



PROFESSIONAL DEVELOPMENT FOR ENTERPRISE EDUCATION

For teachers, trainers, lecturers, youth workers and facilitators, Edgware's Enterprise Education packages provide:

- Experiential on-the-job training in the Edgware system of entrepreneurship education
- Training in the use of Edgware's 'Simpler Business' planning and strategising tool-box
- Connections and networking with professional colleagues inspired by Edgware's corporate DNA, summarised as 'Make Money, Have Fun, Change the World.'

Edgware Creative Entrepreneurship offers an innovative program of youth enterprise development called UPLOAD. UPLOAD Young Entrepreneurs Camps are delivered to young people in an over-18's version (residential at the Glasshouse Mountains Eco-Lodge) and an under-18's version (non-residential intensives at central Brisbane locations). In this way Edgware has developed considerable expertise in facilitating youth enterprise education and training.

Edgware's value stems from our capacity to simultaneously deliver 'competency-based' education and training along with informal, creative and highly personal 'capability-based' experiences. UPLOAD Professional Development workshops provide a space in which teachers and youth workers can develop and practice skills in the techniques and tools which Edgware has researched and developed for this purpose.

UPLOAD is governed by Edgware's 'organisational DNA', which emphasises the value of ethical business practice and social responsibility. We believe that socially responsible business can change the world.

We also believe that a productive and sustainable business can provide a vehicle for creative and purposeful human development, especially where conventional, 'cookie cutter' education processes fail. Edgware also practices with a 'coal to diamonds' approach, where we encourage participants to generate creative churn and work pressure around a personal or group strategy and action plan. Edgware training programs are intensive experiences – hard work and great fun.

Techniques and Tools

UPLOAD Professional Development workshops build and enhance professional skills in youth enterprise competencies through:

- Edgware's proprietary 'simpler business' development toolset ('The Small Business Backpack'), and
- Skills in personal development experiences in the building and enhancement of interpersonal skills, teamwork, leadership, personal resilience, self efficacy, risk calculation, creativity and innovation

INVESTMENT

Workshops are offered in these configurations:

- Half-Day Workshop - Introduction to UPLOAD Principals and Tools: \$1,600 per group, up to 16 participants (includes morning or afternoon tea)
- Full Day Workshop - Introduction to UPLOAD Principals and Tools, Action Learning on Implementation: \$3,500 per group, up to 16 participants (includes lunch and morning/afternoon tea)
- Three Day Workshop - Introduction to UPLOAD Principals and Tools, Action Learning on Implementation, Development of Personal or Group Strategy and Practice Plan: \$10,000 per group, up to 16 participants (includes lunches and morning/afternoon teas)

Prices do not include GST

Presentations, lectures and speaking events can also be negotiated with Edgeware founder, Michael Doneman

RESIDENTIALS

Residential intensives are also available, by negotiation, based at the Glasshouse Mountains Eco-Lodge just north of Brisbane. These provide full board, tuition and materials, and ensure an immersive and challenging experience designed to develop the personal and professional skills and capabilities necessary to engage in enterprise and entrepreneurship education. They are modelled on Edgeware's highly successful Upload Young Entrepreneurs Camps.

PRESENTERS AND FACILITATORS

Presenters and Facilitators

UPLOAD staff are drawn from a range of educators and established business people with special interests and skills in working with emerging entrepreneurs. They speak from their experience and their hearts about the realities of starting and maintaining businesses - the highs and lows, the challenges, setbacks, achievements, and the friendships they experience. UPLOAD presentations are based on real, lived experience, and personal interaction with peers – the networking and personal support so necessary in building and growing an enterprise. The key facilitator of UPLOAD Professional Development Workshops is Edgeware founder, Michael Doneman:



MICHAEL DONEMAN – www.michaeldoneman.com – has a background in community cultural development and more recently in business training, enterprise development, vocational education and training, and information technology. He has worked with Indigenous colleagues and communities for around 15 years. He has developed an innovative practice in informal education – the practical, 'just-in-time' provision of skills, networks and interactions necessary to meet individual and community needs. He teaches at QUT and e-Grad School Australia in Business in Creative Industries and Research Commercialisation. He founded the Edgeware model of education for ethical entrepreneurship in 2006.

