



Erasmus+



NETRISE

Unit 3

Activity Workbook

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Unit 3

The Change Challenge

Activity Workbook

Name



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Unit 3 :The Change Challenge



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Workshop 1



The Change Challenge

This Unit consists of 12 Workshops and forms part of the Enterprise and Entrepreneurship: Community and Sport Youth Leaders Award at SCQF level 5.

Unit 1 – Developing Entrepreneurial Skills

Unit 2 – Starting a Business

Unit 3 – The Change Challenge

This **Unit 3** has been designed to help you use all the skills and knowledge you have developed in Unit 1 and Unit 2 and bring them together in a real life project.

Working in your group you will create a product/service designed to have a positive impact on your immediate local community. Your group will carry out all the tasks required to start a small business from initial idea/concept through to developing a business plan.

The final task for your group will be to present your ideas to the rest of the group and develop a portfolio that gathers evidence showing the work you have carried out throughout.

This portfolio will be the assessment material for this Unit.



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Unit 3 :The Change Challenge

In this third Unit you will undertake the following 12 interactive and thought provoking workshops. You will have time to reflect on the areas on your own and within your group.

| The Change Challenge | |
|-----------------------------|--------------------------------------|
| Workshop 1 | Introduction to Unit and Icebreakers |
| Workshop 2 | Your Market Analysis |
| Workshop 3 | Your Branding and Marketing |
| Workshop 4 | Your Digital Media and Networking |
| Workshop 5 | Your Finance and Record Keeping |
| Workshop 6 | Developing Your Business Plan |
| Workshop 7 | Completing Your Portfolio |
| Workshop 8 | Developing Your Presentation (1) |
| Workshop 9 | Developing Your Presentation (2) |
| Workshop 10 | Practicing Your Presentation |
| Workshop 11 | Delivering Your Presentation |
| Workshop 12 | Staying on Track |

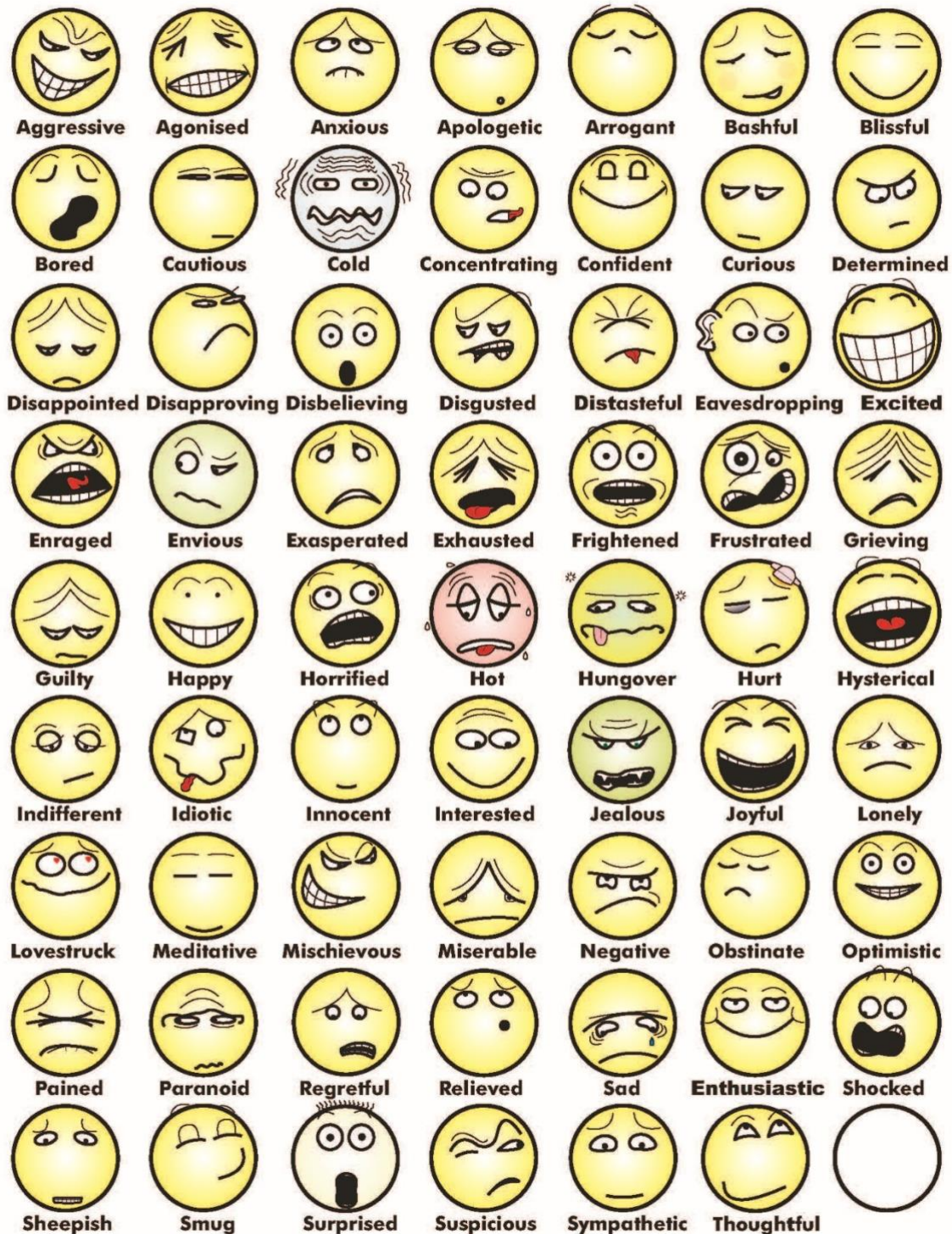
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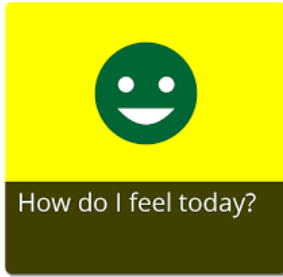
THE CHALLENGE OF CHANGE

Activity 1

How do you feel today?



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Pick three of the descriptions in the previous page that apply to you today and note them below:

1 _____

2 _____

3 _____

What do I hope to achieve from attending these workshops?

1 _____

2 _____

3 _____

Activity 2



In this project you work in a team to create a product or service that will benefit your community. Your facilitator will have helped you to develop a group made up of individuals who have similar interests and/or ideas to yourself. This is the team you will work with for the duration of this project.

Your task is to interview one of the members of your new team and ask him/her the following questions:

What is your name?

What do you like to do in your spare time?

If you could do anything in life what would it be?

