

# Letter to Parents

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Dear

## Enterprise Wise

### **your chance to inspire the next generation**

An exciting new learning experience for Years 9 and 10, which is packed with fun activities for students, is being launched at the school. It is a new way of learning and teaches young people instincts they can use in any walk of life.

It is called Enterprise Wise (e-wise) and you can play a vital part in its success.

Please let me know whether you would be willing to support this programme with a little of your valuable time. Parents with any work experience at all, as an employee, an employer or a self-employed person have a wealth of knowledge which we can use to open the eyes of the next generation of enterprising young people. The attachment with this letter outlines what would be expected of you – basically an hour or two across the term, listening to students and talking to them about ideas they are developing. The teacher will lead the sessions and give you full instructions/guidance on what you should do.

e-wise has real benefits for our young people, increasing their self-confidence and ability to communicate. Please share your valuable knowledge and experience in a lively, fun and structured programme.

All you need to do is return the slip below indicating that you are interested in supporting the programme and we will contact you soon with dates and times.

Yours sincerely

Head Teacher

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Yes, I am interested in hearing more about the Enterprise Wise (e-wise) programme.

Name: \_\_\_\_\_

Business Background \_\_\_\_\_

Email: \_\_\_\_\_

Tel: \_\_\_\_\_

# Example of Letter to School Staff

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(this is available to download from our website [www.enterprisewise.net](http://www.enterprisewise.net))

## MEMO

**FROM:** <name>  
School Coordinator for Enterprise Wise (e-wise)

**TO:** ALL SCHOOL STAFF

**SUBJECT:** ENTERPRISE EDUCATION PROGRAMME

Year..... is beginning an innovative learning programme which offers you the opportunity to get involved in cross-curricular activities. The programme, Enterprise Wise (e-wise) starts on << date >> and delivers the full statutory requirement for Enterprise Education (EE).

e-wise gives us the opportunity to exercise the students' enterprise instincts in all subject areas. For instance, the students will be developing ideas of their own and working with external business advisers to present these ideas at a special event. It is not a taught scheme of work. It is an independent learning programme with no spoon-feeding.

*The students are developing their own ideas from start to finish. It is not a D&T project, but D&T lessons can be used to help by providing catering for the final event when we will have parents, governors and other guests; English, ICT and art could work together to word and design advertising posters, leaflets, emails and even a News Release for the event.*

e-wise is a structured personal learning programme which runs for a full term and builds the characteristics of enterprise in the behaviour of students.

IT IS NOT A BUSINESS STUDIES activity or business rehearsal or simulation course. It is a highly effective scheme of work based on classroom sessions dealing with all the elements of enterprise including team-working, using initiative, building self-confidence, collaborating, being innovative, using influencing and negotiating skills, being creative, showing leadership, being risk aware, communicating effectively, developing listening skills, using different research techniques, persisting and problem-solving. Students are encouraged to apply what they learn from the exercises in other subjects across the curriculum with this in mind each student will be issued with an Enterprise Passport which will help them to identify when they are using enterprise skills.

Success for us will mean motivated, self-confident students who see the benefits in learning and are able to communicate better and be more independent in dealing with the challenges we set them in their general education.

**Many thanks for your support.**

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Then send the letter to the following, requesting their support as business advisers (you may want to customise the letter by replacing 'you' in the second paragraph with 'parents', 'governors', 'business people', etc):

- Former pupils now in work
- Parents
- Relatives recommended by pupils as enterprising/entrepreneurial
- Governors
- Also ask each governor to propose at least three business contacts
- PTA association members
- Also ask PTA members to propose at least three business contacts
- Ask SMT members to approach their personal contacts
- Any famous entrepreneur who lives in the locality
- Any prominent visitors who've had previous contact with the school
- The professor who heads enterprise or business development at the local university
- Business contacts already providing work experience
- Retail businesses (multiples such as M&S/Tesco/ASDA/Sainsbury/Morrisons)
- Local department stores (independent or chains)
- Leisure centres (council and private leisure/pool managers, outward bound managers)
- Sports organisations and clubs (football/tennis/cricket/hockey/horse-riding/sailing)
- Hairdressers
- Hoteliers
- Beauticians
- Restaurants (big franchises & chains)
- Car dealerships
- Travel agencies
- Farmers
- Publicans (pubs do big business providing family meals)
- Solicitors' firms (address a specific partner)
- Accountants' firms (address a specific partner)
- Banks (address the manager or a chief cashier)
- Building societies (address the Chief Executive or Secretary)
- Veterinary Surgeries (address the practice manager)
- GP practice managers
- Major dentistry practices

