

Getting the best from the Speakeasy DVD

BiG
**MAKE IT
YOUR BUSINESS**

The Speakeasy DVD resource supports the successful teaching of entrepreneurship for both staff and students.

You may want to do a whole programme of activity to support the development of entrepreneurial students or just to focus on specific areas with targeted groups. This resource will help you do both in a fun, engaging and student-friendly manner.

The DVD is broken down into six modules:

- Module 1** – Top tips to help you develop a business idea.
- Module 2** – Who are your competition?
- Module 3** – Getting your product to the market.
- Module 4** – Marketing and the four P's (Product, Price, Place and Promotion).
- Module 5** – Finance: Getting it right for the business.
- Module 6** – Presenting your business ideas.

Each of these modules can either stand alone or be part of a more developed programme:

1. You can follow the modules through sequentially. This allows entrepreneurially-minded students to build up a detailed level of understanding about how to get a business idea to market. This could be part of a PSHE/Citizenship programme, an enrichment programme for a year group, or part of an off timetable programme for students.
2. You can target specific modules on specially targeted groups of students. For example, BiG Challenge students might not need the whole Speakeasy programme, as they may already have a business idea. However, some groups might need to see the modules on marketing and finance to ensure that they maximise their sales and profits.
3. You can use parts of the DVD to support learning in different areas of the curriculum. Maths can use the finance module to show numeracy in a real life environment or English can use the presentation module to show literacy in the real world.

Please let your School Enterprise Champion know how you have used the DVD so that this information can be shared with other Sheffield teachers.

For more information on the Speakeasy DVD contact
Roger Maleham: rmaleham@firvale.com

Each of the units has been developed in a practical and easy to understand way. The teacher leading the group will need no specific skills to deliver the materials.

ICT facilities are needed to deliver 2 of the modules, allowing students a hands-on experience of developing a business idea.

The DVD features Sheffield entrepreneurs talking about their experiences of setting up their own businesses. This is a powerful tool to support students' development as entrepreneurs.

There is also a support DVD that has:

1. The start up teacher guide - this is a simple set of step by step instructions on how to use the Speakeasy DVD.
2. Worksheets - these are worksheets that are linked to each module and allow the students to record vital information to support the development of their business.



Project Part-Financed
by the European Union

European Regional
Development Fund