Your task is now to introduce that team member to the others in your team.

Take a note of your new team members below:

| |
|--|
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| |
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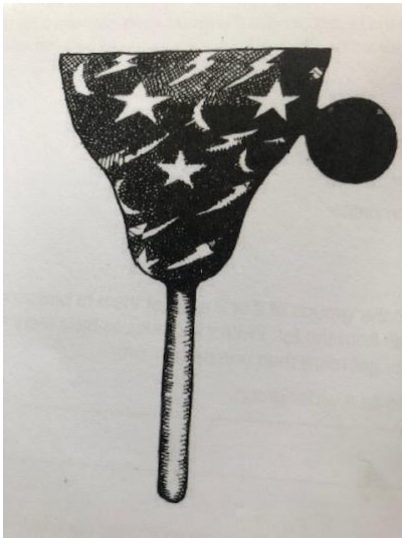
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Unit 3 :The Change Challenge

Activity 3



What are your thoughts about this new design for a coffee cup?

Write down 4 reactions/thoughts/observations you have about this new design below:

| |
|----------|
| 1 |
| 2 |
| 3 |
| 4 |

Now put a minus sign (-) next to any observations that were negative.

Now put a plus sign (+) next to any observations that were positive.

Now put a (0) next to any that were neutral ie "it's black"

Activity 4



In your new team your task is to decide on a product/service that will have a positive change/improvement in your community.

Note some ideas your team has for your product/service below:

| |
|--|
| |
| |
| |
| |

Your task is to take each one in turn and discuss the pros and cons. You must then between you decide which idea is the one you will take forward and develop as part of your project.

Your facilitator can also help you decide if you are unsure which idea is best.



Final Idea:

What positive change/improvement will this product/service make to your community?

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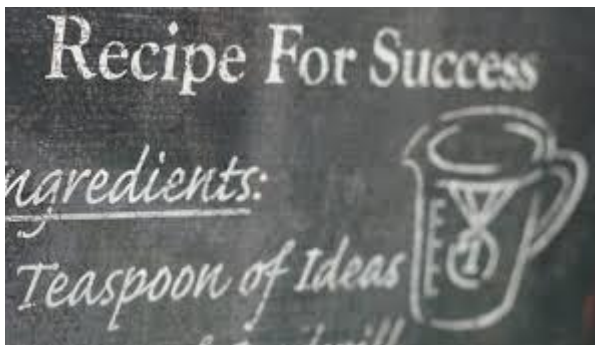
Activity 5



In Unit 3 you will carry out all of the activities with others in your team. It is, therefore, important that you understand what makes a good team to help you succeed with the tasks you have to carry out together.

In your new team look at the task below and work together to develop a recipe for good teamworking.

You should detail all the ingredients needed below to make the team the best it can be.



| | |
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| | |
|--|--|
| | |
|--|--|

Your task is now for your group to reflect on the following:



How well did you work as a team?

Did one person naturally lead?

Did you share ideas?

Did you support one another?

Did one or more not join in?

Did you listen to each other?

What would you do differently next time you work in a team?

Activity 6



Your facilitator will show you a page of pictures. In your team you will need to study these and then be able to answer questions. You will have two minutes to look at the pictures.

Do you need a strategy? Take some time to discuss in your team how you might go about this task.

Your facilitator will now ask you some questions about the picture.

Record your answers to the questions below:

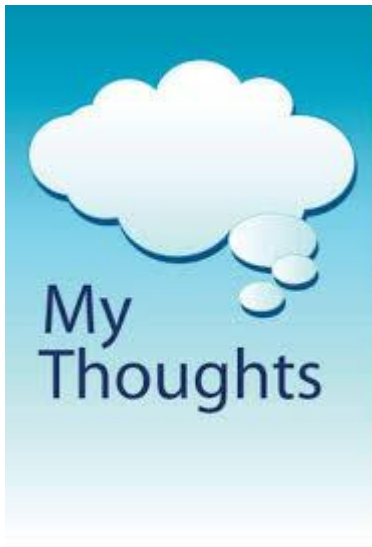
- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

How successful was your team strategy?

Would you change anything if you were to do it again?

What did you learn about creating a successful team?

Activity 7



What I liked best about this workshop

Some things I learned/achieved from this workshop

Workshop 2



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Activity 1



Now that you have chosen your product/service you need to carry out some market research to determine if your idea is viable.

In what ways will you carry out market research to help you decide on your target market?

| |
|--|
| |
| |
| |

This should help you answer the following questions:

Who will be interested in your product/service?

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What price will they be prepared to pay for your product/service?

What they like and don't like about your product/service?

Remember you can use **primary** and **secondary** methods of research.

Once you have decided the best way to carry out research for your product/service your team must allocate tasks to ensure everything is covered.

You are required to keep evidence of any research you have carried out for your portfolio. For instance any focus group questions, surveys as part of primary research and government stats, competitor information, internet research etc as part of your secondary research.

Activity 2



Your task is now to carry out a SWOT Analysis on your team's business idea.

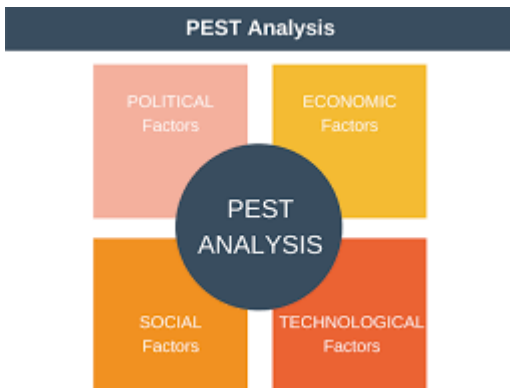
Use the template below to help with this and you will submit your final version as part of your portfolio.

| | |
|---------------|------------|
| Strengths | Weaknesses |
| | |
| Opportunities | Threats |

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| | |
|--|--|
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| | |

Activity 3



To help you make a final decision it is useful if you carry out a PEST Analysis on your business idea.

Use the template below to help with this and you will submit your final version as part of your portfolio.

| | |
|-------------------|-----------------------|
| Political Factors | Economic Factors |
| | |
| Social Factors | Technological Factors |

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| | |
|--|--|
| | |
|--|--|

Activity 4



Now that you have carried out a variety of research you need to determine who your **Target Market** is.

You will remember that target markets are strategically chosen customer groups where you will focus the sale of your product/service.

The members of your target market will have similar wants and needs.

Take time to discuss within your group who your target market will be for your chosen product/service and note it below. This will be transferred to your evidence portfolio later.

