



# Newsletter

## SPORTS TALENT AND BEYOND!

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Fifty Year 9 and 10 students from Castle Community College in Deal, Kent gathered for a week long residential at Ashford School, the Sports Enterprise Challenge week arranged through the Young Gifted and Talented Programme (<http://ygt.dcsf.gov.uk>). They had a range of sporting and dance talents, including county level rugby—but this was not a physical week.



The Sports Industry is competitive, and demands business skills, not just a passion and talent for Sport - this was brought out throughout the week with interactive business and trading experiences. They also gained an understanding of the psychology and motivation required to compete in sport – raw talent is not enough.

It developed students' confidence, motivation, team-work, communication and networking skills, innovation, and ability to work to pressure of tight deadlines. It was high energy and fun, and 6 weeks later the young people's work was recognised by a tour and dinner at the Hilton on Park Lane.

The College's Deputy Principal saw them present on the Friday: "I felt very proud of the students and it was patently clear how far many of them had progressed over the week, whether it be in levels of confidence, motivation or self-discipline."

One parent was impressed: "It's lovely to see how my son and his friends have grown considerably"

One student on the trading game: "I have learnt a lot about trading. I thought it was the best part of the week so far. I have also developed a lot of skills"



Alex, a student at Castle emailed Derek Browne as soon as he got home:

*"I'd just like to personally thank you for the course you arranged at the Ashford school. I really enjoyed it. It has changed my life!"*

## EIA, ACCREDITED PROVIDER FOR YOUNG GIFTED AND TALENTED

The Young Gifted and Talented programme, managed since September 07 by CfBT Education Trust, has commissioned EiA to run a series of pilots to test the value of enterprise education in stretching the top 5/10% of young people with specific or all

round gifts and talents.

As well as the Sports programme above, EiA also ran 'From Classroom to Boardroom' TM at the end of March, at Imperial College and Trinity School Croydon. More projects are scheduled for July.



*"We need more projects like this to be done across the country, the hands on experience for the students is needed, and Nutty NRG were proud to be a part of this project."*

Nutty NRG, winning band Project Talent UK – subject of Business Challenge

A student said: *"The most important piece of learning I will take away with me is presenting with confidence and working to deadlines which will be key in future jobs and work places"*

*"It has been fantastic, students were given direction & on their own did some good research on the internet. Students who were shy the day before, at the end of the project were able to stand up front of their colleagues and speak beautifully"*

(Teacher, Haling Manor)

*"The pupils were taught a lot about presenting themselves well which will be very useful for interviews in the future. They learnt a lot about business and working in teams, which they did in practice, which has reinforced the learning. They all gained in confidence and enjoyed themselves enormously"*

(Teacher, Edenham High)

## EMPLOYER ENGAGEMENT FOR EMERGING 14-19 DIPLOMAS

EiA has been working with 14-19 teams in Hounslow, Croydon and Haringey as they prepare for the new Diplomas which start coming on stream from this September. The expertise we have built up in bridging between the classroom and the boardroom has helped us work with Diploma consortia teams in different ways:

- An event to launch the Creative and Media Diploma in Hounslow
- Adapting our 'From Classroom to Boardroom' TM Business Challenge week to bring in Businesses from specific Diploma industries to work with young people who may be signing up for diplomas in the future
- Trialling different models of our one day work search programme, helping young people either find work (or work placement) or maximise the experience. One such programme started last week with 16-18s at Greig City Academy, 'How to win work' - with a follow up day in June to track progress

### The London Challenge



### CROYDON BUSINESS CHALLENGE WEEKS

EiA delivered 7 week-long Business Challenges in five Croydon secondary schools in February and March 2008 – Haling Manor, Westwood Language College for girls, St Joseph's, Virgo Fidelis and Edenham High.

The aim was to give the students a real taste of the business world and to help mainly Year 8 students make better choices in one year's time as they will then have the option to select one of the new 14-19 Diplomas, specialising in either Engineering or Creative Media.

Five challenges related to the emerging Creative & Media Diploma, and a range of businesses were engaged to set the challenges in fashion, photography and music. EDF Energy also set a challenge for engineering students.

It was supported by London Challenge as part of a series of initiatives to test models of employer engagement, a key element of the new Diplomas.



### HOUNSLOW C&M DIPLOMA LAUNCH

120 year 9s & 12s from Lampton, Cranford & Heston Schools, Brentford School for girls, and West Thames College came to an afternoon launch event. EiA hosts interviewed executives from 5 businesses, introduced by Hounslow EBP, and then facilitated a hi-speed enterprise challenge competition. The event was designed by EiA to give insights into careers in Creative and Media Industries, feel what it is like to work there, AND develop key presentation and confidence skills.



Students: "I have learnt how life is in the music industry and different jobs available in the creative sector" and "I have enjoyed the experience - I now have an idea of what you have to go through to do an advertisement"

Susan Casey, Chair of the consortium said: *"The project planning, facilitated by EIA, developed the best examples of collaborative practice & active learning from everyone involved, not least the students who learned to work across different institutions, supported by professionals in the creative and media industries, advisory services and HE."*



“Seamless organisation and quality coaching.

Final presentation reflected both. This was our first experience of working with EiA.

