

# Enterprise Development

**Enterprising Futures:**  
Professional Development for Teachers

We're really pleased by the work that as creatives has done. It's always a worry that momentum might be lost once a training programme is over – but this is far from the case with the as creatives input. There's a really positive future for the school in terms of enterprise education. Thank you!

Deputy Head Teacher

There has been a significant impact. There is a new enthusiasm – staff are talking and sharing ideas and seeking new ways to deliver in the classroom as well as taking pupils outside of the classroom.

Senior Leadership Team, Lander Road Primary School

## 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.’**



# ENTERPRISING FUTURES PROFESSIONAL DEVELOPMENT FOR TEACHERS

*as creatives'* unique range of inspirational professional development programmes highlight how enterprise can be developed right across the curriculum in both primary and secondary schools.

Our highly experienced team of facilitators will guide you through our unique pedagogical approaches and equip you with a set of tools, techniques and methodologies that you can use in the classroom the next day.

This document contains outlines for all of our Enterprising Futures – we can adapt programmes to meet the needs of different year groups and group sizes. Please get in touch to discuss how we can work with you.

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**For further information about the range of programmes we have delivered and to read recent case studies please visit [www.as-creatives.com](http://www.as-creatives.com)**

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

# 1. ENTERPRISE – WHAT, WHY, WHERE, WHEN AND HOW?

## An introduction to enterprise across the curriculum

### Target Audience:

- Primary and secondary school teachers (KS1, KS2, KS3, KS4)

### Numbers:

- Whole staff groups including support staff: between 15 and 200 staff

### Course Duration:

- 1 day (or 2 half days)

### Overview:

- We will work with an entire staff group to introduce our unique pedagogical approaches to developing enterprise across the curriculum
- Facilitators will model a range of highly motivational and engaging tools, techniques and methodologies that will improve the enterprise capabilities of your learners
- Real life case studies from around the UK and the rest of the world will be shared illustrating concrete examples of how other schools have developed enterprise across the curriculum
- Staff will be given the time to develop innovative approaches in their teaching practice
- Staff will be signposted to further reading, resources and materials that could further extend enterprise in the classroom
- We will bring highly skilled facilitators to work with your staff and provide all the materials required

### Learning Objectives:

- To explore enterprise across the curriculum

### Outcomes:

#### By the end of the session staff will have:

- A raised awareness of the pedagogical approaches underpinning enterprise in the classroom
- Reflected on their own practice and shared their experiences with colleagues
- Developed innovative approaches to their teaching practice

Staff have benefited greatly from the focused programme with as creatives. They are very excited by the work they have done and full of ideas for the future. Their enthusiasm has been extremely impressive – the as creatives input has clearly had a great impact on them!

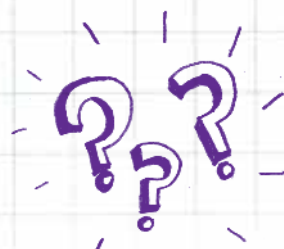
Deputy Head Teacher,  
Hillside Secondary School, Sefton

*as creatives* has given us a whole range of approaches that I can put to use straight away – thank you!

Year 6 Teacher

I used to be a little uncomfortable with “enterprise” – but now I feel very confident about actively planning for this.

Year 3 Teacher



## 2. ENTERPRISE IN YOUR DEPARTMENT

As a result of the programme, teachers are planning together and developing new ideas. We've delivered creative topics and a new approach to the curriculum.

There has been a significant impact. There is a new enthusiasm – staff are talking and sharing ideas and seeking new ways to deliver in the classroom as well as taking pupils outside of the classroom.