Note the reasons why this is your target market below:

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Activity 5

FINAL DECISION

Now that you have carried out all the relevant market analysis/research your team need to make a final decision about the product/service you will now continue with.

Is the initial idea still a viable option?

If not what made the group decide to make changes?

What changes will you make if appropriate?

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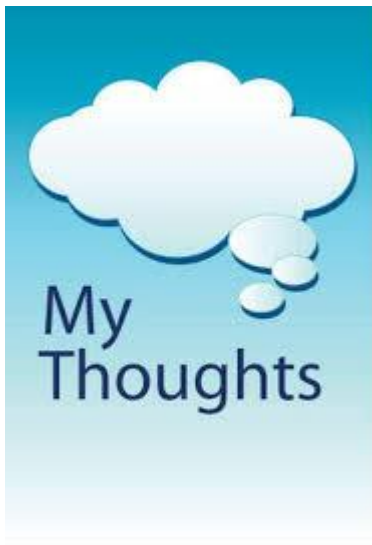
Unit 3 :The Change Challenge

Are you all in agreement?

If not how did you come to a final decision?

Note your final product/service below:

Activity 6



What I liked best about this workshop

Some things I learned/achieved from this workshop

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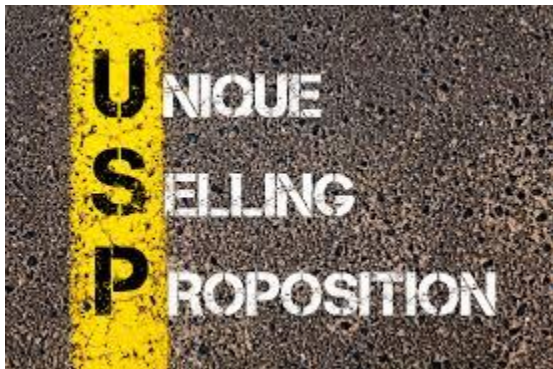
Workshop 3



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Activity 1



Now you have decided on your product/service you must now determine your USP.

Spend some time in your group deciding on your USP. Use any method you like to get down all your ideas. You might want to use of them the suggestions below or a combination:

- Mindmapping
- Brain writing
- Sticky notes
- Focus group with target market

To help you:

- Make a list of what you know about your target audience.
- Make a list of all the needs that your product or service could meet - these attributes are all potential selling points for your business.
- What are you offering that is not being met by your competitors
- Don't forget that your USP is a *unique* selling proposition so you are looking for a gap in the market.
- Match each potential USP against what you and your business are especially good at, and how you want to be seen.
- Conduct short interviews with about ten people in your target market to choose the strongest USP for your business.
- Double-check that you have the right USP. Does it convey one strong benefit? Is it memorable?

After you have carried out the above tasks and your team have decided on the best USP note it below:

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Activity 2



Now that you have decided on a product/service and you know your **USP** your team's task is to give it a name. In order to do this you should use some of the creative thinking techniques you learned about it Unit 1.

Points to help you:

- It should be Unique
- It should be short, punchy and memorable
- It should be good written down as well as when you say it
- It should evoke an emotion, feeling or an idea
- It should resonate with your target market

Some methods you might want to use:

- Brainwriting
- Mindmapping
- Sticky notes
- Focus Group

Take time in your team to come up with a great name for your product or service. Firstly come up with your top 3.

Top 3 Names

If you are undecided on the best name within your team you might want to take a vote on it or have a small focus group within the wider group.

Final product/service name: _____

You will be required to include evidence of the method you used to choose the name of the product/service for your portfolio.

Activity 3



Your next task is to determine what kind of business yours will be.

To help you it may be an idea to look back at your Activity Workbook in Unit 2 – Workshop 8 to remind you of the different possibilities.

That workshop will also remind you of the advantages/disadvantages of each.

You must look at each of them in turn and decide which one will be more appropriate for your business idea.

Now decide what type would be best and note it below:

Why did you decide on this type of business for your product/service?

You will be required to include evidence of the consideration you gave to the type of business you decided on and the rationale for your portfolio.

Activity 4



Logo Design

The next task for your group is to design a suitable logo for your product/service.

Some ideas to think about:

1. Understand why you need a logo
2. Define your brand identity
3. Find inspiration for your design
4. Check out the competition
5. Choose your design style
6. Pay attention to colour
7. Pick the right font for you
8. Evaluate your logo options
9. Integrate your logo design into your brand

Use any method suitable for your team to come up with **3 potential logos** that will effectively identify your product/design. You can then consult with other teams/your target market to gather their input before you decide on a final logo design.

Once you have decided on the best option you can draw the logo below:

Explain below the reasons why you chose this particular logo:

You will be required to include evidence of the consideration you gave to the design of your logo rationale for your decision in your portfolio, as well as the actual logo.

Activity 5



The next task for your team is to create a slogan you can use to help brand your product/service.

Think about the famous ones you learned about in Unit 2 before you start.

Some ideas to think about:

1. Keep it short and simple
2. Be consistent
3. Focus on what makes you different
4. Make it timeless
5. Consider your target market
6. Get input from other teams

Use any method suitable for your team to come up with **3 potential slogans** that will effectively identify your product/design. You can then consult with other teams/your target market to gather their input before you decide on a final slogan.

Once you have decided on the best option you note your slogan below:

Explain below the reasons why you chose this particular slogan:

You will be required to include evidence of the consideration you gave to the design of your slogan rationale for your decision in your portfolio, as well as the actual slogan.

Activity 6



The next task for your team is to determine the brand personality of your product/service.

Think about the famous ones you learned about in Unit 2 before you start

Some ideas to think about:

Your **brand personality** should grow out of your existing customer base:

- Who are your customers?
- What do they relate to?
- What visual and cultural messages are they familiar with?
- What traits do they share?
- How do they use and relate to your products?

Use any method suitable for your team to determine with your brand personality. You can then consult with other teams/your target market to gather their input before you decide on your brand personality.

Once you have decided on the best option note your brand personality below:

Explain below the reasons why you decided on your brand personality:

You will be required to include evidence of the consideration you gave to the brand personality and the rationale for your decision in your portfolio, as well as your brand personality.

Activity 7



The next task for your team is to complete the 4 Ps of Marketing table below.

To Remind You:

| The 4 P's of Marketing explained | | | |
|--|--|---|--|
| Product | Promotion | Place | Price |
| <ol style="list-style-type: none"> 1. Is there a demand for the product or service? 2. How to make the product appeal to consumer 3. Packaging— includes the design, color, size, and brand names | <ol style="list-style-type: none"> 1. Making customers aware of a product 2. Advertising 3. Coupons 4. Rebates 5. Sales 6. Free give aways 7. Publicity | <ol style="list-style-type: none"> 1. Distribution is getting the right product to the right place at the right time in the right amount and in the right condition 2. Storage 3. Warehousing 4. Transporting | <ol style="list-style-type: none"> 1. How much are customers willing to pay? 2. Is the price competitive with other products? 3. Can the company make a profit? |

Using the ideas in the table above now think about your team's product/service and complete the table on the next page to capture the 4 Ps.

