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creating a future
of new
opportunities

Dynamo delivers
key elements of the
Entrepreneurship Action
Plan, a Welsh Assembly
Government strategy to
stimulate entrepreneurial
attitudes and
behaviours.

forward: jane davidson

“Entrepreneurship is one of the key elements at the heart of our vision for a more successful Wales.

We need more people with imagination and motivation to set up enterprises and create exciting opportunities for themselves and others.

This means sowing the seeds in all walks of life, especially among young people in our schools and colleges. Our young people need to be entrepreneurially confident to play a full and active part in the economy.

I believe that our young people have talent, flair and ability in abundance. Entrepreneurship education seeks to harness this talent to ensure it matures and helps develop an enterprising culture for Wales.

Through programmes of entrepreneurship education we aim to ensure that Wales has a new generation, imbued with a “can-do” attitude and driven by an entrepreneurial spirit.

The Youth Enterprise and Entrepreneurship Strategy (YES) is focused on 3 main action areas for this work:

- **Awareness**
- **Learning**
- **Support**

I look forward to schools and colleges everywhere grasping this opportunity, taking advantage of the programmes and to seeing this work bearing fruit in the years ahead.”

entrepreneurship education

Why now?

The challenge facing Wales at the beginning of the 21st century is to transform the economy into one that is capable of delivering increased prosperity throughout the nation.

Wales is competing in a global market-place, an environment that dictates the need for individuals, businesses and communities to seize new opportunities and respond flexibly to the challenges that these bring.

Our greatest asset in this respect is our people, their skills, ambition and drive.

Entrepreneurship education is about developing a positive and proactive approach to whatever you do in life, whether it is setting up a business, working for someone else or doing something in the community. It is about having the confidence and drive to come up with ideas and the initiative and tenacity to carry them through.

It enables young people to be positive, proactive and successful in their approach to life and work.

YES Vision

To develop and nurture self-sufficient, entrepreneurial young people in all communities across Wales, who will contribute positively to economic and social success.



The Youth Enterprise and Entrepreneurship Strategy (YES) is focused on 3 main action areas for this work:

Awareness
developing an entrepreneurial culture.

Learning
equipping young people with relevant skills, knowledge and experience.

Support
providing an effective demand-led support infrastructure.

Stimulating entrepreneurial attitudes and behaviours.



Jane Davidson
Minister for Education and Lifelong Learning.

a foundation for learning



ACRO Model in practice
 – raising awareness of the skills and attitudes needed and empowering education with resources to ensure that they are effectively developed

Attitude

- Self knowledge, belief and confidence
- Motivation
- Aspiration
- Determination
- Competitiveness

Creativity

- Problem solving
- Lateral thinking / ideas generation
- Spotting and creating opportunities
- Innovation

Relationships

- Working with others
- Managing difficult situations
- Negotiation, persuasion and influence
- Presentation
- Communication

Organisation

- Planning
- Managing resources
- Decision making
- Research and understanding the environment
- Managing risk
- Vision and goal setting

Entrepreneurship is not something special that a few people are born with. Entrepreneurship is a way of thinking that can be nurtured.

The programme of activities focus on the attitudes, skills and behaviours needed to enable young people to meet the needs of business in the 21st century.

Initial research conducted by the Entrepreneurship Action Plan identified the characteristics commonly displayed by entrepreneurs.

The model breaks the characteristics down into four key dimensions and is summed up by the acronym ACRO – this covers all the important aspects of entrepreneurial behaviour:

attitude

If you want to succeed at anything in life, having the right attitude is vital. This dimension is about understanding yourself, your motivations and how to achieve your goals.

creativity

You don't need to be a genius to be creative. It is about the ability to generate fresh ideas, solve problems and spot new opportunities

relationships

It's all about people, the ability to communicate effectively, expressing your own views and ideas, appreciating others' viewpoint and working co-operatively

organisation

making informed decisions and fulfilling your objectives by planning and managing situations, resources and risk

This model is used as the foundation for all the resources and programmes developed through Dynamo. They highlight the skills and attitudes needed by young people to succeed, whilst Wales' entrepreneurs demonstrate how these are applied in their everyday lives.



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Dynamo delivers programmes across the two initial action areas highlighted in the Youth Enterprise and Entrepreneurship Strategy, namely on Awareness and Learning, whilst signposting young people to the Support infrastructure when appropriate. Highlights of these programmes are given below.

The ACRO model provides the foundation and structure for this work.

Awareness: Developing an entrepreneurial culture

Ambitions to start a business should become normal and even desirable for young people. The Dynamo programme of **AWARENESS** inspires young people to think differently about their future and gives them the confidence to consider entrepreneurial opportunities.

The programme identifies the skills and attitudes needed within the ACRO model, encouraging young people to focus on their own abilities to achieve their ambitions.

Local entrepreneurs, known as “**role models**” are a key element of the Dynamo Project and are well placed to fire young peoples’ imagination to help them understand exactly what it takes. They epitomize the spirit of enterprise and actively engage with young people in schools and colleges.

This is reinforced with **Dynamo awareness resources, events and exhibitions** that explore the idea of being your own boss.

Learning: Equipping young people with relevant skills, knowledge and experience

The Dynamo programme of **LEARNING** seeks to ensure that opportunities exist for young people to develop and utilise entrepreneurial skills. Whether or not young people have an ambition to start their own business, they should nevertheless enter the world of work possessing that entrepreneurial spark, the right attitudes and skills to succeed.

The **Dynamo Curriculum Materials** developed in association with ACCAC provide a suite of learning resources, based on the ACRO model, for all schools and colleges targeting young people from 5 to 18+.

Support: Providing an effective demand-led support infrastructure

For those who make the decision to start their own business, Dynamo directs young people to the programmes of **SUPPORT** that can provide vital assistance to help them succeed.

Young people will inevitably need to enhance their knowledge and experience before embarking on their business venture. Practical and financial support programmes including mentoring, scholarships, workshops and consultancy are delivered by the WDA and partners to assist them through this process.

Visit the website:
www.projectdynamo.com

All young people should have the opportunity to experience enterprise and be thrilled by the challenge of putting their skills to the test. Dynamo complements a range of enterprise experiences available to young people and together they provide the opportunity to practice skills in an experiential context.

Nick Russill, Dynamo Role Model.