Senior Leadership Team,  
Lander Road Primary School

### Training focusing on how enterprise can support individual departments in their specific curriculum areas

#### Target Audience:

- Secondary school students (KS3, KS4)

#### Numbers:

- Individual departmental groups of staff including support staff: between 2 and 200 staff

#### Course Duration:

- 1 half day per department

#### Overview:

- Our highly experienced facilitators will work with individual departments to introduce our unique pedagogical approaches to developing enterprise in their particular specialist areas
- Facilitators will model a range of highly motivational and engaging tools, techniques and methodologies that will improve the enterprise capabilities of your learners
- Case studies from the UK and the rest of the world will be shared illustrating concrete examples of how other schools have developed enterprise in your subject area
- Staff will be enabled to develop innovative approaches to teaching and learning
- Staff will be signposted to further reading, resources and materials that could further develop enterprise in your department
- Our highly skilled facilitators will provide all the materials required

#### Learning Objectives:

- To develop enterprise in your department

#### Outcomes:

- By the end of the programmes staff will have:
  - A deepened understanding of the pedagogical approaches underpinning enterprise in their subject area
  - Reflected on their own practice and shared their experiences with colleagues
  - Developed innovative approaches to teaching and learning in their subject areas
  - Identified the ongoing process for developing enterprise in their department

I was pleasantly surprised by the quality of the training – this INSET was both enjoyable and useful!

Classroom Teacher



### 3. ENTERPRISE AMBASSADORS

**This has definitely enriched the curriculum.**

Monica Gallimore,  
Principal, St. Cuthberts

**Students have already begun to benefit from the techniques and strategies developed by the Enterprise Champions ... As we develop and embed a whole-school approach, there will be obvious gains in terms of learning.**

Deputy Head Teacher

**Your input gave staff greater confidence in planning and delivering enterprise education. The work the Enterprise Ambassadors did with you has helped them in developing their skills to becoming better teachers – and there is an enthusiasm to share their experiences with colleagues from outside the group.**

Head of Professional Development

#### **A personalised programme of coaching, co-planning and co-delivery embedding enterprise in the classroom**

##### **Target Audience:**

- Primary and Secondary Schools (KS1, KS2, KS3, KS4)

##### **Numbers:**

- A working party of individual staff members drawn from across the school: between 2 and 15 staff

##### **Course Duration:**

- 1 Day followed by a series of co-planning, co-delivery and evaluation sessions in the classroom and culminating in 1 half day dissemination event

##### **Overview:**

- An intensive programme of staff development embedding enterprise in the classroom through individualised programmes of professional development
- Our highly experienced facilitators will guide your staff in developing enterprise in their teaching and learning
- A series of cycles of co-planning, co-delivery and reflection will ensure that controlled risks are taken in order to develop innovative classroom practice
- We will work with individuals to introduce our unique pedagogical approaches to developing enterprise in their particular subject areas
- Facilitators will model a range of highly engaging tools, techniques and methodologies that will improve the enterprise capabilities of your learners
- Case studies from the UK and the rest of the world will be shared illustrating concrete examples of how other schools have developed enterprise

- A learning community will be established between participants encouraging deep reflection and sharing of learning outcomes
- Staff will be signposted to further reading, resources and materials that could further extend enterprise in your department
- Our highly skilled facilitators will provide all the materials required

##### **Learning Objectives:**

- To further develop enterprise in your teaching practice

##### **Outcomes:**

##### **By the end of the programmes staff will have:**

- Tried and tested innovative approaches to teaching and learning in the classroom with support from our facilitators
- A deepened understanding of the pedagogical approaches underpinning enterprise in their subject area
- Reflected on their own practice and shared their experiences with colleagues
- Developed innovative approaches to teaching and learning
- Identified the ongoing process for developing enterprise in their teaching practice

**We're really pleased by the work that as creatives has done. It's always a worry that momentum might be lost once a training programme is over – but this is far from the case with the as creatives input. There's a really positive future for the school in terms of enterprise education. Thank you!**

Deputy Head Teacher

## GET IN TOUCH



I used to be a little uncomfortable with “enterprise” – but now I feel very confident about actively planning for this.

Year 3 Teacher

Students have already begun to benefit from the techniques and strategies developed by the Enterprise Champions ... As we develop and embed a whole-school approach, there will be obvious gains in terms of learning.

Deputy Head Teacher

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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We look forward to hearing from you soon