



Activities

SECTION 1: Module 1

Creative Enterprise

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Activity name: Rewards of starting a business

Method: Group or Individual

Materials Needed: Paper and pen

Duration: 20 mins

Why Do It?

This activity will encourage participants to think about the positivity starting an enterprise could bring to various aspects of the participant's life. It is designed to encourage a positive mind-set within the participants before continuing with the rest of the YEA Guide to exploring creative enterprise.

How to Do It

Task 1

Ask the participants to think about what they would enjoy about starting their own enterprise/business.

Task 2: 5 mins

Ask them to note down the rewards *they* would get from starting your own business.

Task 3: 10 mins

Ask them to note down the benefits of each factor on various aspects of their life i.e. personal, family, social etc

Task 4: 5 mins

Ask participants to share their answers – this will encourage a positive mind-set before continuing with the rest of the YEA Guide to exploring creative enterprise.

Activity: Pinterest - Inspiration boards

Method:	Individual
Materials Needed:	Pinterest and smart phone/tablet/computer
Duration:	20 mins

What is it?

Pinterest is a social network which allows you to share and comment on visual material, which could be photographs, sketches, videos or web pages. Like a virtual scrapbook, but very public, you can collate the items that you love. There is **no copyright in the world of Pinterest**: you can attach images from other people's web pages, or re-pin content from other people's boards.

In fact, sharing content from other people is actively encouraged - this is about the social activity of interaction and sharing and gaining followers, rather than keeping ownership of your work. When the Pin It button is used to select pins from a web page, the pin automatically includes a link to the source web page, so you can remember where you found it, and other people can go to the source for more information. Pinterest is a great way to gain inspiration.

Why Do It?

This activity will encourage participants to think about the motivations behind starting a business.

How to Do It

Ask participants to create their own inspiration board where they pin images of what inspires and motivates them the most, from people and places to the sun bursting on a flower in their backyard.

Activity name: Fears and barriers to enterprise

Method:	Group
Materials Needed:	Small bin or box, paper, pens and whiteboard or flip chart
Duration:	37 Min

What is it?

Participants are asked to think about and jot down all the barriers they perceive to being an entrepreneur. A discussion then follows where themes are identified giving the tutor an opportunity to discuss how perceived barriers to enterprise can be overcome. At the end of the activity the participants throw their barriers into a bin which is left outside the room to try to inspire them to think positively for the remainder of the project.

Why Do It?

This activity will encourage participants to identify what they perceive to be real barriers to being enterprising. It will help to show them that they are not alone with these barriers as it is likely that common themes will appear with their responses e.g. financial limitations, lack of confidence, lack of resources etc. The activity will also allow participants to discuss how barriers can be overcome.

How to Do It

Introduction: 2 Min

Give participants a brief introduction to the activity and explain that there are many barriers to starting your own business and that some of these may be real barriers whereas others may be perceived.

Think Time: 5 Min

Give participants a pen and a piece of paper and ask them to think about and jot down any barriers or fears they would have with regard to starting their own enterprise.

Review: 10 Min

Ask each participant in turn to call out and explain 2-3 of their barriers/ fears and the tutor writes these on the whiteboard/ flipchart

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Discuss: 20 Min

When all participants have given at least 2 barriers or fears, review the responses written on the board and ask participants if they see any common themes. The tutor should list the themes on another sheet of flip chart paper that all participants can see. Once the main themes have been identified the tutor will start a discussion on how to overcome barriers with a brief introduction to some of the organisations highlighted in **Section 2 - Module 7 (Getting it Right: Section 3 – Further sources of support)**.

Conclude: 5 mins

At the end of the activity ask the participants to throw their barriers into a bin which is left outside the room to try to inspire them to think positively for the remainder of the project.

Activity name: Your Successes

Method: Individual
Materials Needed: Paper and pen
Duration: 15 mins

Why Do It?

This activity will encourage participants to think about themselves positively. It is designed to encourage a positive mind-set within the participants before continuing with the rest of the YEA Guide to exploring creative enterprise.

How to do it

Task 1: 15 mins

Ask the participants to think about their life so far and list five achievements in their personal life.

Focus on the good stuff - It can range be a whole range of things i.e. getting out of bed this morning, going for a run, selling at a car boot sale, completing an assignment, joining a local poetry club or theatre, passing an exam etc.

Remember no success is too small!!

Focus on the good stuff

Think about your life so far and list five achievements in your personal life.

1. _____
2. _____
3. _____
4. _____
5. _____

Activity name: Personal S.W.O.T Analysis

Method: Individual
Materials Needed: Pen and paper
Duration: 10 mins

What is It?

In this activity, participants are asked to identify the skills and knowledge they perceive themselves to be lacking.

Why Do It?

Helps them identify the skills and knowledge they would need to develop if they were to start their own creative enterprise.

How to do It

Ask the participants to use the space below to identify their strengths and weaknesses in relation to business skills and knowledge.

My Strengths	My Weaknesses

Activity name: Developing your knowledge and skills

Method: Group or Individual

Materials Needed: Pen and paper

Duration: 10 mins

What is It?

In this activity, participants are asked to identify how they would develop the skills and knowledge they perceived themselves to be lacking in the previous exercise.

Why Do It?

Helps them break down the perceived barriers in relation to lack of skills and knowledge. It shows participants that there are ways to tackle this issue, giving the participant a positive outlook.

How to do It

Task 1: 10 mins

Ask the participants how they think they can develop their business skills and knowledge so that they will be able to move forward confidently?

Task 2: 10 mins

Discuss in a group and compare answers to those given in the training module.

Ask participants if they came up with any other ideas of how to develop their business skills and knowledge that were not listed in the training module.

Activity name: Success – What does it look like?

Method:	Group or individual
Materials Needed:	Images could include people, buildings, objects, cars etc
Duration:	28 mins

What is It?

In this activity, participants are asked to review a varied set of images and photos and to choose the ones they feel represent success. This will initiate a discussion on what success looks like for different people and build confidence in the participants. Images could include people, buildings, Objects, Cars etc

Why Do It?

This activity will open participant's minds to a broader understanding of what success looks like. It will challenge traditional views on success and encourage participants to see success as meaning different things to different people. This is the same in enterprise – for some, success may mean being the CEO of a huge enterprise while other may see success as simply earning enough to buy nice clothes or to send their child to dance lessons.

How to do It

Introduction: 3 Min

Introduce participants to the notion of success and have a very brief discussion on what success looks like.

Choose Images: 5 Min

Lay images on a large surface such as a table or on the floor, where the participants have ample space to browse. Ask each individual to choose a photo or image that they feel represents success.

Discussion: 20 Min

Ask each individual to show the group their photo and explain why they think it represents success. If you have a large group, it may be advisable to separate them into 2-3 groups and get each individual to discuss their picture with their group rather than the group as a whole.

Activity name: Your values

Method: Individual
Materials Needed: Post-it notes
Duration: 10 mins

How to do it

Task 1: 5 mins

Ask the participants to look at 'Examples of values' on Page 10 (Module 2 – Values).

On post-it notes, ask them to write down the values that are important to them (use the list to give examples).

Task 2: 5 mins

Of those they have listed, ask them to prioritise their top three values

Task 3: 5 mins

Collect the participants post-it notes (everyone's top three values) and stick them to the wall, white board etc

Task 4: 10 mins

Discuss – what are the most common values, what are the least common values among the group etc