

access enterprise



Programme Guide

About the Programme

What do the young people get out of it?

It introduces them to the world of business, challenges them and ultimately raises their educational and career aspirations. The business environment offers a unique opportunity that will act as a mechanism to provide young people with an **insight** into the world of work, whilst **enhancing their softer skills** in team work, communication, presentation skills, confidence, and problem solving.

The programme is **mapped to OCN** units - taking part in an enterprise project and skills in customer service. These are optional units that young people can choose to complete during the programme. This needs to be decided prior to the programme starting.

What support does Young Enterprise give?

- Extensive programme guide to take you through each stage
- A dedicated Young Enterprise contact for support throughout the programme
- Access to YE Academy - an online learning portal that young people can access to find supporting materials at each stage
- OCN moderation and associated administrative time
- Access to our online sales platform
- A pack for the activities within the programme

What we need from you?

A dedicated adult to lead, support & champion the young people's journey through the programme.

Cost

There is no cost to participate in the programme other than your commitment and time. OCN fees will be covered by YE.

Programme Stages

The programme is split into 8 key stages of running a business (see below). It has a flexible timescale and programme materials to support each stage including a group logbook where young people can record important decisions and access YE Academy. YE Academy (Young Enterprise online learning portal) has interactive activities/videos to reinforce learning at each stage. Young people progress through stages with either an actual product that they sell online/offline or with a conceptual product idea, the programme concludes with a Dragons' Den competition.



Key considerations before starting

Making the decisions, below, prior to starting provides young people with clarity of what is being expected of them and aids in their planning.

- Are young people taking part in the OCN qualification?
- What is your timescale for the programme?
- Does your timescale suit 'conceptual' or 'physical' products?
- *If physical products:*
 - How much share capital is reasonable to request from young people?
 - Are you working towards a sales event or selling online only?
- *If conceptual:*
 - Focus & work towards the Dragons' Den pitch, ensuring at each stage notes are made as contributions towards the presentation.



Stage 1: Business Basics

SETTING EXPECTATIONS

Explain the programme to young people including: Outline of programme & stages:

What is expected of them in terms of participation:

- OCN
- Share capital
- Timescale
- Dragons' Den competition
- Access to YE Academy



YE ACADEMY

Watch the video from Adam (Shnuggle founder) explaining how they set up and run their own business.



BUSINESS BASICS GAME: IMPACT

You should have a card game in your pack. The pack should have instructions on how the game should be played.



APPLICATION

Have a chat once the game is finished. Encourage young people to think through the different factors that can impact a business:

What was the biggest impact on your business?

What did you learn about running a business?

What impact does the staff make in a business?

Use some examples of the game and chat about how businesses can plan to help them with some of these 'impacts'? (Both positive and negative).

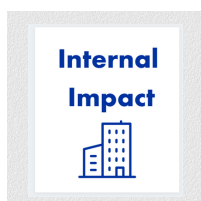


Business Basics Game

Instructions

The aim of this game is to understand what can impact a business both internally and externally.

In your pack you should have:



27 x Internal Impact cards pack



27 x External Impact cards pack



Money pack



Loan cards pack

Setting up the Game

You will need to act as the 'bank' for the duration of the game. You will take charge of the money and loan cards.

- Split the young people into 2 groups
- Give each group £600 cash
- Place the external and internal impact cards in the center

Setting the scene:

Explain to the young people that they are both competing businesses that manufacture and sell scooters. They currently have £600 cash (bank gives them £600).

The survival of any business depends on how well they prepare for and cope with unexpected circumstances that can impact any aspect of their business i.e production, staff or sales.

In this game, each group takes turns choosing either an internal or external impact card. Some will be positive impacts and some will be negative.

If the impact is negative it causes an expense to their business and they need to interact with the bank to either pay off the expense or take out a loan. If the impact is positive, the bank will give them the cash the card outlines. Give them a couple of minutes to come up with the name of their business.

Playing the Game

Specify a time that the game will be played for (10-15minutes is advised). At the end of the time, the winning team will have the most cash. Have a conversation around the game and the different impacts that groups experienced, see the previous page for some suggested questions.

Stage 2: Job Roles

TEAMWORK ACTIVITY

Using the items in your pack, set the challenge of building the highest free-standing tower within 5 minutes. You could tell them they have to design it for a certain Disney or film character. If you have more than one group, make it a competition. Observe the group as they work together, noting down any individual strengths that are highlighted.



APPLICATION

Discussion activity:
Who took charge?
Who was the one who was the 'technical director'?
Who was the more creative one (came up with design/idea)?
Who sorted out finances/distributed out resources?



DECISION LOG BOOK

Use the logbook to discuss roles and who would be suited to each role. Once roles have been finalised, make a note of them in the book.



YE ACADEMY

Individuals can use YE Academy to complete a personality quiz which will highlight their strengths and suggest certain roles they would be suited to. There is also a video which explains each role.



Stage 3: Ideation

Stages 3 & 4 are connected in coming up with product ideas/ researching them and making a final decision so you may want to work through them together over a few sessions.

WARM UP ACTIVITY

Give each group a random item, can be anything e.g. a plastic cup. Get them to come up with as many different uses for this item as possible. Encourage upcycling i.e. what could they do with a jam jar? Candle holder/vase/money box etc



CONSIDERING OPTIONS

Use the flow chart in the log book to help direct the discussion around possible product ideas and what is achievable for the group. Ensure groups do not discuss products that are not covered by YE insurance (list in log book). Stage 4, is research on these ideas so you may wish to suggest to the group they spend some time doing that before any final decisions have been made.



OCN

If the group is completing the OCN unit: Taking Part in an Enterprise Project they can begin to work through 1.2 'Business Ideas' in the OCN booklet at this stage. Remember, your 'Reflective Learning Log' in the book needs to be updated regularly.



