



PETER JONES FOUNDATION FOR ENTERPRISE



Parents' Enterprise Pack 2020

Introduction

In response to the current situation (COVID-19) and the closure of schools across the country the Peter Jones Foundation has created a series of home learning resources to support teachers, parents/guardians who are having to home educate their children. Whilst schools will be providing plenty of work, we wanted to offer an 'extra-curricular' opportunity to help your children continue to develop practical enterprise skills.

These resources are split between the Tycoon Parents' Enterprise Pack and the Tycoon Enterprise Weekly Challenge. Both are available for Primary and Secondary school students studying in the UK.

We use a framework of eight enterprise skills that young people can improve on to become more successful employers and employees. The eight skills are:

- Creativity and Innovation
- Communication
- Digital Skills
- Financial Skills
- Leadership
- Problem-solving
- Self-Management and Resilience
- Teamwork

Tycoon Parents' Enterprise Pack

This pack includes activities focused on a selection of our enterprise skills, highlighted above. There will be three activities to complete and an Enterprise Exchange task that focuses on simple conversations to develop these skills through engaging and listening to others.

Tycoon Enterprise Weekly Challenge

The Tycoon Enterprise Weekly Challenge is an enterprise focused challenge set each Friday of the week. The challenge will be posted on the homepage of www.tycoon.com and via our social media channels, and the deadline for submission is midday on the Friday of the following week.

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Enterprise Skill: Creativity and Innovation



Parents' Enterprise Pack 2020

Creativity and Innovation

Activity 1: Introduction to Enterprise and Business

Secondary/ College

1. Come up with ten words that you associate with the word 'business' and 'entrepreneur'.
2. Use your ten words to try and come up with your own definition of 'a business' and 'an entrepreneur'.

A business is...

An entrepreneur is...

3. You have 1 minute to list as many businesses as you can think of and what they sell, produce or provide. Afterwards, think about:
 - *What is it you remember about this business?*
 - *Why has this business been so successful?*
 - *What is creative about this business?*

Primary

1. List all of the famous or non-famous (local) businesspeople you can think of.
2. Draw a picture of a business person and label it with what you think makes them successful.
 - *I.E a big smile = friendly and approachable.*

Activity 2: Virtual Reality & Innovation

Secondary /College

1. Virtual Reality (VR) is the simulated experience of either our world as we know it or a fictional world. Have a read of the article below that looks at how VR is revolutionising journalism, space exploration to prison rehabilitation.

[Virtual Landscapes: 13 Fascinating Future Uses for VR and AR: Link here.](#)

- *What are your thoughts on VR? Do you think it is just a 'fad' for this generation or will it take off?*
- *How else could VR technology impact the way we socialise, work or entertain ourselves?*
- *How could VR technology have a social impact?*

2. Six Thinking Hats – Virtual Reality Headsets

You are a developer for a large tech company, similar to [Oculus Venues](#), who are looking to develop a new range of virtual reality headsets so they can expand their business into live music concerts streamed directly to your living room.

Use Edward de Bono's Six Thinking Hats Model to review the above business concept. When thinking about Virtual Reality, imagine putting on each hat, and note down your thoughts.

White Hat	Fact-finding Objectivity Evidence	<ul style="list-style-type: none"> - What facts and figures do you need to know? - What background information do you need to know before you proceed?
Red Hat	Passion Intuition Emotions	<ul style="list-style-type: none"> - What is your gut-feeling towards this idea? - Do you feel that VR will ever replace reality?
Black Hat	Caution Careful Critical	<ul style="list-style-type: none"> - Play Devil's Advocate - What challenges are there? - What risks can you identify?
Yellow Hat	Hope Optimism Collaborative	<ul style="list-style-type: none"> - What are the benefits? - Why will customers engage with your product/service? - What opportunities can you take advantage of? - What suppliers could you work with?
Green Hat	Creativity Unique	<ul style="list-style-type: none"> - What is unique about this concept? - How will you grow your customers?

