

IN-HOUSE ENTREPRENEURSHIP

A 'train the trainer' program to grow staff and stakeholder skills and mindset



For organisations that wish to become more entrepreneurial and simultaneously build their capacity to become expert entrepreneurship trainers in their own right, Edgeware's In-House Entrepreneurship Program provides a flexible, practical and enjoyable process for:

- Developing entrepreneurial skills in key individuals or teams, and
- Developing their capacity to effectively deliver the Edgeware Creative Entrepreneurship toolset

The In-House Entrepreneurship Program includes:

1. Training for leaders/trainers (Edgeware Toolset Training and Edgeware Facilitation Training)
2. Guided Practice and Application
3. Licencing Agreement

THE PACKAGE

1. Training for leaders/trainers

18 hours (by negotiation – typically 6 x 3 hr training/coaching sessions delivered to individuals or in small groups)

Edgeware Toolset Training¹

- Understanding and using the tools – individually and cumulatively
- Professional development planning (including use of Edgeware support)
- Planning and evaluating the Practice/Application stage

Edgeware Facilitation Training²

- The application and function of the Edgeware DNA in action: *Make money, have fun, change the world* (that is, financial viability, personal meaning and social responsibility)
- Methodology:
 - Modular/constructivist pedagogy in practice ('learner upwards' rather than 'curriculum downwards') and flexibility/responsiveness ('curriculum on the fly')
 - Group size and group dynamics (including peer mentoring)
 - Solution Focus
 - Storytelling
 - The personal/affective dimension (including catering and conviviality)
- Planning the use of the tools within an institutional setting
- Planning and evaluating the Practice/Application stage

2. Guided Practice and Application

9 hrs (by negotiation)

Negotiated with each organisation. Application of 'training stage' learnings to the workplace (e.g. in 'pilot projects'), prototyping and trialling, and practical market research and feedback. Includes attendance at deliveries (up to 6 hours) and 'live' feedback, plus 3 x 1 hour coaching sessions (in person or online). Development and negotiation of appropriate evaluation and self-assessment for final evaluation.

3. Licencing Agreement

- Sharing and review of practice experiences
- Advice on implementation of toolset and methodology

Total training hours, per person: 27 hrs contact, plus ad hoc consultancy (up to 3 hrs - phone, email)

¹ Toolset provided (blank pro formas, also 'fillable' PDFs suitable for online delivery)

² Facilitator's Manual provided

Support

Edgware provides limited *ad hoc* coaching and mentoring support through the process of training, guided practice and finally unguided practice. This is negotiated to fit need and context, and may include the organisation of GAS Groups. (GAS – Group Action Sessions)

Pricing

- Training: \$3,000 + GST per person
- Licence Fee: \$1,000 + GST per person per year.

The Licence Fee grants a fully paid up, royalty free licence to use Edgware’s toolset and pedagogy for one year from the point of formal agreement. Support coaching is provided for each learner as part of the package, as listed above. Further coaching is available at \$250 per hour

LINK TO ACCREDITATION

The Edgware toolset has been mapped to the Certificate III in Micro Business Operations (BSB30315) and by negotiation we can deliver this incidentally or as a future ‘plug-in’, in collaboration with our RTO partner, Australasian Leadership Academy. This may be of value for organisations which plan to engage with formal accreditation of clients and stakeholders (e.g. where government funding requires formal accreditation). In such a scenario, the organisation needs a facilitator/teacher who has both the Certificate IV in Training and Assessment (TAE) and the Cert III Micro Business Operations (BSB30315) itself. The cost of Certificate III accreditation is \$1,000, which covers administration (including an online portal for registration and assessment), assessment and RTO fees.



ABOUT ...

Edgware Creative Entrepreneurship

Edgware's practice has been developed from experience rather than theory. Based on real-life business experience, advice and input from people who actually are in business, we draw on the lessons of successful businesses throughout Australia and internationally. We give particular focus to ethical business planning and practice, and work very effectively with social enterprises.