The UPLOAD core team is comprised of Michael, Natalie Duncan – www.qldfilmlocations.com.au – and Ludmila Doneman – www.edgeware.com.au. (Michael and Ludmila are certified Workplace Trainers and Assessors; Michael and Natalie are registered teachers in Queensland.)

Workshops may also include personnel from the following list:

Ben Johnston – founder, Josephmark Creative – www.josephmark.com.au
Rebecca Leigh – founder, Rebecca Leigh Smart/Fresh Writing – www.rebeccaleigh.com.au
Esther Cole – founder, Frollop Photography and Design - www.frollop.com
Ian Plowman – creativity specialist, psychologist – www.plowman.com.au
Ian Dover – founder, Alitek Consulting – www.alitek.com.au
Keith Murray – founder, Glasshouse Mtns Eco-Lodge - www.glasshouseecolodge.com
Eddie Harran – freelance Web 2.0 and SEO expert - www.digitalforgood.com
Elliott Bledsoe – Project Officer, Creative Commons Australia - <http://creativecommons.org.au>
Leesa Watego – founder, Blacklines Publications - www.blacklines.com.au

EDGEWARE'S EDGE

Edgware is the result of its founder's research into innovative techniques for commercialising intellectual property. In three years the company has helped more than 200 customers establish or grow early-stage businesses, using a highly personal, enjoyable and flexible delivery methodology, featuring:

- A 'corporate DNA' which strongly emphasises the generic value of creativity and the importance (including the commercial importance) of ethical business practice and social responsibility.
- Flexibility and responsiveness – Using participative action learning principles, Edgware's workshops are structured to allow total interactivity for participants, as well as responsibility for their own learning outcomes. This makes for highly practical, hands-on experiences.
- Building Competencies Toward Capabilities – Based on a foundation of 'simpler business' tools and clear business competencies, Edgware's approach leverages individual talents, skills, experiences and challenges to help develop an understanding of business capabilities (communication, networking, leadership, teamwork, innovation and inventiveness).

FEEDBACK ON THE EDGEWARE EXPERIENCE

The most invigorating and explosive business training package on the market, delivered in a very short time.
Lorraine Cairns

Who was it that said 'Happiness is when what you think, say and do are all the same?' I think the Edgware program helps you to understand how important that is, and shows you it's possible. *Jen Loy*

Coming from a corporate background many years ago, the Edgware program more than equals my previous quality training experiences and has prepared me well for the future. *Julie Allan*

I just wanted to extend my appreciation for the knowledge, experience, time and effort you have invested to create a very positive, proactive program, that encourages honesty and freshness. *Karen Mahoney*

The process actually takes the outcomes the various tools produce to mould a creative business plan that I can see will be a useful guide as I grow my business and most importantly an action plan that will deliver results.
Geoff Trebilco

What made the program so worthwhile were the interactive style of the seminars (as a group we learned so much from one another), and also the specific systems and processes. *Penelope Low*

I have studied business and strategic planning at Masters level, but the 'simpler business' tools allowed me to simplify my 30 page business plan into one page and give me a strategic direction for the next three years.
Shelley Pisani

The emphasis was not on 'learning' in the traditional sense, but more on guided development. Nonetheless, the practical information and tools provided were appropriate and useful. *Ross Peddlesden*

Amazing synergies come out of Edgware! *Bill Maddock*

For my own needs, I savoured the whole package - tips, tools, support, ethics, drive, contacts, information, and inspiration. *Janette Zlamal*

CONTACT

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THE EDGEWARE BLOG – ON THE EDGE

Look for regular updates at www.ontheedge.net.au

Please email if you would like more detail or information – info@edgeware.com.au