**Arts for Enterprise**

**Programme Structure**

The Arts for Enterprise programme has been designed to give participants the tools and support needed to shape this flexible programme. It is envisaged to allow participants to take responsibility and control over their own enterprise and support them to follow it from initial idea to final outcome. While art is being used as a vehicle for learning but the term is being used loosely to mean the handmade creation of a product, whatever the group decide that product to be.

The course is structured into modules that each focus on various elements of the creation and enterprise process. This programme is designed for anyone with an Acquired Brain Injury who has a desire to further their role in community life, whether that be through work, volunteering, self-employment or education. The programme is intended to build confidence and offer support, it will feature individual and group goal setting with mentoring and input from guest speakers and business professionals.

The Arts for Enterprise Programme will take place in Belfast City Centre locations and will be facilitated by Brain Injury Matters staff with thanks to the support from Santander. The time commitment expected is 3 hours on a Monday for 22 weeks. A cost of £20 per person will apply as a contribution to the material costs of the programme.

**Module 1- Introduction to Arts for Enterprise**

*July-August (starting 17/07/2017)\* timeline is suggestive and liable to change.*

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| Week | Topic | Content |
| 1 | ***Introduction*** | -Introduction to the programme and overview of topics-Icebreakers and getting to know each other (activity)-Expectations and Outcomes (group goal setting)-Individual goal setting (mentoring) |
| 2 | ***Enterprise 101*** | -An introduction to Social Enterprise (definition, profit distribution, examples in NI)-Mission, vision, values-Business Plans\* (activity) |
| 3 | ***Group Work Skills*** | -Basic group work skills -How to communicate successfully in a group (verbal and non-verbal communication)-Communication and group work (activity) -Group personality quiz (activity) |
| 4 | ***Exploring Art*** | -An introduction to basic art materials-Examples of art processes -Experimenting with materials and process (activity) |
| 5 | ***Arts Enterprise*** | -Looking at pre-existing art products (market research)-How/where/to who are these products sold? (discussion)-Unique selling points-Market demographic/reach\*Guest speaker  |
| 6 | ***Making our Enterprise*** | -Group name-Mission, Vision, Values-Think tank for product ideas-Idea experiment/prototype (activity)-Group feedback-Individual goal monitoring \*Business Plan (activity) |

\*Business plan activity to be added to as the programme progresses. The group will slowly create a business plan of their own as they learn new information and skills.

**Module 2- Acquired Brain Injury in a Workplace**

*September*

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| Week | Topic | Content |
| 1 | ***Recap and Introduction*** | -A recap from last module-An introduction to the topics covered in the module-Group work (activity)-Goal monitoring and evaluation\*1 hr of art making (product) |
| 2 | ***Managing Fatigue and Mood***  | -Facilitated by an associate psychologist -How to manage your mood and fatigue for work\*1 hr of art making (product) |
| 3 | ***Confidence Building and Self Esteem*** | -Talking to the public-Confidence building (activity)\*1 hr of art making (product) |
| 4 | ***Managing Memory*** | -Facilitated by an associate psychologist-Strategies for managing memory in the workplace\*Individual Mentoring |

**Module 3- Making it Happen**

*October*

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| Week | Topic | Content |
| 1 | ***Using I.C.T*** | -Basic computer skills (Microsoft Word, Email and Excel)-Using social media-Design a logo/packaging\*Business Plan (activity) |
| 2 | ***Managing a Budget and Finance*** | -Easy budgets (simplified P/L, Forecasting etc)-Product pricing strategy\*Business Plan (activity) |
| 3 | ***Marketing a Product*** | -Online marketing and sales-Simple marketing strategies \*Business Plan (activity) |
| 4 | ***Our Product*** | -Package the product-Practice selling techniques-Find a sales venue \*individual mentoring |

**Module 4- Exploring Enterprise (Enterprise NI) 6 weeks**

*November- December*

This module will be externally facilitated by Enterprise NI and will offer Business Plan consultation, business mentoring, CV and interview skills, job searching skills and general employability skills to achieve an accredited qualification.

**Final result: Sell product at a venue/market to the public**

*\*all proceeds of the sales will be donated directly to Brain Injury Matters to help cover material costs.*

***Any further questions please email:*** ***sarahjane@braininjurymatters.org.uk*** ***or call 028 9070 5125***