifteen Foundation, the charity set up by Jamie Oliver. Four graduates follow an intensive programme to compete for the chance to set up their own business. Derek Browne, EiA's CEO said:

"I was employed by Fifteen Foundation to be the 4 finalists' business mentor and coach over a 6 week intensive programme. My main responsibility was to get the graduates ready to understand what went into a business plan and then work with them to write their own plan and finally present it to a panel of investors including Jamie at the end of the programme. I spent one to two days a week with the graduates. It was an extremely challenging role, but I think the results will demonstrate that young talented people from challenging backgrounds can get into business."



Jamie Oliver and the young people coached by EiA in Jamie's Chef

Jamie's Chef can be seen as a development of the legacy he started years ago, when he set out to turn around the lives of a group of disadvantaged youngsters by training them to cook at his new restaurant, Fifteen. The results, shown on Channel 4's Jamie's Kitchen, made captivating viewing. Fifty trainees have now been through the restaurant's scheme, but Jamie wants to take the next, giant leap - helping one of them to set up their own restaurant.

Evidently, Jamie's ideals of helping disadvantaged young

people find a new start in life is totally in line with EiA's aims. So it seems hard to imagine any individual more perfect for the role of business motivator in such a project than Derek Browne.



Calling all schools and colleges!!

Talk to us about how our range of programmes can deliver your enterprise education in the National Curriculum or improve your students' skills. We have a range of activities to help you. From our 5 day Business Challenge programme, to our 1 day enterprise, employability or Raising your game motivational courses. Or we can tailor make a

programme to meet your needs. You will see the results immediately

Key benefits to students:

- High quality enterprise education
- Improved ICT & communication skills
- Raised aspirations
- An authentic business experience



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FT

Telegraph

The
Economist



Hamish Davidson Leads the EiA Board

Hamish Davidson, Chairman of Rockpools, has joined the Board of EiA as Chair. He is an accomplished entrepreneur himself, having founded Veredus, and brings his extensive experience of the Public and Social Venture Sectors. He leads a Board which includes George Gyte, senior education consultant to the Prime Minister's Delivery Unit and ex Director of Education for Greenwich, Anne Limb, former Chief Executive of Learning Direct, and of course Derek Browne himself as CEO.



EiA in the Media

Derek Browne—Founder of EiA—is a busy man. Over the last year he has pioneered the development of EiA's schools programme, and it's still only just beginning. He is, however, starting to get recognition for his dedicated application of strong business skills to helping young people, some of whom have a disadvantaged background.

On the back of being awarded the Queen's Award for Enterprise Promotion last year, Derek gained a profile in the FT, was featured by the Sec Ed web site, in an article on 'Enterprising Young Minds' and in the Director Magazine on 'Social Entrepreneurship'. And now Derek has been spotlighted recently by more of the biggest names in the media.



Derek Browne

Firstly, he was nominated for the JaegerleCoulture Daily Telegraph Business Personality Award 2006, and, whilst he did not win, was delighted to have reached the final shortlist of 6. This award is de-

scribed as recognising 'leaders not just with business acumen, but who make a strong social contribution as well'.

Derek has also been busy working with Jamie Oliver for Channel 4 (see front article), and will be on the judging panel for the third year for the HSBC Start-up Stars awards—Sky News covered the launch of the 2007 competition last week. These follow hard on the heels of an interview on CNN about radical career change.

And The Economist magazine featured EiA's one day enterprise programme in their 'Britain Special' this week, interviewing students who participated from the Lilian Baylis Technology School in October.

This level of recognition reflects the strong contribution EiA makes to the education sector.

EiA Moves into Further Education Colleges

The "Raising your Game" 1 day motivational programme was organised at both Greenwich & Lewisham Colleges in December. It was designed to help students succeed at college and after, and to motivate them to aim higher than the standards generally expected of them.

We coached them on the basics of success, networking, self-analysis and, perhaps most crucially, the art of communication, to improve their personal day to day performance in and out of college.

We know from our evaluation that the vast majority of participants felt a much greater sense of motivation & direction after the

programme.

We are now planning more programmes at Greenwich and Lewisham F E colleges as well as starting work with Newham 6th Form College in conjunction with the Windsor Fellowship.

In Newham, before Easter we will run a new "Employability day", with businesses, to educate the students on what employers look for in applicants, and how to focus their long term career options. We will also run Business Challenge weeks for the colleges, focusing at one on the STEM (Science, Technology, Engineering and Maths) students.

"I am targeting myself to study harder so I can get to Uni & become something in the future."

-a Greenwich Student



Entrepreneurs
in Action

"The students have come back with a far greater self belief, because they have achieved something quite amazing."

-Gary Phillips,
Headmaster at Lilian Baylis

"EiA bridges the gap between education and the world of business commerce, which benefits everyone. They have a model and the model works"

Paul Soor, M.D. Volo

EiA at Lilian Baylis

Throughout 2006 EiA have had an excellent partnership with the Lilian Baylis Technology School, based in Lambeth. The team have worked hard to offer a range of interactive business activities in a plan to inspire young people to achieve, and to enhance the knowledge of those already interested in a future in business.

The first phase of the partnership was the "In the City" project over 6 weeks in the Summer, supported by CfBT. We took

groups of 11-15 year olds into a real, office environment in Holborn, City of London, and offered them some very unique business challenges. These were set by six major companies: EDF



Lilian Baylis students participate in the 1 day Enterprise Programme

Energy, Place Group, Public Technology, Garlik, and EiA ourselves. The students were grounded in the basics of business, and then set off to research and find solutions to the problems provided, supported by our coaches. The response was overwhelmingly positive, and the businesses received innovative ideas. It goes to show how much youngsters can achieve with support and motivation.

Later in the year we also ran one day Enterprise workshops with Lilian Baylis which were fun, (extremely) high energy, and enhanced students' understanding of enterprise.

Businesses—Partner with us!

Is your company looking to do something socially positive and get real business benefit? Contact us to help us to take students on a journey 'from Classroom to Boardroom' - some quotes:

"On Monday they were a bunch of students on an away week stuck in a warm office without much inspiration. On Friday they were a focussed and organised project team" RM plc

"We gained some excellent ideas for a real project. It enabled us to be able to

move the project forward rather than it becoming one of those things that we will do when we get a spare week or so!" National Express

"I thought the quality of what was produced by the two schools I worked with was very high. There was good use of video and other media. Questioning from one of the schools, in particular, was extremely good. There was involvement from a range of young people who worked together well." University Hospital Birmingham

About EiA

EiA, Entrepreneurs in Action, works with the public and private sector to develop the entrepreneurial and financial skills of the next generation of business leaders.

To date, EiA have worked with 11 to 18 year olds in schools and colleges on programmes from 1 day to 1 week. The Business Challenge programme, for example, takes real life challenges

from companies and then uses top coaches to work with the students for one week and develop a solution to each company's specific challenge. The end point is when the students present their findings to senior executives from the companies.

We aim to leave them with an insight into the complicated world of business, and a passion to learn more.