

Enterprise Development

Enterprise in Action:
Enterprise Development for Children
and Young People

These boys are unrecognisable compared to when the *as creatives* programme started – their behaviour and engagement have been transformed

Assistant Head

I think we worked well in a team – we couldn't have done the scripts as well as we did without communication

Year 9 student

ABOUT US:



as creatives is an independent creativity consultancy. We enable individuals and organisations to realise their full potential by promoting the concept of “thinking differently” – our unique pedagogical approach to developing creativity in education.



Our extensive experience in working directly with young people, teachers and parents is built upon the understanding that people are at their best when their creativity is allowed to flourish.

We work to support senior leadership teams, teaching staff and young people in primary and secondary schools in developing innovative approaches to teaching and learning.

Our programmes range from one day INSETs to larger scale, year long curriculum development programmes involving the whole school. All of our experiential learning programmes are highly motivational and engaging and will have positive impacts on your working practices.

Collectively, our expertise is built on over forty years of experience of working directly in education and draws on the successful creative practices of our five directors:

Simon McKeown: Visual Arts

Jackson Kavanagh: Writing/ Directing

Kate Pankhurst: Illustration

Jo Stokes: Acting

Claire Walker: Publishing/Film Making

As consultants, facilitators and trainers we are engaged with a range of schools and local authorities in programmes enabling creative curriculum design and development.

‘*as creatives*’ programmes model the positive impacts of creativity on children’s development and will leave you with tools and techniques to continue to inspire your students in exciting and innovative ways.’

ENTERPRISE IN ACTION: ENTERPRISE DEVELOPMENT FOR CHILDREN AND YOUNG PEOPLE

as creatives' highly engaging and motivational learning programmes enable young people to explore and develop their enterprise skills. Our highly experienced creative business leaders are uniquely equipped with the tools and techniques to engage all levels of young people in thinking differently about and how enterprise can help them to achieve their aspirations.

The following programmes can be delivered with a variety of group sizes in both primary and secondary schools including class groups, whole year groups and cohorts of targeted students:

Contents

1. Developing Tomorrows Leaders

An intensive programme of sessions enabling young people to develop their enterprise skills – and to pass these skills onto peers by becoming workshop leaders themselves

2. Growing Aspirations

A programme engaging young people in exploring their aspirations and developing their skills and confidence in achieving them

3. The Trading Game: Enterprise and Entrepreneurs

A fast-paced and immersive trading experience introducing the key skills associated with enterprise

Please contact:

Simon McKeown

0151 708 3587

07764 208993

s.mckeown@as-creatives.com

Jackson Kavanagh

0151 708 3587

07837855397

j.kavanagh@as-creatives.com

as creatives

2nd Floor

The Contemporary Urban Centre

41-51 Greenland Street

Liverpool

L1 0BS

For further information about the range of programmes we have delivered and to read recent case studies please visit www.as-creatives.com



Please get in touch to discuss how we can work with you.

1. DEVELOPING TOMORROWS LEADERS



These boys are unrecognisable compared to when the as creatives programme started – their behaviour and engagement have been transformed'

Assistant Head

I am most proud of me speaking up more and getting more involved in the activities – because I didn't join in anything until I went on this project.

Year 9 student

An intensive programme of sessions enabling young people to develop their enterprise capabilities – and to pass these skills onto peers by becoming workshop leaders themselves

Target Audience:

- Secondary school students (KS3, KS4)

Numbers:

- Up to 15 students per group

Course Duration:

- 8 half day sessions

Overview:

- We will work with a group of between 10 and 15 students over eight sessions to explore enterprise capabilities - and to identify ways in which these skills are of value both inside and outside school
- Pupils will work individually, in pairs, in small groups and as a whole group on a variety of engaging activities, each specifically designed to draw out particular enterprise skills
- By analysing their approaches to these activities, students will become increasingly familiar with the names of the enterprise skills, and able to recognise what they look like in practice
- Throughout the programme the facilitators will be deliberately transparent about their reasons behind the chosen content and structure of each session, thus allowing the students to understand how a session can be designed to meet specific aims and objectives

- Students will be taken through a process allowing them to agree on and develop a means of presenting their ideas and experiences to a specified audience (for example a group of year 7 students may chose to share their experience with a group of year 6 pupils, to support them in the transition to secondary school)
- Students will identify three particular activities that they wish to facilitate and develop scripts to support them, following the 4MAT framework (Bernice McCarthy)

Learning Objectives:

- To actively explore a range of enterprise capabilities and reflect on ways in which these skills can be used in life

Outcomes:

- An understanding of the transferable value of enterprise skills
- Workshops designed and delivered by the students themselves, sharing the skills they have developed



2. PROMOTING ASPIRATIONS

A programme engaging young people in exploring their aspirations and developing their skills and confidence in achieving them.

