

An invitation to

Enterprise Intensive

A one-day workshop for LEGI teams, bid writers and anyone interested in how enterprise can rejuvenate communities



INTRODUCTION

The arrival of the Local Enterprise Growth Initiative has placed enterprise at the heart of neighbourhood renewal activity. Yet for many economic development professionals the topic of entrepreneurship is a new one. Creating more entrepreneurs is a difficult area and even more so in areas of social exclusion or disadvantage.

There is often much confusion about the differences between enterprise and business development. Other questions raised focus on access to finance and how to engage with people that have not normally considered starting a business.

To assist understanding of the complex process of entrepreneurship and to clarify some fundamental misunderstandings, two of the leading specialist in the field of entrepreneurship - Ernesto Sirolli of the Sirolli Institute and Iain Scott of Enterprise Island have created an intensive one-day interactive workshop for anyone involved in stimulating enterprise in their community.

WHO SHOULD ATTEND?

The Enterprise Intensive workshops are aimed at anyone involved in LEGI, whether you are about to deliver a programme or are preparing a bid, or indeed anyone with an interest in how enterprise can rejuvenate communities. The aim is to give a clear understanding of the role of and difficulties associated with enterprise in areas of disadvantage. The workshop provides a comprehensive overview of enterprise as a means of stimulating the economy and the operational implications. By the end of the workshop participants will have a clear understanding of how enterprise can assist people out of poverty, the implications of undertaking such a process and a clear view of the operational and delivery implications.

The leaders Iain Scott and Ernesto Sirolli are the key pioneers of alternative approaches to enterprise creation. Significantly they bring substantial operational expertise upon which the participants will be able to draw. This should assist participants avoid setting up unrealistic outputs or committing themselves to approaches which may not bear fruit.

This is a great opportunity to explore the differences between enterprise and business and is an ideal way to help build an existing team. For business and community representatives, it is a unique opportunity to understand the role of enterprise in regeneration... and how to avoid some expensive mistakes.

A number of case studies will be provided.

There is ample opportunity for discussion with Iain and Ernesto enabling participants to benefit from their substantial expertise.

Note:

Places are strictly limited and are on a first come first served basis.

WHAT WILL THE DAY COVER?

The key issues covered by the workshop will be:

1. The difference between enterprise and business development.
2. The role of entrepreneurship in local communities – Enterprise Indicators.
3. How to identify entrepreneurs and the role of social enterprise.
4. Implications of creating vat registered businesses.
5. Likely conversion rates i.e. how many new starts will convert into high growth.
6. Issues specific to areas of disadvantage.
7. Sustainability.
8. The process of engagement.
9. Strategic approaches versus responsive-which achieves the most impact and what are the implications.
10. Review of past enterprise initiatives and identification of what worked and what did not-and why!

Led by Iain Scott and Ernesto Sirolli.

Numbers up to 40 but as it is a workshop environment there will be an opportunity to test out ideas and suggestions.

WHEN AND WHERE WILL THE WORKSHOPS TAKE PLACE?**Workshop 1**

10th July 2006 **Exeter** Alias Hotel Barcelona (9.30am – 4.30pm)

Directions and hotel information for **Alias Hotel Barcelona** can be found at:

http://www.aliashotels.com/alias_html/index.php?hotel=barcelona

Note: This event is sponsored by Government Office South West and most places have been committed. Please contact us for further information.

Workshop 2

18th July 2006 **Bradford** Great Victoria Hotel (9.30am – 4.30pm) **BOOK NOW**

Directions and hotel information for the **Great Victoria Hotel** can be found at:

<http://www.thevictoria-hotel.co.uk/>

Workshop 3

20th July 2006 **Brighton** – Alias Hotel Seattle – (9.30am – 4.30pm) **BOOK NOW**

Directions and hotel information for **Alias Hotel Seattle** can be found at:

http://www.aliashotels.com/alias_html/index.php?hotel=seattle

Cost:

£445 + Vat per person (online or by cheque). You can also choose to receive an invoice but please note that there is an additional £15 charge.

