

# Bringing business to life for students



businessdynamics delivers inspirational work-related programmes that use real life situations, and business volunteers as role models, to inspire young people. It aims to improve their understanding and enthusiasm for business, open their eyes to a wider range of career opportunities, and develop their key skills.

inspirational interactive  
work-related programmes

key employability  
skills

businessdynamics runs interactive programmes in schools and colleges nationwide that have been specifically designed to complement the curriculum. The team at businessdynamics organises each aspect of the programme including an in-depth evaluation, based upon feedback from students, teachers, and business volunteers.

*"The kids got into their work and spoke articulately and enthusiastically about cash flow, turnover and profit margins. I recommend volunteering with businessdynamics. Schools need help teaching children about business and something needs to be done about the fact that so few students dream of a future in business."*

*Sathnam Sanghera, Financial Times*

business volunteers  
as role models

*"The entire programme was, as always, well put together: the seminar leaders were interesting people with the ability to capture the interest and imagination of young people, and the educational content was highly relevant to the age group."*

*Mrs A Doepner, Wellington School*



empowering young people to realise their potential through business and enterprise

### Key Skills

A one-day programme of interactive workshops. The emphasis is on helping young people to develop key employability skills; problem solving, financial literacy, teambuilding, communication, and delivering presentations. Students complete a key skills assessment which records what they learn and enables them to gain insight into their individual strengths and weaknesses.

understanding and **enthusiasm**  
for **business**

### Business Awareness

A two-day programme, primarily targeted at students aged 16-19, which increases students' knowledge of business. Through a tailored programme of interactive seminars, students gain a practical understanding of key areas such as sales and marketing, finance, small business, human resources, design and development, management, and the application of IT.

young people of  
all abilities

Both programmes have been designed to be flexible to suit young people of all abilities (including disadvantaged students, students with special needs, and young and juvenile offenders). Programmes can be themed to suit individual schools and funders.

**real** life situations

## Enterprise Education Trust

The Enterprise Education Trust empowers young people to realise their potential through business and enterprise. It brings together businessdynamics, the Network for Teaching Entrepreneurship (NFTE), Blue Skies and Achievers International. Each has a different but complementary focus and together we deliver a wide range of programmes. The original trust was founded by 3i in 1977 and more than 90,000 14-19 year olds benefit from our programmes every year.



Bringing you Blue Skies, businessdynamics, NFTE and Achievers International

Established 1977  
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