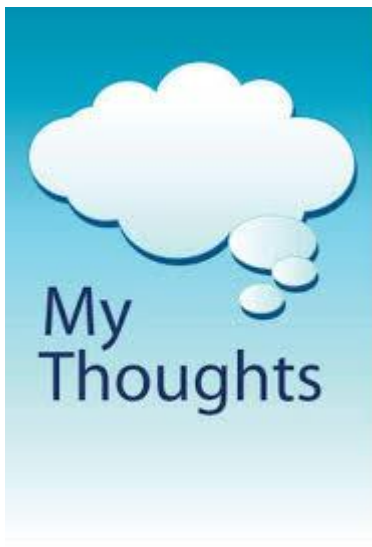
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You might want to decide to allocate team members to focus on one of the areas and then bring them all together.

You will be required to include a similar table capturing your 4 Ps in your portfolio.

| | |
|------------------|--|
| The 4 Ps | |
| PRODUCT | |
| PLACE | |
| PRICE | |
| PROMOTION | |

Activity 8



What I liked best about this workshop

Some things I learned/achieved from this workshop

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Unit 3 :The Change Challenge

Workshop 4

Your

Digital Media and Networking

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Unit 3 :The Change Challenge



Activity 1



The next task for your team is to design an advert/flier for your product/service that is suitable to use on a variety of different digital platforms.

Some things to think about:

- What are you trying to get across?
- Remember your USP
- Remember your target audience
- Remember your brand personality
- What colours/images will grab attention
- How can you incorporate your logo and slogan?

Discuss ideas how you can design the best advert/flier.

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If you have different ideas within your team you can create 2/3 different versions.

You can then ask for the opinion of other teams and/or your target market to help you decide on the best idea.

You will be required to include the final version in your team portfolio.

Activity 2



The next task for your team is to develop an appropriate Digital Marketing Strategy for your product/service'

| Digital Marketing Strategy | |
|---|-----|
| Why are you using digital media to market the business? | |
| What is your Target Market? | |
| What platforms will you use? | |
| 1 | Why |
| 2 | Why |
| 3 | Why |
| What content will you be posting? | |

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Activity 3



The next task for your team is to develop a networking strategy to help you market your product/service.

| Networking Strategy | |
|--|---|
| Who do you know already who you can network with? | |
| Who else can you approach to help you grow your network? | |
| What organisations could you network with to help you market your product/service? | |
| 1 | 4 |
| 2 | 5 |
| 3 | 6 |
| In what other ways can you grow your network of contacts? | |

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Activity 4



The next task for your team is to develop a **1 minute pitch** that any of you can use when you have to explain your product/service to others.

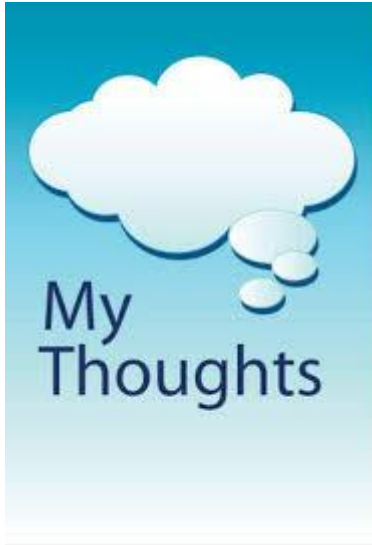
Points to remember:

| | What to cover | Time |
|---|---|------------|
| 1 | Introduction <ul style="list-style-type: none"> • Who you are • Your Company name • What you do/make | 20 seconds |
| 2 | Features/Benefits <ul style="list-style-type: none"> • Include 1-2 benefits of your product/service • What can your business do for them? | 20 seconds |
| 3 | Stand Out and Call to Action <ul style="list-style-type: none"> • End with an open question, a statistic, a tip or a quote • Always end with offer to meet and talk more in the break | 20 seconds |

Once you have completed the task note your **1 minute pitch** below.

This will also be included as evidence in your team portfolio.

Activity 5



What I liked best about this workshop

Some things I learned/achieved from this workshop

Workshop 5

Your Finance and Record Keeping



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Activity 1



Your Team War Cry

For this Activity your team have to come up with a War Cry or Anthem that you can share with the wider group about your team and how you are approaching this project.

Your War Cry could be a short tune, a few words involving an action or a routine. It should be something that sums up your team and what you are trying to achieve. It could incorporate your names or the name of your product/service and how you feel about the product/service.

Your facilitator will give you 10 minutes to come up with your War Cry and then you have to share it with the wider group.

Use the space below to jot down ideas.

How did this Activity make you feel?

How could this be useful to your team?

Activity 2



This task is to help your team focus on how you will fund the new venture during the first three months. Discuss ideas with your team and note your ideas in the tables below and on the next page.

Think back to Unit 2 where you learned about different options available to you and in your team decide what would be appropriate. Use the table below to help you.

| What will you need to spend money on to get the produce/service up and running? | Cost of each item £ |
|---|------------------------|
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| Total funding required | £/€ |
| Where can you obtain this funding? | £/€ |
| Bank Loan | |

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| | |
|----------------|-----|
| Family/Friends | |
| Own Savings | |
| Grant | |
| Overdraft | |
| Crowdfunding | |
| Total | £/€ |



Areas to consider:

If your team plan to borrow from a bank you will need to spread the repayments over a number of months.

How many months would that be and note below the approximate monthly repayments – remember you will have interest to pay as well. Note your team’s ideas below.

What other information would you need to provide to the bank?

Your funding options and rationale will be captured later when you complete your portfolio of evidence. Be prepared to explain why you have chosen any of the options. Make notes below.

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Activity 3



You learned the importance of keeping good records when you are managing a business in Unit 2. The task for your team is to think about your new product/service and make a plan that covers all the records you need to keep.

| Items | How will you record them |
|-----------------------|--------------------------|
| i.e. customer details | |
| | |
| | |
| | |

Now make a note of the approximate income and expenditure your business will have in each month.

