



Innovation  
**People**  
for Societal Change

# Welcome to the Silver Academy

Workshop 1 of 7  
9<sup>th</sup> Nov 2010





# Introductions

Dr David Gray

Project Director

Professor of Management Learning

School of Management

University of Surrey



# Introductions

Sue Comby – Programmes Manager

Emma Dewhirst – Project Officer

Harshita Goregaokar – Research

University of Surrey



# Introductions

Ross McNally  
Chief Executive  
South East England Chambers  
of Commerce



# Introductions

Len Goss

Lead Developer

Silver Academy

University of Surrey  
Chambers of Commerce



# Silver Academy Overview

- To help you start your own business – but how?
- How do we learn, grow and transform?
- Traditional Training Courses & help
- Why and How?
- Students or business owners?
- The Silver Academy approach
- You're in control!!



# Silver Academy Overview

## Breakout Session Questions:

- What do you want to get out of this?
- What specifically do you want from us?

## Using both the rooms

- Form groups of 7 or 8
- Elect a chair person to manage time & give feedback when we reconvene



# Silver Academy Overview

- 7 Workshops
- Toolkit
- Community (Off and online)
- Peer to peer coaching & buddying up
- Volunteer business advisors/mentors
- Volunteer mentors
- Signposting
- Networks
- Alliances and Joint Venturing
- 6 Months and beyond...





# The Program

- The process stage by stage
- Toolkit content
- Workshops Content



# The Program

- The process stage by stage
  - Decide to go ahead
  - Be clear about what you need and want
  - Have a compelling purpose/reason
  - Choose the right business
  - Plan what you're going to do
  - Set your business up
  - Start marketing and selling
  - Manage and grow the business
  - Manage your self
  - Develop a success psychology



# The Program

- The process stage by stage
- Toolkit content
  - Your needs and wants
  - Deciding what to do
  - Sources of How to Guides & Resources
  - Creating a Silver Academy Community
  - The 5 How To Sessions
  - Workshop Materials



# The Program

## Workshop “Training” Modules

- Selling
- Marketing
- Networking
- Personal Success Strategies
- Coaching, Mentoring & Advising



# The Program

- The process stage by stage
- Toolkit content
- Workshops Content
- Virtual Boardroom Sessions
- Community Forums
- Networks
- Resources



# Silver Academy Overview

## Breakout Session Questions:

- Initial thoughts and feedback on the program?
- What do you need to do & how do you need to be to make the most of this opportunity?

## Using both the rooms

- Form groups of 7 or 8
- Elect a chair person to manage time & give feedback when we reconvene



# Virtual Boardroom

- Form boards of 7 or 8 people using both rooms
- Elect a chair
- Choose 3 or 4 people to present something they want help with
- First person presents a situation asking for advice, coaching, some sympathetic ears or any mix
- The rest of the group in turn gives advice, feedback, questions and space as appropriate
- Repeat above until all presenters have had their go
- Allow 15 to 20 minutes per person
- Break for coffee at 15.15
- Reconvene here at 15.45



# Networking

- Networking is a long-term strategy
- Network every day
- Collect contacts
- Be a good listener
- Online resources LinkedIn, Facebook etc
- Meaningful branding online
- Everyone is important
- Memorable for the right reasons
- Seek out new networking
- Identify new opportunities





# Business mentors

- Role model
- Sounding board
- Guide
- Developer
- Advocate



# Support & Contacts

- Chambers of Commerce
- Business Mentors
- Your networks
- On line networking
- Business start up
- Business Link
- Contact list



# Getting Into It!

- Action List – see handout



# Thank You

- Thank you!
- Good Luck
- See you here
- On Tuesday 30<sup>th</sup> Nov at 9.00am