	Solutions	
Blue Hat	Direction Organisation Leader	<ul style="list-style-type: none"> - Consider all viewpoints and ensure everyone/everything has been considered. - A chance for reflection. - Assign tasks - Logic: What, Who, When, How
Primary		
<ol style="list-style-type: none"> 1. List all the games you like to play and why? 2. Design your own theme park for the year 3000, the next millennium from now. Consider the following: <ul style="list-style-type: none"> - <i>Consider your favourite theme parks and games, why do you like them?</i> - <i>What is special and unique about your theme park?</i> - <i>How will people enter your park?</i> - <i>What rides will you include and why?</i> 		

Activity 3: Coming up with an idea

Secondary /College

1. This task is to start the process of you coming up with an idea for a business. In your notebook, list as many ideas as possible.
 - Set yourself 15 minutes to do this with no limits. Try to get away from any distractions i.e. laptop/TV and let your mind wander!
 - Review the questions below and use them to elaborate on any of your ideas.
 - o Think about your local high street. What is lacking? Are there shops that could be doing a better job? A cake shop that could have more variety, a florist that is too expensive...
 - o Are there items that are popular with a certain age group that you can buy cheaply in bulk and sell on at a mark-up? Or items you can personalise that will get people's attention?
 - o Think about your life at school. Can you think of any products or services that would improve school/college life? Have you ever thought "I wish we had ..." or "I wish we could buy..."?
 - o If you have several ideas, you can use a rating scale from 1 to 10 on: How feasible it is and How impactful it is.

2. Marketing your idea – the 4ps

Getting your messaging out there is essential to a business thriving. Marketing can come in many forms – posters, word of mouth, social media. Marketing is how a business sells its products or services to meet the needs and wants of its customers.

The marketing mix is a term used to define the 4 main factors, which are considered important to make marketing successful. It is the way in which these 4 different factors are 'mixed' that will lead to the business being successful.

Product	<i>The customers are provided with a product/service they want</i>
Price	<i>Charging a price that the customer is willing to pay</i>
Place	<i>The customers are able to buy the product</i>
Promotion	<i>Promoting the product effectively</i>

- Decide on one business idea and have a think about how you can apply the 4Ps to your idea.
 1. What product or service is your business going to sell or provide? Who is your target market? Does it have a unique selling point (USP)? Have you thought of a name?

2. What costs will there be in bringing your product or service to market? How much will customers be charged? Why?
3. Where and when will the product and/or service be sold? Why?
4. Where and how will the business, its products and/or services be promoted? Why are these the most effective methods? Think about your target audience.

Primary

1. Come up with your own business and create a product for it. In your notes list as many ideas as possible. Use the questions below to help:
 - o Think about your local high street. What is missing? Are there shops that could be doing a better job? A sweet shop that could have more variety, a game shop that is too expensive.
 - o Are there items that your friends like? Or items you can personalise that will get people's attention?
2. Design your product. Consider the following:
 - o What product is your business going to sell? What is it made out of and why?
 - o Who are you selling to?
 - o What is special/ unique about your product?
 - o What is the name of your product? Do you have a slogan?
 - o How much is your product and why?
 - o Can you research how much you think it would cost to make?
 - o Where and when will the product be sold?
 - o How will you let people know about your product?
3. Design a promotional poster to promote your product. Think about:
 - o How will you attract customers? What colours, fonts and pictures will you use.

Enterprise Exchange: Fashion

Simple conversations to help develop enterprise skills through engaging and listening to others. To be enjoyed at any time but particularly in a period of self-isolation!

1. Think of someone quite a bit older than you (a gran or grandad, an aunt or uncle, a neighbour whose contact details you have, etc.).
2. Arrange to phone or facetime them
3. Run through the questions below
4. Complete the task and share it with the person you spoke to

Mini-skirts, Mods and Beautiful Beehives	
1. What's the most daring hair style you've ever had and how old were you at the time?	
2. What did you wear when you went to school and was there anything you didn't like about the clothes back then?	
3. Can you describe the time you might have looked at your best (like at a wedding or party for example)?	
4. Can you describe the time you might have never looked more splendid (like at a wedding or party for example)?	
5. Can you describe the time you might have never looked more splendid (like at a wedding or party for example)?	
Add your own question	
6.	

Task	
Key Stage 3/4	<p><i>Write a five-question fashion quiz for your parents or brothers/sisters using knowledge from your conversation. It could also test how well they know the person you talked to.</i></p> <p><i>Or</i></p>

	<i>Write song lyrics for a song titled "Fashionista"</i>
Key Stage 2	<i>Draw 2 or 3 pictures of the person you interviewed to show what you learnt from your conversation e.g. a picture of them when they were at school or a picture of them in fancy dress</i>



Enterprise Skill: Communication



Parents' Enterprise Pack 2020

Communication

Activity 1: Emotional Intelligence

Secondary/ College

Have a watch of [Brene Brown video on Empathy](#) and answer the following questions.