Target Audience:

- Secondary school students (KS3, KS4)

Numbers

- Up to 30 students per group

Course Duration:

- 2 days and 4 half day sessions

Overview:

- We will work with a group of up to 30 students over four half days and two whole days in exploring and broadening aspirations – and investigating the skills required to achieve them. This will culminate in students producing short films that investigate a range of 'career families'
- Students will work individually, in pairs, in small groups and as a whole group on a variety of engaging activities to explore career opportunities in a number of sectors – eg science and technology, healthcare and travel and tourism
- Students will then work in production teams, each become expert in one career family, carrying out research to discover the range of jobs available, paycales, and what experience or qualifications may be required
- As a whole group the students will identify a target audience for their films before beginning work on storyboarding and script writing

- Each session will end with dedicated reflection time where the students will unpick the variety of skills they have used to complete the tasks. They will be encouraged to make links between these skills and the careers they are researching
- Students will be responsible for finding locations and sourcing any props or costumes required before the filming, which will take place over a whole day. They will also learn how to use editing software in order to complete their films
- We will support students in preparing to present their films to their chosen audiences before a showcase celebrating all the learning

Learning Objectives

- To investigate the wide range of opportunities offered by a number of "career families" – and the skills and experiences needed to join those families
- To research, storyboard, script, shoot and edit short films

Outcomes

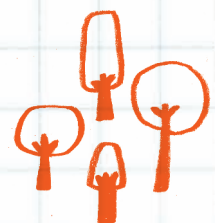
- A greater understanding of the link between the skills the students develop at school and their own futures
- Films made by students for students promoting career opportunities

I think we worked well in a team – we couldn't have done the scripts as well as we did without communication.


Year 9 Student

Quite apart from the obvious impacts in terms of gaining a greater understanding of "career families", many of the students have visibly grown in terms of self confidence.

SLT, secondary school, St Helens



3. THE TRADING GAME



It was mad but very organised at the same time!.

Year 7 student

A fast paced and immersive trading experience introducing the key skills associated with enterprise

Target Audience:

- Primary and secondary school students (KS2, KS3 and KS4)

Numbers:

- 20 - 60 students per group

Course Duration:

- 1 half day session (with the option of a follow up activity, taking it to two hours)

Overview:

- 1 half day session (with the option of a follow up activity, taking it to two hours)
- Students will take part in a highly engaging, fast-paced activity working in teams of 3-5
- Each team will represent a given country and be challenged to make as much money as possible for their country in the time given, using only the resources provided to make shapes that can be sold to the 'World Bank'
- The activity is set up to ensure that some teams will be forced to trade resources in order to achieve the aim and, due to fluctuating prices, careful consideration must be given to the timing of transactions with the 'bank'
- Students' enterprise skills will be tested to the limit as they work towards the challenge, against the clock and driven by their desire to win


- At the end of activity students will be supported through a process which allows them to identify the skills they used to complete the challenge, and to compare their responses to the as creatives' Enterprise Capability framework
- In addition, a follow up activity can be provided, which offers an in-depth exploration of how these skills manifest themselves in practice

Learning Objectives:

- To experience first hand enterprise capability

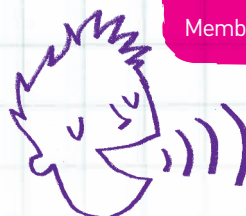
Outcomes:

- The reflection on a range of enterprise skills and the ways in which they can support learning both in and out of the classroom



Staff used to feel "enterprise" didn't feed into curriculum teaching – but the links you made flagged up the enterprise capabilities and has encouraged them to think differently.

Member of SLT, Alsop High



GET IN TOUCH

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Member of SLT, Alsop High

Quite apart from the obvious impacts in terms of gaining a greater understanding of “career families”, many of the students have visibly grown in terms of self confidence.

SLT, secondary school, St Helens

All of the programmes listed above can be tailored to suit your individual needs and budget. If you are interested in working with us we would love to hear from you.

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