

EiA Newsletter

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LORDS LADIES AND BUSINESS EXECUTIVES

Lords, ladies and business executives are discovering that young people often have the best answers to difficult business and social challenges.

The young people presented their results in a BBC Dragon's Den/Apprentice style test, as a group from Lilian Baylis Technology School in Lambeth did recently at the House of Lords at the invitation of Baroness Amos. Their

innovative ideas to tackle the under involvement of younger voters in politics – in a Business Challenge set by PublicTechnology.net – drew all round acclaim from the listening politicians and executives. (more in next edition)



EIA STRENGTHENS LINKS WITH FIFTEEN FOUNDATION

EiA's involvement with Jamie Oliver's Fifteen Foundation continues. Derek was closely involved during the last series of Jamie's Chef, broadcast on Channel 4, during which he helped finalists prepare their business plans and presentations to the trustees.

The winner, Aaron Craze, is now running The Cock in Beazley End and has already been awarded an AA Rosette. "Some people are a bit sceptical about the long term impact of our programmes but in Aaron we have a fantastic example of permanent positive change. I'm really delighted to see his progress and to be asked by Fifteen to continue helping young people to fulfil their dreams of owning and running a restaurant," said Derek Browne.

Liam Black, Chief Executive at Fifteen, said: "We brought Derek in to help the graduates get through an intensive business programme. His programme was

spot on. He managed to relate to the students in a way which saw them motivated and engaged about business. He worked closely with us throughout the programme and successfully catered for the requirements of four very different Individuals - some with little or no knowledge of business"

Aaron described Derek's impact: "I never enjoyed school or learning - I didn't even know how to use a computer properly at the start of the programme. Over 5 weeks, I met with Derek weekly for business coaching and he challenged me during every session. I began to believe that I could learn about business and express my ideas. With Derek's encouragement I put together a full business plan including my accounts. He was there for me during the highs and lows and was a key influence in me winning the competition and owning my own restaurant. I have skills that will be with me for the rest of my life!"



Liam Black,
Chief Executive at
Fifteen, said:

"Derek did an excellent job under the pressure of a packed programme of activities and TV, we and the graduates are very happy with his contribution. He delivered against the brief and I would definitely recommend Derek and Entrepreneurs in Action!"



EIA WORKS ON 14-19 DIPLOMAS FOR LONDON CHALLENGE

The London Challenge



EiA has been engaged by London Challenge to work as a partner and strategic consultant to help 3 consortia deliver the employability and enterprise elements of the 14-19 diplomas. The three consortia of schools, colleges and training providers are working to develop courses in construction and the built environment, engineering, health, society and development, IT, and creative and media.

“Being engaged by The London Challenge to help shape London’s 14-19 diploma offering is a fantastic achievement for EiA. It is clear recognition of the expertise we have built up over the years in developing innovative programmes for young people which are effective in preparing them for life after school. Our work has always been based on building partnerships between students, schools and the business community to ensure young people can play a creative and effective role in our society and our economy. We will now bring this experience to bear in helping our partners to ensure this new Government initiative succeeds,” said Derek Browne, EiA Chief Executive.

The principal role in the development of these new diplomas, is to provide young people with alternatives to traditional exams and qualifications. EiA has extensive experience in engaging with the business community and educational organisations to deliver effective partnerships.

EIA RESPONDS TO UNICEF CHILD POVERTY REPORT

The headlines which greeted the recent publication of UNICEF’S 2007 report on the well-being of children in 21 industrialised nations made grim reading. ‘British children: poorer, at greater risk and more insecure’, announced The Guardian. The Daily Mail declared, ‘UK bottom of child well-being table’ while the BBC led on ‘UK is accused of failing children.’

But doom and gloom does not change anything and following the publication of the report, EiA was quick off the mark working to finalise programmes which it was already working on and which tackle the very issues highlighted. One of these programmes, for the CfBT Education Trust, took place in Reading during this summer.



The programme was based in schools in the Whitley Excellence Cluster, one of the 20th most deprived wards in the UK. It addressed issues of poverty, low self-esteem and low aspirations among young people in the area. Through a series of challenges in which local businesses were involved, students from Reading Girls School, the John Madejski Academy

and local primary schools came to realise that opportunities of employment and career advancement do, in fact, exist for them in the local community.

Microsoft, a large local employer, set a business challenge about helping the company’s partners understand the cutting edge use of the internet by younger web users, and other groups helped the police and fire services tackle seemingly intractable social problems such as graffiti and mini moto joy riding. One group was featured on BBC South.

“Reading is a great place to live and work and is full of opportunities for those looking for work or thinking about setting up a business. Unfortunately, some young people in areas like Whitley just don’t realise that these opportunities exist for them as well. Having lived their lives in a community of high unemployment and poverty, their aspirations have taken a battering. This programme will rekindle those aspirations and help them fulfil the great potential which they possess” said Derek Browne.



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“It was a very rewarding experience which should be provided consistently to all age groups.

Seeing the class develop within a week & have a broader understanding of what’s involved in ‘real’ business helps build a different dimension to their education and provides them with focus for the future. More of this would definitely help with the youth problems we currently have in our society.”

Rina Ladva, Microsoft



"Abandoning the timetable for a week to live in the real world, with real deadlines, real timescales and responsibilities of the adult world has been excellent for our students"

Mike McNamara, the Deputy Head at St Mary & St Joseph's



"Normally I'm really disorganised and lazy but I've learned that to 'deal' with things, as and when they occur, is, in fact, easier than leaving them. And if I put my mind to it, I'm capable of achieving."

Year 10 Student St Mary & St Joseph's

BEXLEY & NEWHAM STUDENTS COMPLETE PROGRAMMES

'From the classroom to the boardroom' sums up much of what EiA's work is about. Hundreds of students from schools and colleges in Bexley and Newham recently discovered first hand the effect that EiA can have on their academic & career aspirations.