YE ACADEMY

Video available from Allstate with advice on the ideation process.

Target Market activity: staged ideation process, young people think through a target market, problems they face and then come up with potential solutions through new product ideas.



Stage 4: Product Research

RESEARCH TIME!

Encourage the group to spend some time researching their top 3 ideas or further researching their final product decision.

Encourage research on:

- Costs of product
- Competitors
- Shipping or production times

If their product is conceptual, they will still need to research this type of information to include in their presentation.



TIME LINE

If doing an actual product - use the timeline in the logbook to work back from the sales date to ensure plans are achievable.



OCN

If the group are completing the OCN unit: Taking Part in an Enterprise Project, they can work through pages 6-11 in the OCN booklet at this stage. Remember, page 15 needs updated regularly.



YE ACADEMY

Ideation video: David Maxwell, Managing Director from Boojum gives his top tips on what to consider when deciding on your production idea.



PRODUCT APPROVAL PROCESSES

Once a product has been decided, groups need to complete a Product Approval Form found on YE Academy or this can be sent to you by the YE contact.

Submit the completed form to your YE contact.

Products cannot be sold and will not be insured until the Product Approval Form has been approved.



Stage 5: Marketing & CSR

MARKETING IN ACTION

Split the group into 2 or more teams, give them 5 minutes to look around the room(s) and list as many logos as they can. Give bonus points if they can also think of the slogan or even describe a TV advert related to that product.



NAME, LOGO AND SLOGAN

Give out blank sheets of paper and encourage the group to come up with ideas and then decide on a name, logo and slogan for their company/product. Record the final decision in the group log book.



OCN

If the group are completing the OCN unit: Taking Part in an Enterprise Project, they can work through pages 13-14 in the OCN booklet at this stage.



YE ACADEMY

Complete the marketing activity on YE Academy. Watch the video on Madlug. Encourage groups to think about their own CSR. Can they give back to the community in some way? Are they ensuring their product sourcing and packaging is ethical and environmentally friendly?



Stage 6: Customer Service

This is an important stage to complete prior to trading.

CUSTOMER SERVICE IN ACTION

Have a discussion about customer service. Encourage young people to give examples of when they have received good/bad customer service. If possible to log into YE academy use the 'Customer Service Activity' video as a group activity.



SCENARIO PLAN

If getting ready for a sales event, it would be a good idea to role-play or talk about different customer scenarios and how to deal with them. If selling online, discuss different complaints that could arise and chat through an appropriate response, including tone, language used, promptness of reply, returns procedure etc.



OCN

If the group are completing the OCN unit: Skills in Customer Service, they can complete the booklet at this stage.
If the group are completing the OCN unit: Taking Part in an Enterprise Project, they can work through page 12 in their booklet at this stage.



YE ACADEMY

There are a number of videos and activities that will help with the OCN Unit: Skills in Customer Service.



Stage 7: Dragons' Den

COMMUNICATION ACTIVITY

Check out the Appendix for some communication game ideas. It is important to apply the learning afterwards. Emphasise the importance of appropriate body language and planning content so the presentation will engage and inform the judges.



PRESENTATION PLANNING

Take some time planning and practicing your presentation. If you can, encourage students to watch some Dragons' Den pitches on YE academy or YouTube. Make a list of important details to include. Encourage as many team members as you can to take part for skills and experience development.



ENTERING DRAGONS' DEN COMPETITION

Young people are presenting to the 'Dragons' (judges) pitching as if they are requesting an investment in their business. It should last no more than 4 minutes. Your Young Enterprise contact will inform you of the format of presentations and the deadline to enter.



YE ACADEMY

Watch the presentation activity video and critically evaluate the presentations.



Stage 8: Reflection

COMMUNICATION ACTIVITY

Put the title of each of the stages in a hat. Walk around the room and choose different people to pick out a stage. Stop each time and discuss this stage. Focus first on the company, what went well/could have gone better. Then focus on the individuals - did anyone's strengths shine in this stage/anyone struggle and could have improved in this stage.



YOUNG ENTERPRISE REFLECTION

Your Young Enterprise contact should have sent you and the young people a link to a form to complete for this stage. Please get in touch with them if you have not received it. Students can access their reflection form through YE Academy.



OCN

If the group are completing the OCN unit: Taking Part in an Enterprise Project, they can work through page 16 in the OCN booklet at this stage.

Once OCN portfolio is complete, please contact your YE contact to arrange submission.



YE ACADEMY

Use the link at Stage 8 to fill out a reflection form.



Appendix

Stage 8 Communication Activities

Body language:



Post it/act it

Think of different emotions/characteristics and write them on a post it note i.e. happy/sad/angry/bored/grumpy/aggressive/laid back. Stick one emotion on the 'guessers' forehead. Choose one person to act out that emotion.

At the end, emphasise the importance of body language and have a conversation around what body language is appropriate when presenting.



Charades:

Encourage young people to think of their favourite movie/book/TV show. They need to act it out and see who can guess what it is.

Application – we can all communicate without words. When presenting we need to be aware of our body language and what we are communicating with it.

Content



Clues

Nominate 1 person to look around the room and decide on an object that they will give clues about. They must start with the most general clues first, 'it's a thing', 'it can be useful', etc. and get more specific as they go on. They say one clue at a time. Individuals can guess after a clue is given but if they don't get it right (or after a limited number of wrong guesses), they have to stay quiet for the rest of the time. Play for a few rounds and keep scores.

Application: discuss the importance of describing something in detail to an audience. Think about the Dragons/judges watching the presentation. They will know nothing about the business or product. Use the rest of the time to plan and then practice the content of the presentation.

Notes

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