

# level 3 the plunge

ride  
the  
wave

The Plunge consists of a three day event and class-based activity aimed at level 3 students which can be funded by a combination of Wider Key Skills. The two example funding routes overleaf illustrate how funding can be drawn from Working with Others alone or through a mix of Working with Others and Improving Own Learning and Performance.

## don't just take our word for it

### the students

"I have really enjoyed this programme and will miss coming here. It has helped to build my confidence and I feel I have learned so much about what I will do once I leave college."

Laura Early Years Care and Education



### the college staff

"This is an absolutely fantastic programme that the students really enjoy. But more importantly it contributes significantly to raising the skills and aspirations of our young people to go on and build a vibrant North East Economy."

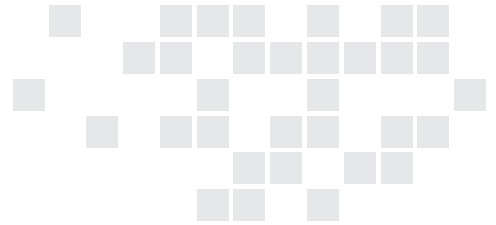
Gary Groom Principal, Redcar and Cleveland College

### the local business experts

"This is an extremely beneficial experience for the Business Experts not just the students. The enthusiasm, motivation and energy of the students is so infectious you cannot help leave without a bounce in your step. But more than that, the new tips, tools and techniques that you learn from the day just might help you look at your own role in a new light."

Richard Brine Corus





## programme contents

		Combined WWO (level 1) + IOLP (level 1,2)	WWO (level 1)
<b>Preparation</b>	<b>2 hours</b>	IOLP 2 hours added to follow up hours	
This structured work package allows tutors to prepare students in advance of taking The Plunge. Preparation includes understanding the nature of teams and the principles of enterprise and encourages students to adopt the necessary behaviours to succeed.			
<b>The Plunge: a three day event including:</b>	<b>21 hours</b>		
<ul style="list-style-type: none"> <li>■ <b>Innovation workshop</b> – students are encouraged to think about their daily routines and their environments and identify what problems exist and how they could be solved.</li> <li>■ <b>Strategy workshop</b> – with an idea in hand, students are challenged to address a wide set of business decisions and generate a coherent initial strategy for their new business.</li> <li>■ <b>Sales and marketing workshop</b> – a workshop that is focused on identifying and understanding who they are selling to, what it is they are selling and developing a working sales pitch.</li> <li>■ <b>People workshop</b> – where the students have to work out who they will need to work with to put the strategy in to action and how they will assign and reward different roles.</li> <li>■ <b>Actions workshop</b> – students have to work through what needs to happen to make the business work on a day-to-day basis and prioritise the activities so that they happen at the right time.</li> <li>■ <b>Money workshop</b> – this includes developing both an approach to funding the business at the start through to developing an appropriate business model to generate income.</li> <li>■ <b>Business meetings</b> – external business people (experts) meet with the students who, using everything they have learned, explain their businesses and get advice and feedback to help them improve their strategy.</li> <li>■ <b>Presentation skills workshop</b> – not just about selling the business but also about students selling themselves as valuable and useful individuals.</li> <li>■ <b>Presentations</b> – the final element brings together all the learning as the students prepare a pitch to the business experts who are now potential mentors, investors or customers. The students need to convince them that they are the best team with the best strategy.</li> </ul>		WWO 21 hours = £149	WWO 30 hours = £236
<b>Follow up</b>	<b>7 hours</b>	IOLP 7 hours (+2 prep. hours) = £98	
This structured work package provides tutors with a wide range of activities which build on the learning from the event and enable students to use the skills they gained within appropriate contexts.			
<b>Further work</b>	<b>5 – 11 hours</b>	IOLP additional 5 hours = £26 IOLP further 6 hours = £25	WWO additional 10 hours = £43
This structured work package provides tutors with more activities to extend and embed the knowledge acquired over the previous modules.			
<b>Total funding available for The Plunge:</b>		<b>£298</b>	<b>£279</b>
<b>Total hours delivered by tutors of college (including optional stage):</b>		<b>9 (14 – 20)</b>	<b>9 (19)</b>
<b>Total hours delivered by Working Knowledge:</b>		<b>21</b>	<b>21</b>
<b>Cost per student:</b>		<b>From £149</b>	

For more information...

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