

**Enterprising  
Child<sup>®</sup>**  
because their future starts with you<sup>®</sup>

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# Enterprise Ahead

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A comprehensive & flexible programme supporting enterprise  
learning for the next generation

[www.enterprisingchild.com](http://www.enterprisingchild.com)

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# Enterprise Ahead

**Enterprising Child®** delivers an exciting programme bringing together leading experts in enterprise, parenting, and child development to offer forward-thinking organisations a unique opportunity.

The comprehensive programme is designed to support enterprise learning for the next generation whilst simultaneously benefitting employers and their staff today. It helps parent employees develop entrepreneurial potential and an enterprising mindset in their children. It can be tailored to meet the needs of the organisation, building capacity and skills of employee parents to help their children learn vital skills for successful futures whatever they go on to do.

## What is the **Enterprise Ahead** Programme all about?

The programme starts with the premise that 'enterprise' is more than just business. It is a mindset and set of skills covering areas such as communication, problem solving, risk management, team working, and financial literacy, which will be of value to future employers and help children explore and realise their dreams and ambitions. Topics include:

- What is an enterprising mindset and why is it important?
- Child development – where does enterprise fit into parenting?
- Fun, easy, and practical ways to introduce enterprise into family life
- Achieving a balanced play diet for your child
- 5 Step Self Esteem process to teach long term confidence and self-belief in children
- The Power of Enterprising Play
- Tech for the Family, covering apps, keeping children safe, and social media

## How is the **Enterprise Ahead** Programme delivered?

We provide a range of options for your organisation to choose from, or can work with you to tailor the programme to meet specific needs. Options include:

- Interactive webinars – live and recorded
- Parent information sheets
- In-person workshops delivered at times and venue of your choice

Our programme content can be made available on your organisation's intranet or via a dedicated area of our website.

## How does the **Enterprise Ahead** Programme differ from other parenting workshops on offer?

Enterprise Ahead reaches far beyond traditional parenting workshops. It reflects a positive shift in focus and conversation from 'work' to 'enterprise' with the whole organisation benefitting from having an empowered, informed workforce who feel more confident in their role as parents as well as employees, and who are engaged with the way in which an enterprising mindset can have a positive effect in helping move a business forward, and improve performance and productivity.

Additional elements may be added to broaden the Programme further, depending on your organisation's needs, which emphasise nurturing future employee talent through work experience, and building enterprise learning capacity in-house.

The **Enterprise Ahead** Programme is brought to you by:

**Enterprising  
Child<sup>®</sup>**  
because their future starts with you<sup>®</sup>

In association with:



**Dr Amanda Gummer**, UK's leading expert on play, play development, and child development.



**Sue Atkins**, International, ITV This Morning, and BBC parenting expert, coach, author, broadcaster.

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