Crucially, the Serco Executive attendees were of one mind in wanting to run more such events over the forthcoming months”

David Billingham HR  
Director SERCO



EiA is run by Derek Browne, CEO, formerly an Investment Banker and international Athlete.

Derek is a holder of the Queen’s Award for Enterprise Promotion

## DEVELOPING THE CORPORATE TALENT STREAM—SERCO

Serco has asked EiA to work with an FE college and an Academy to work on Business Challenges. Serco is a major international company, and has very close connections with Southwark.

The first programme, ‘From Classroom to Boardroom’ TM ran in March with students from Walworth Academy and was a resounding success.

David Okoro, the EiA coach, commented: “One student was elected CEO by the students and he really rose to the challenge. His confidence improved and this enabled him to be assertive and command the respect of his fellow students. He stated that he now knows what it is like to be a leader and the week had changed his life”

Another “Regularly truants and I was informed that she could be disruptive. The challenge brought out the best in her and she was a valuable member of the team. She took re-

sponsibility for writing and delivering the opening speech. She was a star!”

A student commented: “I have learnt to relax and not to stress myself out because everybody becomes stressed. I have also learnt that I can achieve anything”

Comment from the SERCO panel:

“Young people did not pull punches ‘Your web site is boring and difficult to find your way around”

Last word from a SERCO divisional MD: “Restored my faith in our future generation, spoken as a father of an X Box teenager!!!”

And Walworth were pleased: “The students’ performance was excellent”



## LONDON UNDERGROUND EMPLOYABILITY PROGRAMME

EiA has just started working with London Underground and Four Counties Training on an 11 week long Employability Programme. Four EiA associates are coaching and mentoring a small group of recruits, as part of an induction programme after a long period of unemployment. This is a new trial approach for London Underground. EiA is working in partnership on the design and delivery of this first programme, which includes a City and Guilds accreditation, to help pitch it correctly and make a difference to the start of working life for these recruits.

### 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 over 5,000 11 to 18 year olds in schools, colleges, University and other organisations on programmes from 1 day to 1 week.

The Business Challenge programme, ‘From Classroom to Boardroom’ TM for example, takes real life challenges from businesses and then uses top coaches to work with the students for one week and develop a solution to each specific challenge. The end point is when the students present their findings to senior executives from the companies ‘in the Boardroom’.

*"The day was a fantastic experience for all and the course really helped boost the young peoples' confidence and belief in themselves. I believe that everyone came away buzzing, full of business ideas and with a can do attitude"*

- DSGi

*"I know how to go about setting up a business and what is needed, I have the potential to carry out my idea in partnership with my friend, I have increased my confidence"* Resident

*"The event is one of the most valuable events in my life, which has given me a feel of real world trading experience"*

*"I think as a Business school student it was really an essential event for our career, as well as relevant to our academic structure. We had the opportunity to have an experience of the real business world and the procedures of an enterprise business setup"*

London Met Students

## WORKING WITH FOYER RESIDENTS TO BREAK OUT

### Foyer Federation "Big Enterprise Challenge"

Foyers provide accommodation, training and employment opportunities for young people aged 16-24.

EiA delivered a 1-day Big Enterprise Challenge to a very keen group of residents, some of whom had come from as far as Wigan and Exeter!

They had the chance to try out their emerging innovative business ideas in a 'marketplace' and learn more about the world of enterprise

The Foyer Federation is the umbrella body for UK Foyers and reflected: *"An interactive, energising and empowering programme, which instils a 'can do' attitude in all participants."*

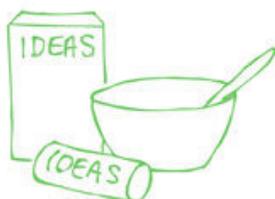
DSGi, who own Curry's and PC World, were sponsoring this as part of their 'Switched on Communities' Programme.



### LONDON METROPOLITAN UNIVERSITY "FROM NOTHING TO TRADING IN A DAY"

EiA delivered an Enterprise day to 30 Undergraduates of all ages, with a wide range of expectations and aspirations, from a simple interest in the world of enterprise to those with a business plan in mind and aspirations to raise money on the AIM market!

Isabel Cormack, Student Development Manager said: "The coaches were excellent and the students responded very well to them. It was quite obvious that the students enjoyed the day in particular the trading part in the afternoon, I was astounded by the enthusiasm and energy of the students, especially on a Friday afternoon! I must also add that I thought the organisation of the event by EiA was superb!



***Since then Derek Browne has been appointed Visiting Professor of Social Entrepreneurship at London Metropolitan University***

### East Potential Foyer 'Construct Your Career'

Last November this 2-day programme was designed and delivered to a small group of 12 young foyer residents, who were considering signing up for the East Potential Construction programme. It was designed to help them look at themselves and their motivation, give an insight from Managers in the Construction Industry, and, through an Enterprise Challenge, get a feel for what that business is about.

Some resident comments:

*"That even though I'm not ready, I just have to go ahead and get on with it, cause life doesn't always go the way you want it"*

*"It costs nothing to gain success - its all down to the individual"*

*"I learnt that meeting people in a new environment can be fun, even though its out of my comfort zone"*