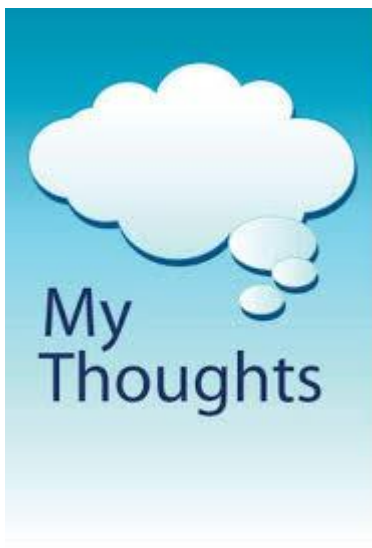
| Income | Amount | Expenditure | Amount |
|--------|--------|-------------|--------|
| | | | |
| | | | |
| | | | |

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| | | | |
| Total | | | |

Are there any policies/procedures/insurance you need to think about to ensure you are legally compliant?
 For instance Health & Safety Procedures, GDPR Policy etc. You will be able to use the internet to research what will be required for your type of business.
 Note them below:

Activity 4



What I liked best about this workshop

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 Unit 3 :The Change Challenge

Some things I learned/achieved from this workshop

Workshop 6

Developing Your Business Plan



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Activity 1



Think back to **Unit 2** when you had the opportunity to find out about famous organisations and their Mission Statements. You researched **Ikea**, **Nike** and **Adidas** and you created a Mission Statement for **Fitness at Home**.

Before you complete your **Business Plan** you now have the opportunity to work with your team to create a **Mission Statement** for your new venture. This will then be included in the **Objectives/Goals** section of your **Business Plan**.

Points to remember:

A mission statement is a brief description of a company's fundamental purpose. It answers the question, "Why does our business exist?" The mission statement articulates the company's purpose both for those in the organisation and for the public

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You might find it helpful to come up with three versions initially and then have a focus group with other teams or your target market to decide on the final version.

| |
|-----------|
| Mission 1 |
| Mission 2 |
| Mission 3 |

Activity 2



This Activity will help your team to capture the elements you need to record in your business plan. Remember you will need this document to help you focus on all aspects of your business and to show any potential funders. The following tables break down each section for you to add notes at this stage. You will then be required to complete

a Business Plan as evidence for your Team Portfolio. Look back to your notes from Unit 2 to help you remember the detail required in each section.

1 Executive Summary

| |
|--|
| |
|--|

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2 Objectives/Goals

3 Products



4 Market Research

5 Competition

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6 Marketing



7 Financial Forecasts

8 Ownership and Management

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9 Human Resources

10 Organisational Details



Your facilitator will help you if you need some additional guidance with each section.

Remember that the Executive Summary can be completed last.

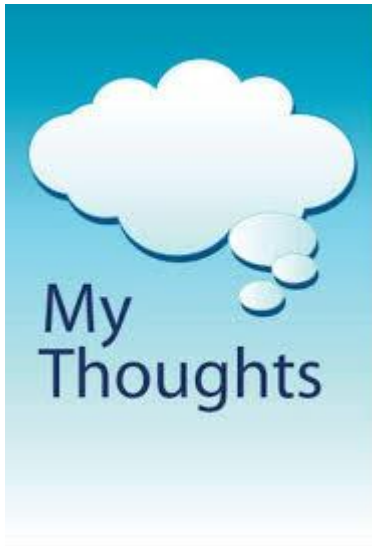
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Unit 3 :The Change Challenge

Activity 3

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What I liked best about this workshop

Some things I learned/achieved from this workshop

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Workshop 7

Completing Your Portfolio

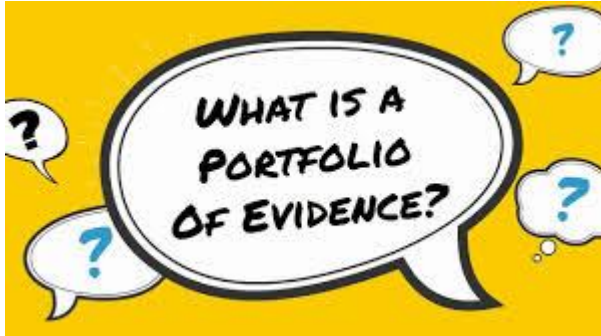


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Unit 3 :The Change Challenge

Activity 1

Completing your portfolio



In order to provide evidence that your team has covered all areas within the Change Challenge you have been provided with a **Team Portfolio** template.

A portfolio is a means of presenting evidence of your team's achievement. It is a representative collection of different pieces of evidence of your skills, knowledge and understanding which indicates that your team has met the requirements of the **Unit 3 Change Challenge** qualification.



Take some time to have a look through the **Team Portfolio**. You will see it contains many pro-formas for your team to add the work you have been doing over the previous workshops, as well as the presentation you will start to work on shortly.

Completing the portfolio should be a joint effort for your team and you should allocate sections to each team member. It will be their task to transfer the information you have gathered in the workshops to the final portfolio.



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You will see there is a checklist on the front page to help you include all the relevant evidence you need. There is also a copy on the next page.



Portfolio Checklist

| | Evidence | Completed |
|----|--|------------------|
| 1 | Product/Service Description | |
| 2 | Market Research Primary Evidence | |
| 3 | Market Research Secondary Evidence | |
| 4 | SWOT Analysis | |
| 5 | PEST Analysis | |
| 6 | Target Market and Unique Selling Point | |
| 7 | Logo, Slogan and Brand Personality | |
| 8 | 4 Ps of Marketing Analysis | |
| 9 | Advert/Flier | |
| 10 | Digital Marketing Strategy | |
| 11 | Networking Strategy | |
| 12 | 1 Minute Pitch | |
| 13 | Funding Strategy | |
| 14 | Record Keeping Strategy | |
| 15 | List of Policies and Procedures | |
| 16 | Mission Statement | |
| 17 | Business Plan | |
| 18 | Presentation/Slides and Delivery Plan | |
| 19 | Presentation Checklist (to be completed by your Facilitator) | |
| 20 | Presentation feedback from other teams | |

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| | | |
|----|--|--|
| 21 | Assessment Result and Facilitator comments | |
|----|--|--|

At this stage you can complete items 1-16 on your checklist.



Your task is now to decide who in your team will complete each section using the information you have gathered in previous workshops. Use the table below to help you allocate each section to a team member.

| Section | Team Member |
|---------|-------------|
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |
| 7 | |
| 8 | |
| 9 | |
| 10 | |
| 11 | |
| 12 | |
| 13 | |
| 14 | |
| 15 | |
| 16 | |

Everyone should now be clear who has to complete each section.

Activity 2



Now that you have completed 1-16 the team can now start to complete number 17 – Your **Business Plan**.

This should be a team effort and nominate someone to complete the final draft when the whole team is happy with the proposed content.



