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# Entrepreneurship

Residential Courses in  
Keswick, Cumbria  
& Open Courses  
in London  
& also  
On-line Programmes



## Entrepreneurship Skills Development Programme

### Introduction

#### Why attend our entrepreneurship skills development programme?

We are dealing with unprecedented change in all aspects of our lives at the moment and no one knows when things will return back to normal.

#### Or what the new normal will look like?

Entrepreneurship is just as critical a skill for people who work for existing businesses as well as new start-ups, developing the ability to be able to reinvent oneself has never been more crucial when it comes to dealing with this level of uncertainty.

Today, entrepreneurs have been described as facing a VUCA environment: one that is volatile, uncertain, complex and ambiguous. Previous notions of control and change management are being questioned, and new capabilities are now required of our future entrepreneurs.

Developing the ability to DISRUPT the norm is fundamental to our survival and future growth.

#### What is entrepreneurship?

Entrepreneurship is about seeing things that other people don't see which requires an element of risk taking which they do in a balanced way, i.e. short-term risk is balanced by the long-term view that eventually one of their ventures will pay off.

The need to be brave in your decision making and make a difference to society is fundamental.

Entrepreneurs have high levels of imagination and passion for what they believe in and have the ability to be a driving force for change through the taking or making of the opportunity whilst solving problems in the correct way.

They tend to fill the gaps in society that others can't see, they develop the mindset and approach which enables them to look at all of the possibilities.

Yes, they will fail time and time again, but then that requires a different level of resilience!!

#### What do entrepreneurs do?

They break the rules and will make the world more productive through the driving, developing and implementation of new business ideas.

#### Why is entrepreneurship so important?

It's all about creative enterprise which will solve today's and tomorrow's problems through the development of new products and ideas for society through commercialisation and driving through innovation.

Society is always developing and changing, entrepreneurs need to be alert to new needs, which leads into routine job creation and then develops essential new businesses and industries.

Entrepreneurs spearhead change whilst developing the whole system around them; these new thinkers will lead the entrepreneurial way.



## What does it mean to become an Entrepreneur?

To develop the art of becoming creative making things happen through problem solving and changing things; we become frustrated through things not working properly.

This is why we love bringing new ideas and projects to life; not waiting, but doing, making the world a better place can affect how we do things.

Developing the curiosity to be able to disrupt things which takes personal drive and the freedom of self-independence.

Entrepreneurship becomes a way of life; getting rid of the boredom of the everyday routine.

## What will I learn on the programme?

When designing the programme I considered all of the key skills needed to become an entrepreneur and the core entrepreneurial skills I have developed over the years as an entrepreneur and then developed the programme from there...thinking about the environment...the Lakes seemed the perfect location to allow us to get the creative juices flowing.

We will use the outdoors as a classroom for a couple of hours each day where we will go on our entrepreneurship coaching walks.

This course provides a practical toolkit for entrepreneurs, helping you to operate effectively as an entrepreneur in any environment across all sectors.

## Who should attend the programme?

Anyone whose role it is either to develop new product or service ideas internally, or externally if you are thinking of setting up your own business.

## Programme content

5-day residential programme delivered in the Lake District in Keswick, Cumbria or 5-day block course in London  
Entrepreneurship Skills Development Programme

## Precourse

Online pre course entrepreneurship skills assessment

## Day one – The core skills needed to become an Entrepreneur

**Curiosity** – entrepreneurs are tasked to discover new problems, reveal potential opportunities, redesign their business processes, and develop the core skills needed to innovate. This is down to you being passionate about different areas of study and business cases outside of your normal focus.

Problem identification

New product development

Using coaching tools to develop a culture of curiosity



The ideas bin vs projects tray

Time and project management - Careful planning, developing the correct milestones and execution are all fundamental to your success. None of this will work unless the correct project management methodology is adopted.

Time management core skills development

Project Management core skills development

Day two – looking at new ideas from the correct angle can deliver amazing results

Strategic thinking – Learning to rip a problem apart to its core and reveal opportunities for future growth.

Desk top research

Figuring out creative solutions and finding the golden threads.

Learning to let go!! - use the teams around you and your networks to tap into expertise which will make the developmental journey easier.

ROI versus ROE; will it work?

Intellectual Property (IP)

Efficiency – You need high performance when it comes to solving a problem.

Using the results driven group creative problem-solving toolkit

Day three – becoming aware of the people around us and adopting the core skills needed to engage any audience

Communication – internal and external communication is paramount here, developing the ability to engage with any audience is fundamental to your success.

Social styles communication

Influencing through rapport

Stakeholder management and organisational mapping

Branding – Building a consistent personal and business brand tailored to the right audience. Igniting brand awareness in new arenas.

Personal Branding

Day four – developing the inner strength within the entrepreneur and developing the correct networks

Resilience – developing the ability to be able to cope with adversity is a core skillset and strength for the entrepreneur to develop and grow into the role further

Resilience core skills development

Developing belief through developing a positive mental attitude

Networking – developing the ability to connect with the correct people/organisations is paramount for the developing entrepreneur

Networking core skills development



Day five – managing the numbers as an entrepreneur whilst adopting a commercial focus

**Finance management** – think of ‘Dragons Den’, you need to know your numbers from the outset to be able to develop a positive ROI on any entrepreneurial project and gain agreement and get buy in from your stakeholders and customers

ROI challenge linked into entrepreneurial areas for improvement

**Sales** – where can I promote my new ideas and products?

Developing our existing or new customer base

Key account management core skills development

New business development

**To the future**

What can I achieve as a result of this development either internally or externally?

