

YOUNG ENTERPRISE **COMPANY** PROGRAMME

AN INTRODUCTION FOR BUSINESS VOLUNTEERS



WELCOME TO COMPANY PROGRAMME



Company Programme provides a real-life learning opportunity that introduces young people aged 13-19 to the realities of the world of work.

Young people work in teams to set up and run their own Young Enterprise student company under the guidance of a Business Volunteer. With access to our **YE Online platform** with extensive resources, videos and step-by-step guidance, teams make all the decisions about their business, from deciding on the company name, managing company finances as well as selling to the public through pop up shops and our unique e-commerce platform **Trading Station**.

Young people gain the practical business experience, enterprising mindset and employability skills needed to help them build successful futures. By completing an online self-assessment, young people can receive a personalised certificate to evidence the skills they have developed from taking part in Company Programme.

COMPETITIONS



The Company of the Year 2019/20 winner, **EnviroTent** created an innovative, sustainable product that is the only cardboard tent in the UK. The team from King Edward VI School went on to represent the UK at the JA Europe Company of the Year Competition 2020.

Student companies will have opportunities to compete in competitions at a local, county, regional and national level, offering a variety of learning development opportunities including public speaking, interview skills and a chance to network with other companies locally, regionally and across the UK.

The first event to take place is usually a local showcase in March or April.

Students showcase their student companies at the event. This includes:



Preparing
a report



An interview
with judges



Delivering a short
presentation

Up to two student companies will be selected from each showcase to progress on to the next round of the **Company of The Year Competition**, moving through a series of competitions at County, Regional, National and ultimately European level.

ONLINE COMPETITIONS

Throughout the academic year student companies will also have the opportunity to compete in monthly online competitions with the chance to win prize money to help kickstart their enterprises. These are hosted on the social media platforms **Twitter** and **Instagram**.

Please encourage your students to take a look at the **Competitions page** on **YE Online** so they are aware of upcoming competitions.

Do also encourage them to set up social media pages for their companies and to follow...

🐦 [@youngenterprise](https://twitter.com/youngenterprise)

📷 [@companyprogramme.ye](https://www.instagram.com/companyprogramme.ye)



THE 8 STEPS OF COMPANY PROGRAMME

Company Programme can be run flexibly from 12 weeks up to a full academic year. Over the course of the programme students complete eight key milestones...

1 STARTING UP

Meet their Business Volunteer and decide if they will set up a company or a social enterprise.

The **Planning the Journey** guide is a useful resource to share with students at the start of the programme...

2 CREATING THE BOARD

Decide the structure of their company, allocate director roles and set up their bank account.

3 GENERATING THE IDEA

Brainstorm and evaluate ideas for their product or service.

4 BUSINESS PLANNING

Conduct market research, develop a business plan and start to raise capital.

5 LAUNCHING

Launch their products and services.

6 RUNNING THE ENTERPRISE

Start selling their products or services and have opportunities to participate in competitions.

7 WINDING UP

Host an AGM and decided how to distribute the profits of their company.

8 NEXT STEPS & LOOKING BACK

Develop a personal action plan, update their CV with their skills and join the YE Alumni network. By completing an online self assessment, young people can receive a certificate to evidence the skills they have developed from taking part in Company Programme.

YOUR ROLE AS A BUSINESS VOLUNTEER

Thank you for your interest in becoming a Business Volunteer, we are delighted to have you on board!

Research shows that career success is not just about what you know but also who you know. The opportunity to connect and interact with potential employers is crucial for young people as it provides them with an opportunity to learn about the realities of the world of work.

WHAT IS THE ROLE OF A BUSINESS VOLUNTEER?

- ✓ To facilitate an experiential learning opportunity
- ✓ To provide advice and guidance on setting up and running a student company
- ✓ To regularly attend weekly board meetings (face-to-face or remotely)
- ✓ To ensure students operate within the necessary legal parameters
- ✓ To support students to follow sensible financial management practices
- ✓ To support students to prepare for key events such as local sales events and competitions
- ✓ To support students to reflect on the skills they are developing.

As a **Business Volunteer** you will have the opportunity to support young people to set up and run a student company whilst helping them to develop key transferable skills. It's also a great way for you to gain experience working with young people, contributing to your own personal and professional development.



95%

of Business Volunteers reported that Company Programme supported them to develop mentoring, influencing and communication skills.

EXPERIENTIAL LEARNING

Experiential learning means learning by doing and direct 'hands-on' experiences.

Company Programme provides an experiential learning opportunity by offering young people a valuable insight into the world of business and entrepreneurship.

If you would like to learn more about experiential learning you may find these videos helpful:

WHAT IS EXPERIENTIAL LEARNING?

THE YOUNG ENTERPRISE COMPANY PROGRAMME
AND EXPERIENTIAL LEARNING

TRAINING VIDEO 1 of 6

What is Experiential Learning?
www.youtube.com/watch?v=cM4niEt_QFU

**YOUR ROLE AS A FACILITATOR OF
LEARNING & DEVELOPMENT**

THE YOUNG ENTERPRISE COMPANY PROGRAMME
AND EXPERIENTIAL LEARNING

TRAINING VIDEO 2 of 6

Your Role as a Facilitator
www.youtube.com/watch?v=Jr7iUGLuiys&t=8s

**THE REVIEW STAGE
KOLB'S LEARNING CYCLE**

THE YOUNG ENTERPRISE COMPANY PROGRAMME
AND EXPERIENTIAL LEARNING

TRAINING VIDEO 3 of 6

The Review Stage
www.youtube.com/watch?v=QnA7wkxgezs&t=1s

**THE APPLY STAGE
KOLB'S LEARNING CYCLE**

THE YOUNG ENTERPRISE COMPANY PROGRAMME
AND EXPERIENTIAL LEARNING

TRAINING VIDEO 4 of 6

The Apply Stage
www.youtube.com/watch?v=LWHZpkZLa4Y

91%

**of young people had a
greater understanding
of the world of work.**

GET INVOLVED

Using your expertise to empower and inspire young people couldn't be easier...

