

Enterprise icebreakers to get young people thinking like an entrepreneur! Useful for introducing a lesson on business skills, money or innovation.

Innovate

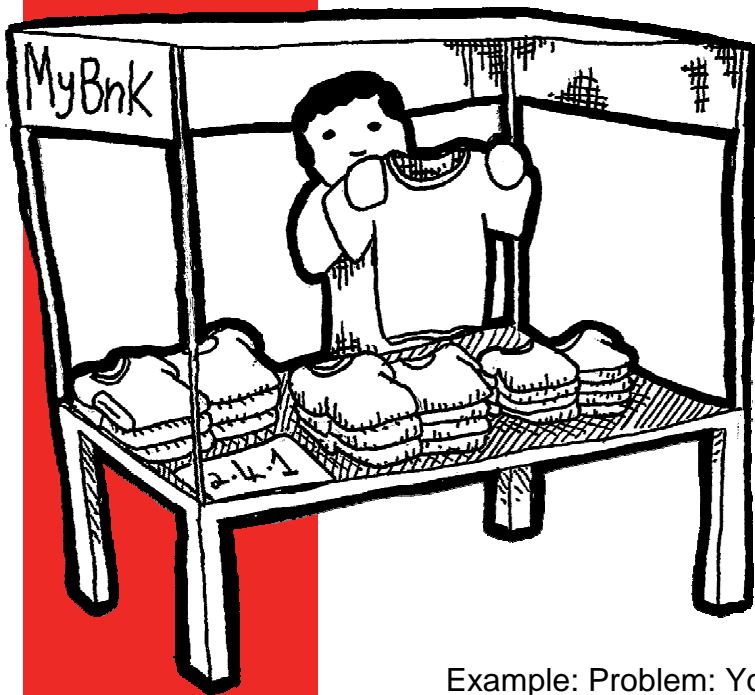
Get students thinking outside the box by brainstorming new uses for an everyday object. Turn these thoughts into a new business idea. It can be as realistic or as whacky as they like!

Tip: Try this exercise with a wooden spoon - "How can I make this better?"

Double your money!

Students should imagine that they will each be given a ten pound note. What will they do with it to turn it into twenty pounds within a month?

Tip: Could be carried out with small amounts of real/play money. Student who gains most profit wins a prize, and all money raised goes to charity of class's choice.



Grand brands

Pupils should draw the first brand logo that comes into their head. What makes it effective?

Community champion

In groups, students think of a problem in their local community and suggest ways to solve it. They may wish to interview members of the community to find out what is important to them. The groups should then develop an enterprise idea that provides a practical solution to this problem.

Example: Problem: Youth club has closed down; young people have nothing to do. Enterprise solution: Hold game evenings in local church hall and charge small fee for entry. Channel profits into a youth club fund!

Appealing ads

Ask students to describe an advert they have seen recently. Why do they like / dislike it? Brainstorm the ingredients for a good advert.