Price includes coffee on arrival, lunch and afternoon tea.

BOOK NOW (Please note that places are limited)

Details on how to book are on the next page.

To book a space at an Enterprise Intensive workshop please contact:

Darren Smith, Enterprise Island

Telephone – 0845 838 1282 or Email – darren@enterpriseisland.com

Online Booking – www.enterpriseisland.com/events.htm

Note:

There is some scope for additional Enterprise Intensive Workshops. Please contact either Darren Smith darren@enterpriseisland.com or Mike Chitty mike@sirolli.com for further information.

SPEAKER PROFILE – DR ERNESTO SIROLLI

Italian-born Dr. Ernesto Sirolli received a Laurea di Dottore in Political Science from Rome University in 1976. He has worked in Europe, Africa, Australia, New Zealand, Canada, U.S.A. and the United Kingdom in the field of Enterprise and Economic Development.

In 1985, he pioneered in Esperance, a small rural community in Western Australia, a unique social technology based on harnessing the passion, determination, intelligence, and resourcefulness of the local people.

The striking results of "The Esperance Experience" have prompted more than 250 communities in four countries to adopt responsive, person-centered approaches to local economic development similar to the Enterprise FacilitationR model pioneered in Esperance.

His past works which are chronicled in his book, Ripples from the Zambezi, helped form the Sirolli Institute's patented development process of Enterprise Facilitation. In 2003, Ernesto Sirolli was awarded the degree of Doctor of Philosophy by Murdoch University, in Perth, Australia. He is a noted authority in the field of sustainable enterprise and economic development, and is in demand as a speaker worldwide.

The Sirolli Institute was founded in 1996 to provide a mechanism to train communities how to start, develop and manage sustainable Enterprise Facilitation projects. Since it started the Institute has worked with hundreds of communities and enterprise facilitators and thousands of entrepreneurs all over the world.

SPEAKER PROFILE - IAIN SCOTT

Iain Scott is the creator of Enterprise Island and the leading UK specialist in alternative approaches to enterprise creation.

Iain has pioneered most of the action research activity in the UK over the last fifteen years. He cashed in his pension to start a specialist food company over twenty years ago, attended a high growth business start up programme and after raising venture finance, employing twenty people and running a manufacturing company realised it was not for him.

He returned to Glasgow University working for two years in its specialist enterprise unit before leaving to start another business specialising in the research design and delivery of enterprise learning programmes. One of Iain's first projects was to design and deliver an action research project for Scottish Enterprise's Business Birthrate Inquiry. A Mori poll had revealed that 38% of the Scottish population had the ability to start a business but were not motivated to do so. This activity became the forerunner for the Enterprise Island methodology. Subsequent work involved developing processes of engagement in areas of social exclusion in Dundee and Bainsford and Langlees in Falkirk. This led to an invitation to test the approach in the former coal mining areas of East Northumberland for One North East and Enterprise Island Challenge and then on to Enterprise in communities and Enterprise in Market towns for the Countryside Agency. Iain also designed and delivered a highly successful Enterprise Pathfinder programme for Tynedale Council Schools.

Most recently the Enterprise Island Challenge methodology was used for the sixth time in Bradford city. This brought forward 145 applicants the majority of whom had never approached a start up agency or progressed their idea before. Significantly nearly 20% of applicants came from social exclusion areas and a high number were accepted on to the programme-on the strength of their personality.

Iain is emphatic that entrepreneurs create business not by business plans but with a conversation and that although it may not be right for them anyone can learn to be an entrepreneur. If they do not want to start a business they still have massively increased confidence and enhanced skills. His first book is on the reading list for most Universities "Tortoise Walking for Beginners" and his second Book "Why did the Entrepreneur Cross the Road" deals with how people learn to be entrepreneurial and how to develop processes of engagement.

A full list of Enterprise Island work in the field of entrepreneurship can be viewed at www.enterpriseisland.com/track.htm