The students were divided into groups and each given a separate business challenge by a different organisation. On the last day of the challenge, the young people faced the final hurdle of travelling to the City to present their ideas in the boardrooms of the respective organisations.

Ruth Samuel, EiA Lead Coach for Bexley and Project Manager, said: "There was a dramatic increase in nearly 80 per cent in the students' levels of confidence and in their willingness and ability to work as part of a team. Our objective of opening these young people's eyes to their own potential and encouraging them to pursue their dreams definitely seems to have been accomplished."

Student comments included, "I learnt to be more patient with people. I learnt most of all that when working with others, you discover hidden talents within yourself and you get the best from yourself", and, "I want to own my own dance studio and now I know all the things I have to take into consideration".

The organisations who set the challenges also spoke favourably. One executive stated, "I was most impressed with the change of behaviour. Also the level of research that they had gone into and the professionalism of the presentation." Others commented that they were, "really impressed with the significant increase in confidence, engagement and alertness", and that over the course of the week the students, "seemed genuinely to have grown in their outlook, understanding and abilities to work together. They had overcome the hurdle of speaking at a presentation brilliantly. It felt like it was a very memorable experience for them."

DEREK - CLOSING SPEECH AT 2007 QUEEN'S AWARD FOR ENTERPRISE

EiA Chief Executive Derek Browne recently delivered the closing address at the 2007 Queen's Award for Enterprise Promotion. Having been a recipient of the Award in 2006, Derek was able to discuss the impact winning this prestigious honour can have on a business. He also took the opportunity to highlight the importance of EiA's work among this influential audience.

Stephen Brice, Secretary of The Queen's Award said, "Derek Browne was a very worthy recipient of The Queen's Award for Enterprise Promotion in 2006. It is characteristic of those that receive this Award that they are always prepared to give their time to help others. It was no surprise, therefore, that Derek was keen to assist us with the promotion of The Queen's Awards for Enterprise 2007 - I am grateful."

Derek reflected, "When Stephen asked me to address this year's winners I was delighted to accept. Being nominated last year has had a really positive effect on EiA. It also provided an excellent networking opportunity for me to meet a group of influential business leaders and promote the work EiA does to help instil an entrepreneurial spirit in young people."

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 men and women—and 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.



Welcoming the new members to the Board, Hamish Davidson, Chair commented

“These are three tremendous individual talents – each of whom bring complementary styles, networks, perspectives and contributions to EiA. Above all, however, they bring a shared and passionate belief in what EiA is about – and the impact it wants to make.”

Derek Browne,
EiA founder & CEO

“This is the start of a new era of EiA as we head into a sustained period of growth and expansion across the UK. Working closely with my board and chair who share my passion for change, I am sure that EiA will go from strength to strength in our mission to develop a new generation of entrepreneurs and provide more young people with innovative and engaging programmes that change their lives!”

NEW BOARD MEMBERS JOIN EiA

Dr Ann Limb, Mr George Gyte and Mr Damian McKinney have recently joined the EiA board as non-executive directors. Here they introduce themselves and explain what they believe they can bring to the organisation.

Dr Ann Limb: “I’m delighted to be joining the Board of Entrepreneurs in Action and look forward to offering my experience of both education and business to help the organisation move forward. Working with EiA will be one more step along a 25 year road in which I have been involved in both further and adult education as well as skills development.



At the moment my main role is as Vice President e-learning with the international strategic management consultancy, gov3. I also act as a government adviser both in the UK and overseas. This includes participating in the Prime Minister’s Digital Inclusion Panel and David Cameron’s Public Services Improvement Policy Group: Education Committee.

Among a number of non-executive directorships & roles in education, culture and business, I chair the National Extension College, the Helena Kennedy Foundation, the British Council Board’s Knowledge & Information Advisory Committee, the National Ecumenical Agency in Further Education & Student Volunteering England. I also sit on the National Council of the Institute of Directors & am a trustee at the Centre for Excellence in Leadership.”

George Gyte: “Like Ann I’ve been involved in education for many years. I started off as a teacher and eventually became head of a school in the North East before moving to the Centre for Study of Comprehensive Schools in Leicester. I joined Northamptonshire as Chief Inspector of Schools and then led the Government’s drive on headship qualifications for the Teacher Training Agency. In the late 1990s, I became Director of Education in Greenwich - a post I remained in until 2002.

Currently, I am an adviser at the DCSF, where I have been involved with developing the 14-19 policy and the London Challenge. For me, it has been great to hear that EiA will be a strategic consultant in the implementation of this policy in three London Boroughs. I am also an Associate of the Prime Minister’s Delivery Unit, which works in the four areas of health, education, transport and the home office.



I firmly believe in what EiA does because good companies need good people. No one can succeed by themselves and bridging the gap between the classroom and the boardroom helps both young people and business to prosper.”

Damian McKinney: “I suppose you could say I have a reputation as a maverick in the business world. Having been raised in Kenya and served in the Royal Marines, my background is a bit different to most people you meet in corporate boardrooms.

In reality though, the recipe for success in the military is the same in the boardroom. You have to be determined, loyal and strive for the highest levels of performance. It is these qualities that lie behind my own career in the corporate world where I advise directors and executive teams across the FMCG, Pharmaceutical and banking sectors in Asia, America, Europe and Africa.



I am delighted and honoured to be asked to support Derek and the EiA team. I feel that EiA is perfectly positioned to make a significant difference to young people, who deserve the opportunity to become future Captains of Industry and outstanding Corporate Citizens. I feel that with the current values, experience, passion and energy in the EiA team, we can truly make a significant impact.”