

Enterprise for all

We increasingly live in a time where being enterprising is seen as an aspiration for all. It is a means of achieving self fulfilment and of maximising our contribution to the society we live in.



But do we really think everyone should have the opportunity to bring out their enterprising streak, to grow their own business idea, to take control of their own economic destiny and thus their life?

For us the answer is yes. That is why we have created a process that makes being enterprising an option for all; a process that was developed to work with people with disabilities and learning difficulties with their existing support and training providers.

Rapid Enterprise Development



The basis of our approach to job-creation are our RED (Rapid Enterprise Development) workshops. The RED Process can be used as part of an overall service modernisation, an innovative way for colleges to work with disabled people or economic regeneration.

We can tailor it to your needs and of course we can more generally help develop social enterprises, micro enterprise development or look at the feasibility of doing so.



Programme overview

We have four core workshops

1 – Training for Entrepreneurs

The Original RED workshop is designed to support the development of actual enterprise ideas being pursued by a person with a learning disability and their support team.

These fully accessible workshops are delivered around specific 'enterprise tables', and use a range of interactive games, sessions and activities to work out the basics of a business idea, from feasibility to finance, marketing to research.

The sessions include-

- Finding The Entrepreneur
- Market Assessment
- Marketing
- Finance
- Operations
- Action Planning

Participants and their support workers finish the two day session with the confidence to assess and plan an enterprise as well as an outline business plan to work on

2 – Training for Employment Workers



Training for Job coaches, support workers and others is an important part of ensuring self employment and small business ownership becomes a realistic option for people interested in finding work.

RED offers three workshops for support staff designed build the skills and capacity to support people interested in exploring self employment as well as groups interested in developing a social enterprise.

The workshops develop skills incrementally and are best used as a part of the strategic development programme but can be accessed as stand alone training.

Break even RED – Do the numbers add up?



A one day workshop for job coaches and other employment staff working with people interested in exploring self employment.

The day will include

- Developing a business idea
- Initial finance and break even
- Understanding business benefits
- Customer and consumers

Innovations RED - Business idea generation



A one day workshop for job coaches and other employment staff that builds on the business viability work done previously by exploring how to build stronger business idea for people with learning disabilities

The day will include

- Business idea generation
- Revisiting break even
- Business improvement strategies
- Developing the proposition

Marketing RED – Checking the idea



A one day workshop for job coaches and other employment staff that will enable the ability to design and implement a robust programme of market research and generate a market research strategy

The day will include

- Defining the research questions
- Designing a market research strategy
- The market research matrix
- Market research techniques

3 – Other supports

In addition to the formal workshops, we can offer a range of support, mentoring and development programmes tailored to meet the specific needs of the locality

Contact us for more information and to discuss how RED can improve access to self employment and small business ownership in your area.

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RED is part of Mutually Inclusive Partnerships