

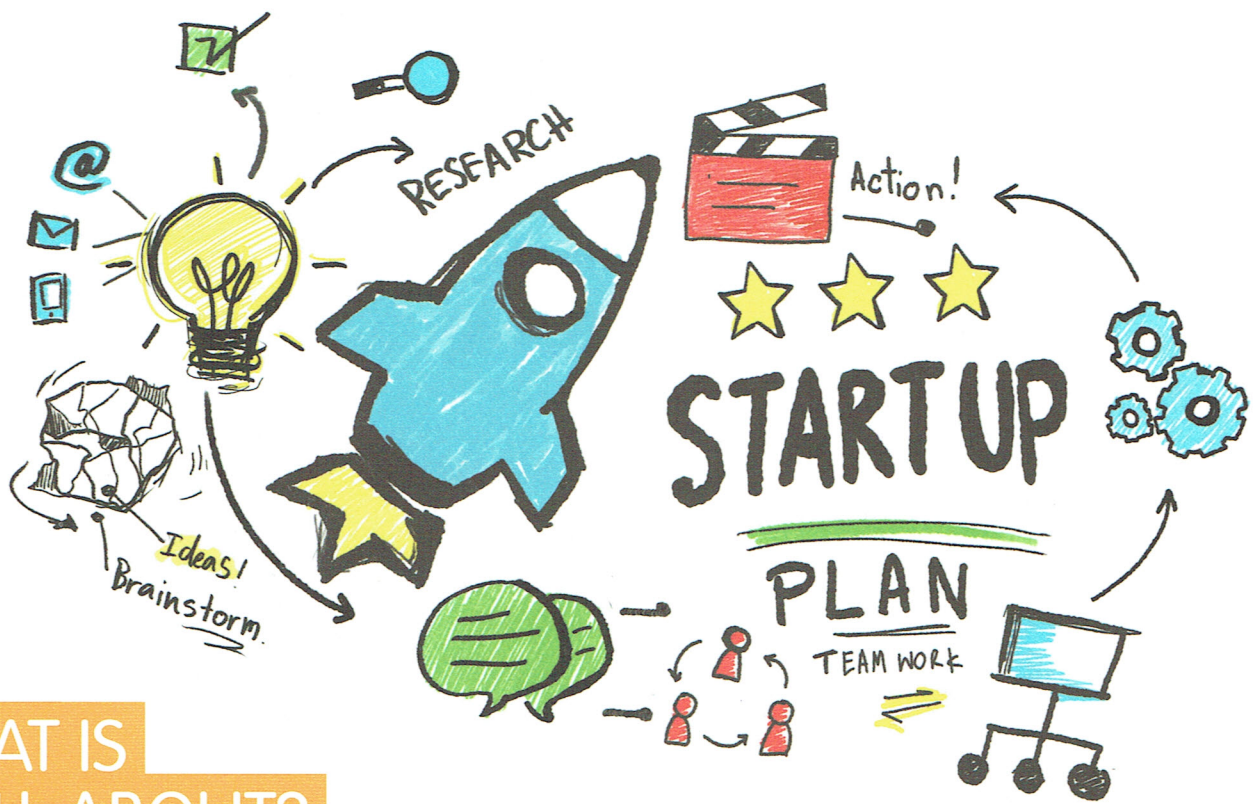
GERMINATE ENTERPRISE

Help your rural community thrive through
enterprise development

This rural business start-up programme will help you encourage aspiring entrepreneurs, retain young and working age people in your village, and tackle hidden rural poverty.



Germinate
Arthur Rank Centre



WHAT IS IT ALL ABOUT?

In most communities there are people who would love to set up their own small business or social enterprise, but lack confidence and the practical skills needed to choose an idea and work out whether it is viable.

Germinate Enterprise is a resource that churches or other groups can use to help their community flourish through job creation, retaining young and working age residents and tackling rural poverty. Given the growing availability of high speed broadband, the need many farmers have to diversify, and the availability of business skills in many congregations, there is a unique opportunity to reach out and offer a resource of real benefit.

Germinate Enterprise is a simple but profound rural business start-up course suitable for those from any educational background. It comprises six two-hour sessions which help participants to consider whether to start an enterprise or become self-employed, what the right business is for them to start, and whether their idea is viable. It was written by successful small business serial entrepreneurs, people familiar with starting businesses with limited resources.

There is also material for an optional monthly follow up gathering called "Beer Mat Mentoring". These are low resource and enjoyable gathering for both aspiring and experienced business people which also help tackle the isolation entrepreneurs often feel.

WHO CAN SET UP A PROGRAMME?

Running a programme doesn't require any great experience of enterprise on your part. The workbook contains all the course content and exercises and there is a session plan and facilitator guide. The role of the facilitator is to guide participants through the course, introducing each section as explained in the session plan.

You may want to do the course yourself and gather a few friends around you to work through the workbook together. Or you may have some business experience and would like the enjoyment and satisfaction that comes from running a course in a church or village hall, making a tangible difference to participants' lives.

The course can be run by one person, but we recommend that two people share the facilitation. This means you can take turns leading alternate sections and share your different experiences and knowledge.

There is no training needed, as long as you read through the materials before the course and go through each session in advance. However, we do run facilitator training seminars to introduce the material and build confidence.

WHAT THEY SAY

“ I love the fact this course is for regular people to help them better themselves. ”

“ I learned a lot and now I feel more confident in starting a business. ”

“ This course really helped me think logically through the step-by-step of setting up a business for the first time. ”

“ The structure of the course is excellent – succinct and easy to understand and implement. ”

IS THERE A FAITH ELEMENT TO THE COURSE?

Germinate Enterprise is written for those of any or no faith and is designed to help participants set up a successful business or social enterprise based on honesty and integrity. We have included some biblical references and concepts that underpin a successful and ethical business. These are in separate boxes rather than part of the main text. Of course ethical principles are not unique to Christianity. It's our hope that those of other faiths and none will value the wisdom contained in these reflections.

NEXT STEPS

Go to www.germinate.net/enterprise to register your interest and download the materials (workbook, session plan, visual aids, business plan and cash flow templates, and local advertising poster / flyer). There is no licence fee when delivered by a not-for-profit organisation (for-profit businesses should contact us). Spiral-bound printed workbooks are available at £5 each including postage.

Take advantage of this fulfilling and proven approach and help your community flourish! Do contact us if you have questions or need additional support.





Web: www.germinate.net

Email: info@germinate.net

Tel: 024 7685 3060