- What are the four qualities of empathy?
- What professions do you think empathy is relevant in and why?
- Do you think empathy has a part to play in business?
- Why do you think empathy is relevant to leadership?
- Define empathy?
- Can you think of an example of when you have shown and communicated empathy and/or sympathy? What would you have done differently or at all?

Primary

1. Have a watch of this video by [Treasure Champs](#) and discuss with an adult the following:
 - What does empathy mean to you?
 - Can you think of a time you have shown empathy?
2. Create a story of one of your favourite characters or make your own having to demonstrate empathy to a situation.

Activity 2: Persuasion

Secondary/ College

1. Have a watch of the following [video on the science of persuasion](#). Note down the following:
 - What are the six principles behind persuasion and give an example?
 - How can this be useful in business?
2. You are the Chief Marketing Officer for a large sports brand about to launch a new trainer. Come up with an example of how you could incorporate the six principles into your marketing campaign?

Primary

You are putting on a fair at your school you need to design a poster that will promote and encourage people to attend.

Think about:

- What will attract them?
- What stalls would you have?
- What else would you do?

Enterprise Exchange: Adverts

Simple conversations to help develop enterprise skills through engaging and listening to others. To be enjoyed at any time but particularly in a period of self-isolation!

1. Think of someone quite a bit older than you (a gran or grandad, an aunt or uncle, a neighbour whose contact details you have, etc.).
2. Arrange to phone or facetime them
3. Run through the questions below
4. Complete the task and share it with the person you spoke to

Catchphrases, Celebrities and Jingles	
1. What's the first advert you remember, and what did you like or dislike about it?	
2. What is the catchiest jingle you've ever heard? Have you ever bought the product it was selling?	
3. Was there ever an advert that made you hassle your parents/carers to get you the product it was selling?	
4. When was the last time you watched an advert that made you laugh?	
5. What was the last advert you saw that made you not want to buy the product/service?	
Add your own question	
6.	

Task	
Key Stage 3/4	<p><i>Pick one of the brands/products mentioned above and watch some adverts for the product from over the years.</i></p> <p><i>Pick out:</i></p> <ul style="list-style-type: none"> - three things that have changed - two things that have remained similar - one thing you would like to improve
Key Stage 2	<p><i>Make an advert for one of the products/services mentioned in an answer above – it can be a poster, radio, or TV advert</i></p>



Enterprise Skill 2: Self- Management & Resilience



Parents' Enterprise Pack 2020

Self-Management and Resilience

Activity 1: Developing an Entrepreneurial Routine

Secondary/ College

Now more than ever is it important to stick to a routine, especially when our usual habits have been disrupted.

A range of high-level businesspeople share their secrets of how to start the morning off on a positive note. From a trip to the gym to a green smoothie, how do you start your daily entrepreneurial routine?

[Link Here](#)

- What is your morning routine?
- Research and recommend three routines throughout the day not mentioned in the article above.
- Select three routines you want to trial out for the next week and write a blog piece on your experience.

Primary

1. Talk to friends and family members about your morning routine.
 - What habits do you do to ensure you are ready for school/work and in a happy mood for the day.
 - What habits would you like to start or stop?
2. Draw a storyboard of your perfect morning routine.

Activity 2 Entrepreneurial Skills

Secondary/ College

1. Draw on a piece of flipchart an enterprising person using the eight enterprise skills (try to remember them!). Add any additional qualities you think are needed.
2. Have a conversation with a friend or family member on the following:
 - Do they agree with the skills you have identified as enterprising person?
 - Why is important to know your own strengths and areas of improvement?
 - Why is it important for the leader to know each team members strengths / areas of improvement?

3. Draw the below table and write the eight enterprise skills at the top of each of the columns below (you can find these at the top of this document).

	Problem Solver	Creative	Stays Positive	Team Player
5 'a lot like me'	5	5	5	5
4	4	4	4	4
3	3	3	3	3
2	2	2	2	2
1	1	1	1	1
0 'nothing like me'	0	0	0	0

- Now think about yourself and how far you show each of these skills.
- Give yourself a score for each skill, where 0 is 'nothing like me' and 5 is 'a lot like me'. You could think of an example of when you have displayed each characteristic when scoring yourself, to help you give a more realistic answer.
- Mark this score on the table using a blue pen. Link the scores together with a blue line.
- Think about what you want to achieve. How will you develop your mindset? Using a red pen, mark where you want your scores to get to on the table and link the scores together with a red line.