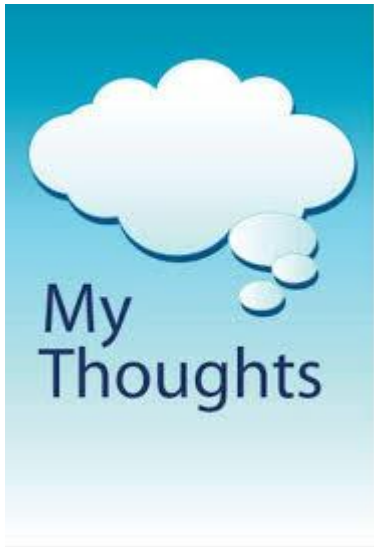
You may ask your facilitator for additional guidance if you necessary.

When sections 1-17 have all been completed make sure you keep it in a safe place until the further items are added before submission.

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Unit 3 :The Change Challenge

Activity 3



What I liked best about this workshop

Some things I learned/achieved from this workshop

Workshop 8

Developing Your Presentation (1)





This Workshop is the first of three to help you develop a great presentation to showcase your new product/service.

Refresh your memory about pitching and presenting ideas by looking back at **Workshop 11** in **Unit 2**.

Take some time to do that now.

You are required to deliver a **5 minute presentation** to the wider group using either PowerPoint software or a less formal delivery using a flipchart and any other appropriate resources. The presentation will be your sales pitch to showcase your new product/service.

You must include the following elements in your presentation and all team members must take part in the delivery.

| | |
|-----------------|--|
| Introduction | Introduce all team members and use this time as an attention grabber. |
| Your Product | What is your product/service called. What is it? What does it do. |
| Your Branding | Show your logo and slogan and give a short rationale why you decided on them. |
| USP | What is your USP – what makes your product/service unique? |
| Target Market | Who are your target market and why? |
| Marketing Ideas | Give 3 ideas how you will market your product/service |
| Pricing | How much will your product/Service cost. Any introductory incentives? etc |
| Conclusion | Sum up why your product/service is great and how it will benefit the community |

In this workshop you will cover the first three topics – **Introduction, Your Product and Your Branding.**

Activity 1



Before you start to develop your presentation you need to do some planning.

Now that you know your brief you need to carry out some planning in your team. Some things to think about before you get started:

- Remember you only have 5 minutes for delivery
- What method will you use? PowerPoint? Other?
- What colours/themes will you use?
- Do you need any other resources? Flipchart? Handouts?
- Get everything you need together
- What persuasion techniques could you use?
- Will you use notes to remind you what to say?

Discuss the above ideas within your group and decide on the way forward.

Activity 2



In your group think about how you can introduce your presentation. The introduction must include each of the team members. A good presentation uses this time to grab the attention of the audience.

In your group discuss how you could grab the attention of the audience.

Note ideas below:

Which team member will deliver this element of the presentation?

Activity 3



How can you best describe what your product/service actually is and what it does?

Note ideas below:

What team member will deliver this element of the presentation?

Activity 4



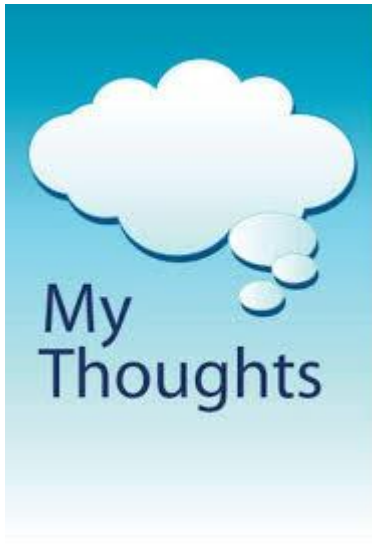
This is where you show your logo and slogan and give a short rationale why you decided on them.

Our Slogan:

Discuss in your team the reasons why you chose this logo and the slogan and note your reasons below:

What team member will deliver this element of the presentation?

Activity 5



What I liked best about this workshop

Some things I learned/achieved from this workshop

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Workshop 9

Developing Your Presentation (2)





I

In this workshop you will bring together the rest of the elements of your presentation. You should be able to get all the information you need from your portfolio.

The elements are:

USP

Target Market

Marketing Ideas

Pricing

Activity 1



Note below your USP:

Note your target market below:

Note the three top ways you plan to market your product/service below:

How can you make these three elements interesting? What techniques could you use?

What team member will deliver this element of the presentation?

Activity 2



In this workshop you can discuss how much your product/service will cost.

The research you carried out earlier will help you with this. How much your competitors are charging should help

Discuss in your team the following:

What are our competitors charging for a similar product/service?

How can we be competitive and win over clients?

Can we offer any incentives?

Final decision for pricing our product/service

What team member will deliver this element of the presentation?

Activity 3



This is a very important part of your presentation. You have the opportunity to leave the audience with a positive memory of your product/service – so make it memorable! In your team discuss the following ideas.

What is special about your product/service? Think about your USP.

Why should people buy your product/service and not another similar item?

What positive impact will it have on the local community?

How can you end the presentation with something memorable?

What team member will deliver this element of the presentation

Activity 4



This activity is where you bring all the elements together.

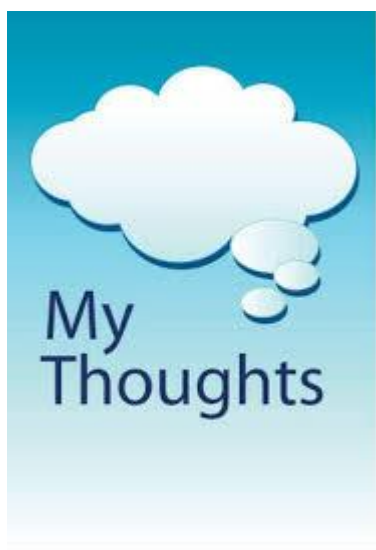
You now have all the information you need to include in your presentation and you know who will be presenting each element.

Take some time to get organised and refine what you want to say for each part.

Other things for your team to think about:

1. The presenting tips you learned about in Unit 2 – Workshop 11
2. Body language and eye contact
3. Where will you position yourselves?
4. What will you wear?
5. Use of voice to convey feeling and emotion. The tone, pitch, pace and volume.

Activity 5



What I liked best about this workshop

Some things I learned/achieved from this workshop

Workshop 10

Practicing Your Presentation



Activity 1



At this stage your team should have a good sound presentation that you are all happy with. Each team member should know the part they have to deliver and have appropriate notes. The notes should just be prompts – just reading them verbatim is not allowed.