1

Sign up

If you are interested in becoming a Business Volunteer please contact your local YE representative. You can find a full list of contacts on our [website](#).

A Young Enterprise representative will organise a call with you to explore your experience and motivation for volunteering as well as outlining the time commitment required and roles and responsibilities. If the role is suitable for you, the next step will be to start the volunteer registration and training process.

2

Safeguarding and Training

As a volunteer for Young Enterprise you will have a commitment to safeguarding and promoting the welfare of children and young people.

As part of your induction and ongoing role with Young Enterprise we ask volunteers to comply with our [Safeguarding Policy](#).

You will need to:

- ✓ Read and comply with the [Volunteer Code of Conduct](#)
- ✓ Complete an enhanced DBS check
- ✓ Complete Essential Online Safeguarding Training. You will be sent an email from with your course log in details
- ✓ There will also be opportunities to attend training events throughout the year

Please contact the Volunteer Support Team for further information: volunteer.support@y-e.org.uk

Please Note: The training takes up to 1 hour to complete and is valid for three years. For volunteers in Scotland and Northern Ireland you will need to contact your local Young Enterprise team for relevant safeguarding information.



3

Connect with the school/college

Developing a good working relationship early in the Company Programme journey with the lead teacher at the school/college will help you to understand each other's Young Enterprise experience and programme expectations. Your Young Enterprise representative will make the initial introduction to the school/college once safeguarding and training has been completed.

We recommend you do the following:

- ✓ Exchange contact details
- ✓ Discuss the practicalities of running the programme together; confirm the preferred method of communication (e.g. face-to-face meetings or virtual engagement), key term dates and a meetings schedule. Please be aware that all virtual meetings will need to follow the Rules of Virtual Engagement
- ✓ Understand the age and make-up of the student group/s you will be supporting and discuss any relevant school/college policies
- ✓ Confirm the date and time for the first student company meeting (online or in-person).



4

Prepare for the first meeting

In advance of the first meeting we recommend logging on to [YE Online](#) and doing the following:

- ✓ Read the [Planning the Journey](#) guide
- ✓ Read the [Operating Framework](#)
- ✓ Read the [Business Volunteer Guide - Milestone One](#)
- ✓ Review the [Meeting One Agenda Template](#)
- ✓ Print copies of the [Student Welcome Letter](#) to give to your students

In the first meeting students will start making their first decisions as a company such as if they want to be a profit-making company or a social enterprise. They will also need to sign some important documentation.

5

The first meeting

In the first meeting with your student company the **Business Volunteer** will be responsible for chairing the meeting. You should encourage students to chair the meetings thereafter.

By the end of the first meeting please ensure the students have:

1. Understood what they will be doing in YE Company Programme and have logged into [YE Online](#)
2. Chosen an initial student company name
3. Decided whether to operate as a traditional profit-making business or a social enterprise
4. Considered the planet & community before making any decisions
5. Downloaded and signed a copy of the Memorandum and Articles from YE Online and have downloaded the Certificate of Incorporation.
6. Identified the benefits of participating in the programme
7. Reflected on the skills they have used during Milestone One.

NEXT STEPS...



As part of the Company Programme experience please continue to encourage students to regularly sign in to YE Online and use the eight milestones to guide them through the Company Programme journey.

You can find further resources on supporting students with Milestones 2-8 on [YE Online](#).



Doodle Bloom, won the FedEx Europe Access Award for the international reach of their product - plantable coloured pencils, at the national finals in 2019.

MAKING A DIFFERENCE

In 2019/20, 11,333 young people from 721 schools, colleges, youth groups and alternative education provisions took part in Company Programme.

91%

of young people had a greater understanding of the world of work after taking part in Company Programme

90%

of young people said Company Programme helped them to identify their strengths and weaknesses

96%

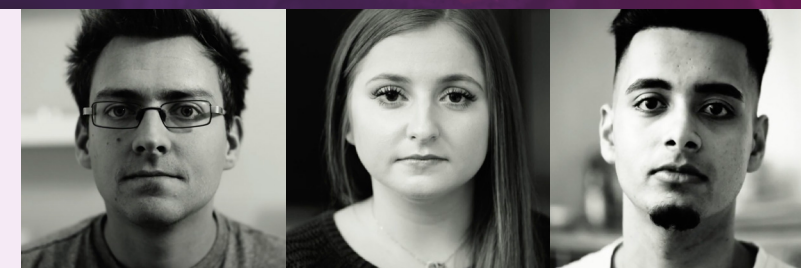
of educators said Company Programme raised young people's aspirations

YOU CAN READ THE FULL **IMPACT REPORT HERE**

Hear from three Company Programme alumni talking about the difference the programme made to their lives:



<https://www.youtube.com/watch?v=KMkn5Dcp0mQ&t=9s>



CONTACT US

If you have any questions about Company Programme please contact your local Area Manager for assistance. Contact details are available on our [website](#).

Alternatively you can contact our Volunteer and Support Team on:
volunteer.support@y-e.org.uk
or call **01865 776845**

We hope your students enjoy their Company Programme experience!

To find out more about our full range of programmes and services visit:
www.young-enterprise.org.uk

Young Enterprise

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