Primary

1. Investigate at least two famous and/or two local entrepreneurs. Find out what their business activity is and complete the table below.

Name of the entrepreneur	Name of their business or businesses	What does the business do?	Other interesting facts

2. Having investigated some famous and local entrepreneurs, now think about the qualities and personal characteristics that you think may have helped them to be successful. *These skills are often called enterprise skills, as entrepreneurs and enterprising people have a 'can-do' attitude and make things happen.*
- List the qualities and personal characteristics you have identified and have a chat with a family member or friend about whether you have demonstrated any.

Activity 3: Your Future Action Plan

Secondary/ College

Utilise this time to do a bit of research for your future! If you already know what you want to do why not explore and consider a contingency option. Employers are always looking for individuals who are willing to learn and develop themselves.

1. Take a look at the [Careers Hub from Youth Employment UK](#).
 - Explore your top three sectors (1, Very interested in 2, Sort of interested and 3, not interested at all).
 - Find out more about the sector and any career roles that appeal to you.
 - Make a note of the ones you are interested in and research the qualifications needed, what skills would be useful, and how you could obtain the skills.
2. Take a look on the [Careers Hub Youth Employment UK](#) or a jobs recruitment website such as Reed or LinkedIn. Identify your dream job.
 - Write a few lines for each of the eight enterprise skills below, in relation to the job you have selected, on how you have demonstrated it in the past (personally or professionally).
 - Creativity and Innovation
 - Communication
 - Digital Skills
 - Financial Skills
 - Leadership
 - Problem-solving
 - Self-Management and Resilience
 - Teamwork

Primary

1. Talk to friends and family members, learn about their careers and ask them what they think you would be good at.
2. Draw a storybook of you in your dream job and problem you may encounter and how you plan to fix it.

Enterprise Exchange: First Job

Simple conversations to help develop enterprise skills through engaging and listening to others. To be enjoyed at any time but particularly in a period of self-isolation!

1. Think of someone quite a bit older than you (a gran or grandad, an aunt or uncle, a neighbour whose contact details you have, etc.).
2. Arrange to phone or facetime them
3. Run through the questions below
4. Complete the task and share it with the person you spoke to

Wages, Work and Weekend hours	
1. What was your first job doing?	
2. What did you buy with your first paycheck?	
3. What did you have to do in your first job on a daily basis? Did you enjoy it?	
4. What was the main lesson you learned doing your first job?	
5. What was the worst thing about your first job? Did this influence your second job?	
Add your own question	
6.	

Task	
Key Stage 3/4	<p>Write a letter to the company where you would like your first job to be. In the letter you should outline:</p> <ul style="list-style-type: none"> - Why you want to work for that company - Why you would be a good employee - What you would expect to do in your first job
Key Stage 2	<p>Draw a picture of the person you called doing their first job. Label it with as many things as you can think of.</p>

Enterprise Exchange: Pocket Money

Simple conversations to help develop enterprise skills through engaging and listening to others. To be enjoyed at any time but particularly in a period of self-isolation!

5. Think of someone quite a bit older than you (a gran or grandad, an aunt or uncle, a neighbour whose contact details you have, etc.).
6. Arrange to phone or facetime them
7. Run through the questions below
8. Complete the task and share it with the person you spoke to

Change, Chores and Coins	
1. Were you given pocket money as a child? If so, can you remember when it started?	
2. What was the first thing you remember buying as a child with your own money?	
3. Did you ever save up the money you made to buy something especially nice? If so, what was it?	
4. Did you have to complete chores/odd jobs to earn pocket money? If so, which jobs did you least enjoy doing?	
5. If you could give your pocket-money earning self some advice, what would it be?	
Add your own question	
6.	

Task	
Key Stage 3/4	<i>Make a video for a younger sibling/cousin/neighbour about how to manage pocket money. You might want to consider:</i> <ul style="list-style-type: none"> - Why saving money is helpful - How to make your money go further - How to track your spending
Key Stage 2	<i>Make a story about someone who is not careful with their pocket money.</i>