It is now your chance to practice the delivery of the presentation. Find somewhere you will not be disturbed and get everything set up to practice your presentation.

Psychologists who work with athletes have found that you should mirror real-life conditions as much as possible during practice sessions as it brings out the best performance when the pressure is on. Tim Ferriss, the famous entrepreneur and author applied this to his presentations. He said "Mimic game-day conditions as much as possible". Ferriss gave his presentation in front of friends and strangers to groups of about 20 people. "I don't want my first rehearsal to be when I stand up in front of 3,000 people," he said.

You can use the same strategy. You can have a few 'dress rehearsals'. Firstly deliver the presentation with just your team present and have a group discussion afterwards where you all get the chance to give feedback.

What do you think went well?

What do you think didn't go so well?

How could it be improved?

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Now that you have made some refinements to your presentation try it again with just your team. You might want to do this several times until you are all happy with the result.



Think about:

- Remember you only have 5 minutes
- Have you followed the guidelines?
- Is everything included?
- Do you have the right technology?
- Have you tested the technology?
- Feedback to each other constructively
- Practice it until it feels effortless

You might want to record the presentation on someone's phone to give you an idea of how the audience will see you.

Activity 2



Think back to **Unit 1** when you learned about the benefit of moving out your **comfort zone**. You and your team have come a long way since then.

Where do you think you are in the diagram now?

You are very well prepared to deliver your presentation – are you feeling confident? What other emotions are you feeling now?

A poem for you:

*I used to have a comfort zone where I know I couldn't fail.
The same 4 walls and busywork were really like a jail.
I longed so much to do the things I'd never done before.
But stayed inside my comfort zone and placed the same old floor.
I said it didn't matter that I wasn't doing much.
I said I didn't care for things like pay cheques and such.
I claimed to be so busy with the things inside my zone,
but deep inside I longed for something special of my own.
I couldn't let my life go by just watching others win.
I held my breath; I stepped outside and let the change begin.
I took a step and with new strength I'd never felt before,
I kissed my comfort zone goodbye and closed and locked the door.
If you're in a comfort zone, afraid to venture out.
Remember that all winners were at one time filled with doubt.
A step or two and words of praise can make your dreams come true.
Reach for your future with a smile; Success is there for you!*

Why is it important to challenge your comfort zone?

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What difference do you think it will make if you push yourself outside your comfort zone?

Activity 3



The next task for your group is to select 1 other team from the wider group and ask them to be your audience for your final practice session.

Now ask them for constructive feedback.

What did they like best about the presentation?

What they like least about the presentation?

Do they have any constructive suggestions on ways to improve your presentation?

Activity 4



This Activity is to give you time to agree any final changes and to make sure all the team members are happy with the final presentation.

Think back to Workshop 5 when your team created a **War Cry**.

Use your War Cry now to help you and your team members feel confident that you can deliver a first class presentation in the next workshop.

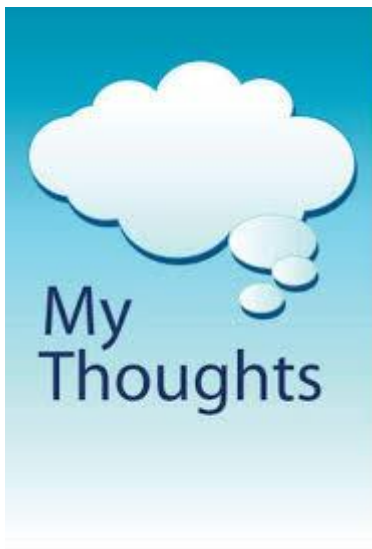


Now think back to Unit 1 where you learned about the power of **positive self-talk** and **affirmations**.

Your team should now create a positive affirmation that you can all use to visualise you all delivering a fantastic presentation.

Note it below:

Activity 5



What I liked best about this workshop

Some things I learned/achieved from this workshop

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Unit 3 :The Change Challenge

Workshop 11

Delivering Your Presentation



Activity 1

TODAY IS THE BIG DAY

And it is your team's chance to shine!

After your team has delivered your presentation take some time to reflect.

What do you think went well?

Did anything not go as well as you would have liked?

What would you do differently next time?

Think of three words that sum up how you feel now that you have delivered your presentation.

1. _____

2. _____

3. _____



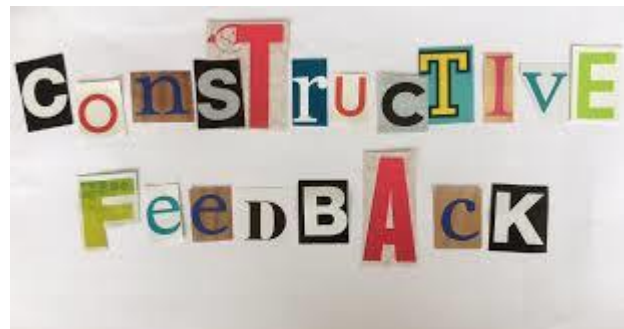
Activity 2



Your task is to listen carefully to all the other teams while they deliver their presentations.

Your facilitator will distribute judging forms and you will complete one for each team.

During the presentations take some notes that you can use when your team completes the judging forms later and decides the score to award for each team.



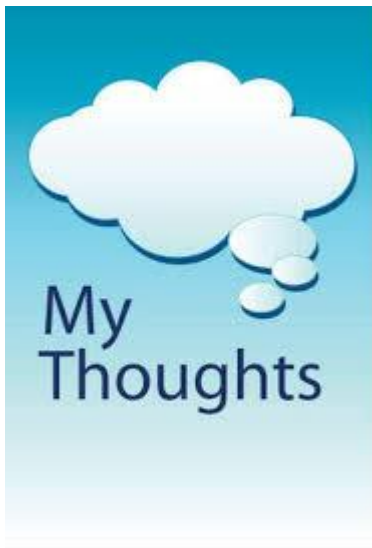
When the presentations have been delivered and you have completed the judging forms for each team have a think about the other presentations. I am sure you have learned a lot from the other presenters.

What stood out to you from any of the presentations?

Why do you think this appealed to you so much?

How could you use this to your advantage in the future?

Activity 3



What I liked best about this workshop

Some things I learned/achieved from this workshop

Workshop 12

Staying on Track



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Unit 3 :The Change Challenge



The Journey so far.....

