

Below: The Sussex cohort at Enterprisers 2011



Calling all postgraduates and postdocs at the **University of Sussex**! Ever thought you could make a difference with your ideas? Thinking of starting your own business? Then sign up for Enterprisers (21st to 24th May) to unlock your potential.

We have an exciting opportunity for all postgraduates and postdocs at the University of Sussex to participate for FREE in the inspiring and intensive 4-day residential Enterprisers programme from **21st to 24th May 2012** at **Wyboston Lakes, Bedfordshire**.

What is Enterprisers?

The Enterprisers programme is aimed at ambitious and energetic individuals looking to unlock their entrepreneurial potential. The programme is fun, action-oriented, practical and based on experiential learning, i.e. learning by doing. Enterprisers equips you with the skills to spot enterprising opportunities, develop self-efficacy and to apply more entrepreneurial ways of thinking to any research or project through a process of knowledge, activity and reflection.

"By the end of the week, a number of potential ideas had evolved which may well form the core of future business initiatives."

William Farr (University of Sussex)

What will you gain from Enterprisers?

Well, for a start you can learn **new and innovative ways** to think about your research. In particular, it can help you learn how to raise awareness of the **impact** of your research within communities. The skills gained on Enterprisers are equally applicable to developing a **new venture**, a student society, a community project and indeed research projects going forward. Not only that, it is a great environment for **developing self-confidence** and other personal skills like **networking** and **team awareness**. At the end of the programme, you will learn to think more creatively and entrepreneurially.

*"My aim was to think about possible career options after doing a PhD and to revive my passion for my research. Enterprisers not only exceeded my expectations but also identified a possible future career."***University of Cambridge PhD student**



Centre for
**Entrepreneurial
Learning**



**UNIVERSITY OF
CAMBRIDGE**
Judge Business School

US
University of Sussex

Enterprisers at Cambridge

Robinson Executive Centre,
Wyboston Lakes, Bedfordshire
21st to 24th May 2012



The Enterprisers Journey

Each programme involves **64 students, 16 facilitators** and **3 to 4 guest speakers** in 4 days of energetic and intense activities aimed at developing specific skills.

Day One enables understanding of personal values, motivations and direction. **Day Two** focuses on the importance of building relationships and teams, as well as learning how to spot opportunities for ventures. **Day Three** looks at the basic elements of taking an idea and turning it into a product or service. At this stage, we invite



experienced entrepreneurs to share their experiences of success and failure. Finally, **Day Four** is all about communication, passion and pitching. We support you in learning how to keep the motivation going and to continually nurture entrepreneurial intent.

The Learning Objectives:

- To raise the level of entrepreneurial intent in individuals
- To build self-confidence and raise the level of self-efficacy
- To unleash creativity
- To stimulate new ideas for an enterprise or enterprising projects
- To support the social and ethical context for venture creation
- To learn practical approaches to creative thinking to identify opportunities
- To develop basic business know-how



How do I apply?

Please complete the online application form available on the CfEL web site at <http://www.cfel.jbs.cam.ac.uk/programmes/enterprisers/apply.html>

The **deadline** for applications is 17:00 on **20th April 2012**. There is a selection process and places are limited, so, we encourage you to apply as soon as possible. If you have any questions or would like to discuss the programme further, please contact the Programme Manager, Orsolya Ihasz, by email at: enterprisers@jbs.cam.ac.uk or telephone **01223 766621**.

Accommodation is included and CfEL organises a bus to transport participants to and from the venue. Details about the venue at Wyboston lakes are available at: <http://www.wybostonlakes.co.uk/contact-and-enquiries.html>

Sponsorship

This programme is funded by **the University of Sussex and EPSRC** and is also open to EPSRC-funded postgraduates and postdoctorates across the UK.

The Enterprisers programme was established as CMI-Connections by the **Cambridge-MIT Institute** in 2002. It has been managed and delivered by the University of Cambridge's Centre for Entrepreneurial Learning (CfEL) since 2003 inspiring over 1200 students to date.

Contact

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Follow us on Twitter: @CfELCambridge
#Enterprisers

"After the four day Enterprisers programme I felt so much better, with much more confidence and energy to work on my research. I started to think more seriously about being an entrepreneur, and starting new businesses which I never thought of seriously before, because I thought it was something impossible for me."

Zahra Jalaeipour,
Doctoral Student in Anthropology, Sussex University