What ROI can I deliver on the back of the programme?

**6 months post programme**

1-1 post course entrepreneurship skills assessment personal insight

coaching session with Chris Goodwin into how we have changed our behaviours and how we can become the entrepreneurs of the future!

- The residential programme is delivered as a 5-day residential course at our facilities in the Lake District in Keswick, Cumbria.
- The 5-day block course in London is delivered at our training venue in Hackney, London
- On-Line Programme over ten 3-hour sessions dates to be confirmed due to minimum numbers signing up on the programme

Here is a link to some of the things that we get up to in the Lakes on our experiential learning programmes.

<https://www.resultsdrivengroup.co.uk/gallery.aspx>

**Programme dates**

**Option one – Residential course in Keswick, Cumbria – 5 days – 11:00 on day 1 to 15:00 on day 5**

Programme 1:- 14th – 18th December 2020

Programme 2:- 15th – 19th March 2021

**Option two – 5-Day Block Course in London – 0930 – 1600 daily**

Programme 3:- 18th January 2021 – 22nd January 2021

Programme 4:- 22nd March 2021 – 26th March 2021

**Option three – On-Line Programme over ten 3-hour sessions dates to be confirmed due to minimum numbers signing up on the programme**



## Cost

The programme cost including, (accommodation and all meals if in Keswick), leadership development modules, online learning materials, leadership assessments, experiential learning, registration, accreditation and certification is £2295 + VAT per delegate

Cost of the On-Line programme is £1500+vat

## Optional programme accreditation

For those delegates that want to undertake the CMI Level 7 Award in Strategic Management and Leadership Practice with the assignment being focused on Entrepreneurial Practice, this will give you a Masters levels leadership qualification which will benefit you if you need to progress in your job role, or apply for a new job in the future.

The assignment is only 3000 words long and is to be completed within 4 months of the taught part of the course.

The cost to undertake the optional accreditation, to include tutorials, resources, all marking and assessment and certification is £995 + VAT.

## Flexible payment terms

**\*For delegates who are self-funding it is possible to set up an interest free 6 – 15 - month payment plan by direct debit\* any of these courses please call us on 0845 094 0587 or mail us on**

## Group size

This programme is limited to 12 delegates

## Inhouse delivery options

Contact us if you want to run this programme in house, we need a minimum of 7 delegates for it to be viable for us

## \*Next steps\*

If you want to enrol on the course or have any queries then please call us on 0845 094 0587 or fill in a registration form online or email us on [info@resultsdrivengroup.co.uk](mailto:info@resultsdrivengroup.co.uk)

## Open residential courses in the Lake District with Results Driven Group

What makes the results driven experience different from any other residential course?

Firstly we will start with the location...

The northern Lake District around Keswick and Derwent Water is arguably one of the most beautiful areas in the UK, it does not matter which time of year you are there, the panorama is always changing and the views are always stunning...



Secondly we use nature as a metaphor for learning...

We believe that you think and work differently according to the environment you are exposed to and work in, we use all of the elements of nature to enhance the learning experience and take you out on each day of the programme to experience learning outdoors...☺

“All of the activities we use are safe and are tailored to the capabilities of each group”

**Earth** – the landscape around us, the Mountains, Valleys and different vistas according to the seasons

**Air** – the different forces that the wind can create and the effect on the landscape that it has is awe inspiring!!

**Fire** – the strength of the sun and difference it can make to a view or an experience or how you feel allows you to reflect and look at things from different perspectives

**Water** – the lakes and the rain, the background vistas that you can embrace in the different seasons make this a stunning place to learn

### Client testimonial

*Fantastic way to learn and improve your skills. Environment unbelievable, enthusiastic trainer and the chance to meet an interesting group of people to exchange views and theories.*

Debbie Frisker



Thirdly, the delegate experience is completely different...

Normally on a residential course you would just turn up at 0930 in the morning and then go home at 1600 back to your Hotel, as part of the programme we spend time learning together, undertaking activities together, eating together and most of all having FUN, one delegate recently described this as Homeliness, and that he has never come across this type of experience before on a training course...

### Client testimonial

*A fast moving inspirational course which utilises a range of teaching methods in beautiful surroundings...*

Lisa Aitken

And finally the networking aspect...

This is something you can never recreate on a closed course programme, when you mix up clients who come from the public, private and third sectors, who have had completely different life experiences, different perspectives of how things work and job roles – then anything can happen!!, it is usually pretty special and we have seen long lasting friendships developed over the time that they spend with us in the Lakes...

Your accommodation whilst in Keswick...

We have 3 beautiful Houses in Keswick where you will stay whilst on your residential course in the Lakes, you will have your own bedroom and you will be fully catered for as well over the period of your stay...

If you would like to see the properties, then please visit; [www.newlandshousekeswick.co.uk](http://www.newlandshousekeswick.co.uk) for further information

Hopefully this will give you an insight to why the results driven learning experience is different...

Regards

Chris Goodwin – MD – Results Driven Group