You have now come to the end of **Unit 3 The Change Challenge.**

This Workshop will serve to remind you of all the areas you have learned about and

you will have the opportunity to revisit any aspects of the course you would like to know more about.

| The Change Challenge | |
|-----------------------------|--------------------------------------|
| Workshop 1 | Introduction to Unit and Icebreakers |
| Workshop 2 | Your Market Analysis |
| Workshop 3 | Your Branding and Marketing |
| Workshop 4 | Your Digital Media and Networking |
| Workshop 5 | Your Finance and Record Keeping |
| Workshop 6 | Developing Your Business Plan |
| Workshop 7 | Completing Your Portfolio |
| Workshop 8 | Developing Your Presentation (1) |
| Workshop 9 | Developing Your Presentation (2) |
| Workshop 10 | Practicing Your Presentation |
| Workshop 11 | Delivering Your Presentation |
| Workshop 12 | Staying on Track |

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Unit 3 :The Change Challenge

Activity 1



In order to complete your **Team Portfolio** you have to add the final evidence required below.

| | | |
|----|--|--|
| 18 | Presentation/Slides and Delivery Plan | |
| 19 | Presentation Checklist (to be completed by your Facilitator) | |
| 20 | Presentation feedback from other teams | |
| 21 | Assessment Result and Facilitator comments | |

You can add your presentation/slides and your delivery plan (18) and your facilitator will give you items 19 and 20 to enter. You will shortly receive item 21 after your **Team Portfolio** has been assessed against the marking criteria.

Take time to double check that all the necessary items are completed and all team members have signed the checklist.



If you have completed all three Units:

Unit 1 – Developing Entrepreneurial Skills

Unit 2 – Starting a Business

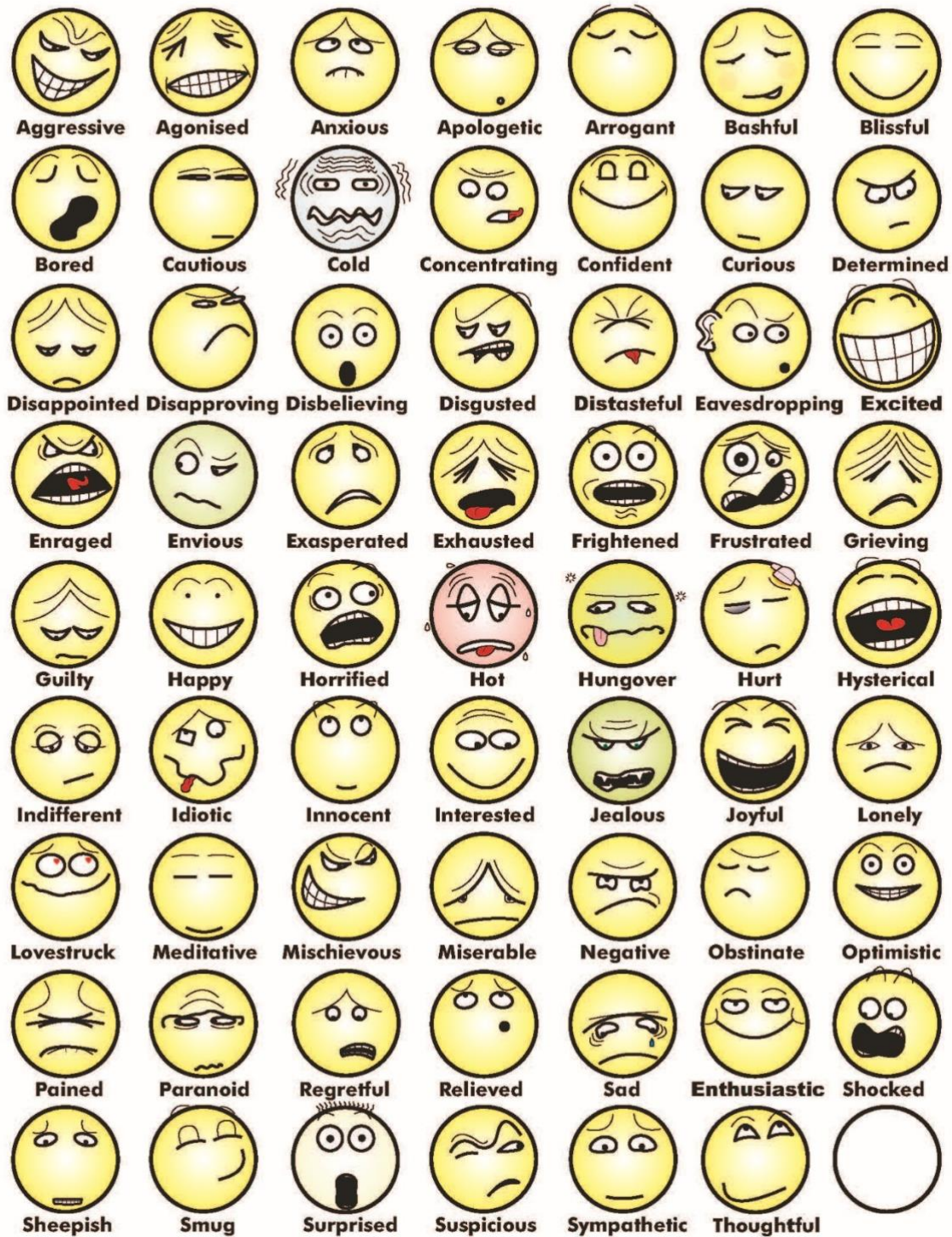
Unit 3 – The Change Challenge

You will also be awarded the **Enterprise and Entrepreneurship Community and Sport Leader Award** at SCQF Level 5 (EQF Level 3)

This is a great achievement and shows your commitment and hard work.

Activity 2

How do you feel now?



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Activity 3

Your facilitator will ask if you would like to revisit any particular topics covered in **The Change Challenge** to ensure you have a good level of understanding. Please use this time to ask questions of your facilitator or start group discussions with your peers.



Areas I would like to explore in more detail:

| | |
|---|--|
| 1 | |
| 2 | |
| 3 | |

Activity 4



List below the three areas that you have found most useful in this Unit and why they have been important to you:

| | |
|---|--|
| 1 | |
| 2 | |
| 3 | |

What changes are you likely to make in your life as a result of studying this Unit:

| | |
|---|--|
| 1 | |
| 2 | |
| 3 | |

Do you think you might want to start your own business in the future?

YES/NO

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What kind of business might that be?

Activity 5



Your facilitator will circulate an Evaluation Form for **Unit 3 – The Change Challenge**. It is important that you complete this questionnaire in order to give feedback about the content of the course and how useful you found it. Please be very honest with your comments and make suggestions if you have any. Your response is anonymous and will be used to improve the course going forward.



THE BEST WAY
TO PREDICT THE
FUTURE
IS TO CREATE IT

ABRAHAM LINCOLN

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