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- Health Care Trusts (address the Chief Executive)
  - Private hospitals
  - Physiotherapy practices
  - Big regional employers such as Ford, Unilever, BT, etc
  - Local radio stations (address the MD or editor)
  - Local newspapers (address the Editor and the Business Editor)
  - The police (address the Chief Constable and copy to the Press Office)
  - The fire service (address the Chief Fire Officer)
  - Charities (local/regional/national charities have HQs and regional hubs)
  - Chamber of Commerce
  - Local chapter of BNI – the largest business network in the world
  - Local branch of the Federation of Small Businesses (FSB)
  - The local branch of the IOD – Institute of Directors
  - Local Rotary Club
  - Local Round Table
  - Local Lions Club
  - The Armed Forces
  - Chief Executives, Directors of Education at the local council (LEA)
  - Recruitment agencies (Reeds, local, etc)

# Attach to Letters sent to Business Advisors

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We will be delighted to welcome your contribution as an Enterprise Wise Business Adviser.

Enterprise wise (e-wise) is an independent learning programme being run for students from year 9/10 at .....<insert name of school>... teaching young people how to be more enterprising in the way they think and behave.

The course is run over a term in six two hour sessions but you will be asked to attend for an hour or more on only two occasions. The students will be learning about creativity and ideas generation, problem solving, goal setting and communication. They will also be working on a business/social idea to help them understand how ideas are translated into action. In addition they will be responsible for organising a Trade Fair/Ideas Market in which they will present their ideas to an invited audience.

During Session 3 when Business Advisors attend, the students will be given the E-Wise Evaluation Test. (A copy of this will be provided to you by the class teacher who is known as the Director). This is a means of helping students analyse and identify areas of activity and begin to develop their ideas before taking them to the market place.

The role of Business Advisors is simply to listen to the ideas that the groups are developing and ask any leading questions to help them think through the practical steps they need to take. Any parallels with your own business would be helpful. It doesn't matter at this stage if the ideas themselves are unrealistic, the emphasis is very much on encouraging students to be creative and to think for themselves.

In the next session, Session 4, we want to give the young people the chance to solve a real business issue, challenge or problem. This is organised quite informally with one problem being assigned to a group of 8-10 students. We will provide you with a brief of the problems that the students have been invited to solve. At the end, each team will tell the group what they have been doing and you and the Director will be invited to comment on their thoughts. The students will then fill in a feedback form in their workbooks and will record your responses.

The sessions we invite you to attend will be on (insert date, time and place).

The students will also be organizing an Ideas Market to present their ideas at the end of the course and I hope you will be able to attend this event also.

## Give this to Business Advisors in advance of attending sessions along with Appendices C, D, E and F

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Thank you for agreeing to contribute to the Enterprise Wise enterprise programme.

The students have been learning about creativity and ideas generation, problem solving, goal setting and communication. They've also been working on a business/social idea to help them understand how ideas are translated into action.

The students are now at the stage when they need to make those ideas workable.

During Session 3 they will be given the E-Wise Evaluation Test, (copy attached). This is a means of helping students to analyse and identify areas of activity and begin to develop their ideas before taking them to the market place.

The role of Business Advisors is simply to listen to the ideas that the groups are developing and ask any leading questions to help them think through the practical steps they need to take. Any parallels with your own business would be helpful. It doesn't matter at this stage if the ideas themselves are unrealistic – some of the ideas may be eccentric, the emphasis is very much on encouraging students to be creative and to think for themselves.

In the next session, Session 6, I want to give the young people a chance to solve a real business issue, challenge or problem. This is organised quite informally with one problem being assigned to a group of 8-10 students. I will provide you with a brief of the problems that the students have been invited to solve. At the end, each team will tell the group what they have been doing and you and the Director will be invited to their thoughts and response. The students will then fill in a feedback form in their workbooks and will record your responses.

The session is on (insert date, time and place).

The students will also be organizing an Ideas Market to present their ideas at the end of the course and I hope you will be able to attend this.