Edgware offers innovative business training and coaching for startup and established business owners, sole traders, entrepreneurs and community organisations. We provide 'just in time' training, hands-on tools, and ongoing support to plan, start, effectively manage and grow businesses, community organisations and enterprises.

Edgware has delivered entrepreneurship training in sectors such as arts, administration, bush foods, business support, consultancy, catering, child care, counselling services, creative industries, cultural heritage, dance, entertainment, events, education, engineering, fashion, gifts, health, horticulture, jewellery, marketing, social media, landscaping, project management, coaching, retail, security services, transport, trade services, tourism, hospitality, light manufacturing, primary production, catering, markets, writing, Indigenous cultural training, and youth and community support.

We have developed a suite of evidence-based business planning tools, proven personal change interventions and a specifically designed, developed and tested content and delivery methodology tailored to the needs of each participant.

Our approach works because it is:

- Relevant and flexible. Our seminars, workshops and courses and supporting material are tailored to the needs of each individual participant.
- Personalised. Our approach is founded on the values of trust, respect, and mutuality, as well as the importance of relationships, caring and humour.
- Practical. Our training is about skills and competencies learned and tested by actual doing, rather than theory or opinion.
- Enjoyable. Edgware clients and participants experience a training process that is engaging, thoroughly unique, personally meaningful and potentially transformational

The Edgeware tool set consists of 18 simple decision-making tools for every aspect of a business, clustered in three groups:

- NOW – situation analysis, value proposition, customer and product evaluation, competitor analysis and competitive advantage, trend analysis, risk analysis, intellectual property
- WHERE – envisioning and describing the ‘preferred future’, identifying goals and ways of measuring progress
- HOW – operational planning, financial planning and management, pricing, time management, marketing, professional development

Outputs from the tools populate a ONE PAGE PLAN which shows, in summary form, the key elements necessary for successful management and development, as well as the way each element relates to each other element, so that as circumstances change (e.g. a new challenge or a new opportunity) the relevant tools can be used to upgrade and tweak the relevant sections of the overall plan – quickly, effectively, practically and strategically.

The Edgeware toolset can be taught in its own right (e.g. for individuals to use as part of their practice), however it can also be used for strategic and operational planning for projects, events, courses, workshops, departments and whole organisations.

Edgeware’s learning system consists of processes and methods which put the tools into the context of everyday professional and personal life. It is radically learner-centred, good humoured and constructive, acknowledging that each learner will direct (and take responsibility for) their own unique learning style and pathway to success.

Every stage of the Edgeware process is informed by our company DNA: **Make money** (‘Is this financially viable?’), **Have fun** (‘Is this personally meaningful’) and **Change the world** (‘Is this socially responsible?’). Unlike many ‘business’ courses, the built-in inclusion of the personal and social dimensions of entrepreneurship is a feature of the Edgeware methodology (without losing sight of the bottom line)

Each delivery is designed for the particular conditions and the aspirations of each client. A notional delivery is as follows.

SAMPLE TRAINING PROGRAM FOR TRAINERS AND LEADERS

Session	Toolset Training	Facilitation Training
1	<p>NOW</p> <p>Two sentence value proposition Customer & product /service breakdown What is success for my customer? Changes effecting my business Competitor analysis & strategy</p>	
2		<p>Self</p> <p>Efficacy Mindfulness Good humour & good will – <i>take it seriously, treat it lightly</i> Deep listening and appropriate response</p>
3	<p>WHERE</p> <p>Business goals (holistic) Business goals (financial, personal, social) Financial Plan</p>	
4	<p>HOW</p> <p>Creative action planning (Activated SWOT/TOWS) Impact/Ease (actions) Impact/Ease (graph)) Setting priorities Time management</p>	
5	<p>One Page Business Plan</p>	<p>Group</p> <p>Trust - foundational Valuing fellow-feeling, mutuality and ‘weirdness’/creativity Validating and affiliating – following the same path – peer coaching and mentoring Hosting – ‘laying the table’ – conviviality – problem solving flexibility</p>
6	<p>Marketing Plan</p>	<p>Story (Process)</p> <p>Constructive and modular (co)design Learning facilitation – story making and telling Solution Focus Improvisation</p>