

This is the order that we suggest for lessons, using the resources mentioned. Please adapt to make sure that whatever you use with the children is age appropriate:

Plan	Resources
1. Introducing Bright Stars, business, social enterprise, and your own business	
<p>Introduce yourself and your company:</p> <ul style="list-style-type: none"> • What do you do in your job? • What does your company do? • What is a typical day like? • Explain briefly as children may not know what Bright Stars is and how you and your team plan to help. • Ask pre-project questions, to gauge their understanding of what they are going to do. PLEASE then email the results to: rachel.pettit@cforlp.org.uk 	<ul style="list-style-type: none"> • Create your own PowerPoint or keep it informal – your choice. • Bring in props, photos, banners etc • Talk about what your company does and then share with the children your career journey, what school you went to, other interesting info, hobbies, career journey etc • <i>Bright Stars Apr24 - Feedback - Pre-project pupil questions</i>
<p>What is a business?</p> <ul style="list-style-type: none"> • Aim to start your Bright Stars journey with an Introduction to business. • Lots of different businesses, some make products and some provide services – share some examples. • Explain, if age appropriate, the 5Ps. 	<ul style="list-style-type: none"> • <i>Bright Stars - Lesson Plan - What is a business?</i> • <i>Bright Stars - Presentation - What is a business</i> • <i>Bright Stars - Worksheet - What are the 5Ps of Business</i>
<p>What is a social enterprise?</p> <ul style="list-style-type: none"> • This year we are working to make a profit and make a difference. • What is a social enterprise and how are we going to start one? 	<ul style="list-style-type: none"> • <i>Bright Stars - Lesson Plan - What is a social enterprise?</i> • <i>Bright Stars - Presentation - What is a social enterprise</i> • <i>Bright Stars - Worksheet - What are the 5Ps of Business</i>
<p>Sustainability and the UN Global Sustainability goals A chance to talk to the children about these and what large businesses across the globe are trying to solve globally.</p> <ul style="list-style-type: none"> • Discuss what goals they think their ideas best fit with and how change at a local level is important and lots of small change from everyone can make huge change. 	<ul style="list-style-type: none"> • <i>Bright Stars - Lesson Plan - What is sustainability?</i> • <i>Bright Stars - Worksheet – Sustainability goals</i>

2. Ideas for your social enterprise

<p>Ideas Session:</p> <p>Lead the pupils in brainstorming possible ideas.</p> <p>Stress that they all must listen to everyone’s ideas and it’s good to create lots of ideas before we decide which one or two.</p> <p>Use the mind map or some coloured post-it notes that you can hand to the children to write their ideas onto and put onto one of the walls.</p> <ul style="list-style-type: none"> • How will it help people, what difference does their social enterprise want to make? • The children may want to raise money for charity, so use a brainstorming session to agree which one. • If there is time in the same session, get the children to agree final ideas with a vote, talk through their ideas, their mind maps or post-it notes, are there any the same or common themes – is it a product or service or both. • Task the children to have a think and decide when you next meet with them. 	<ul style="list-style-type: none"> • <i>Bright Stars - Lesson plan - Mind mapping ideas</i> • <i>Bright Stars - Template - Mind map (includes Calderwood House example)</i>
---	---

3. Roles needed within a social enterprise and emphasis on teamwork

<p>Get into roles and develop your team:</p> <p>The chance to talk about all the different roles and skills people need to run a business/social enterprise.</p> <p>Remind them that they can’t be good at everything, everyone has different talents and skills, but most importantly they must all work as a team.</p> <ul style="list-style-type: none"> • Use the application for job roles form. • ‘Interviews’ or just discussions to see who likes doing what and allocating them jobs. • Talk about skills. • Emphasise teamwork 	<ul style="list-style-type: none"> • <i>Bright Stars - Lesson plan - Business plans and job roles</i> • <i>Bright Stars - Template - Application for job roles</i>
---	--

4. Creating a business plan for their social enterprise	
<p>Developing a business plan for your social enterprise:</p> <p>The chance to talk about how your social enterprise is going to work overall.</p> <ul style="list-style-type: none"> • Discuss and finalise your ideas by using the template. • Are you all in agreement (as this is the plan you will all work towards achieving with your social enterprise)? • How will you keep your project on track and check you are working to the plan? 	<ul style="list-style-type: none"> • <i>Bright Stars - Lesson plan - Business plans and job roles</i> • <i>Bright Stars - Template - Business plan</i>
5. Finance	
<p>How to manage the money:</p> <p>At this stage it is important to stress that it isn't just about making money, it is about making a difference through your social enterprise.</p> <ul style="list-style-type: none"> • Using the BS money management template. • Understanding some simple business maths. • Understanding why profits are important to businesses and social enterprises. 	<ul style="list-style-type: none"> • <i>Bright Stars - Lesson plan - Managing money</i> • <i>Bright Stars - Template - Money management (Word and Excel)</i>
6. Marketing	
<p>Marketing your social enterprise to the world:</p> <ul style="list-style-type: none"> • Use the resources to find the best way to communicate your product or service to your market and the difference you are trying to make through your social enterprising ideas. • What is your Unique Selling Point (USP)? • What is your mission statement? • Create promotional posters and videos. 	<ul style="list-style-type: none"> • <i>Bright Stars - Lesson plan - Marketing plans</i> • <i>Bright Stars - Template - Marketing guide</i> • <i>Bright Stars - Guide - Make a poster</i> • <i>Bright Stars - Guide - Making a video</i>

7. Evaluation

Take a look at your whole scheme:

- What did we learn?
 - WWW: What Went Well?
 - EBI: Even Better If
 - Roles – who enjoyed their role/found it tough?
 - Outcome – did we make enough profit?
 - What difference did we make to people?
 - How do we know it was a success?
 - Ask post-project questions, to gauge their understanding of what they have achieved. PLEASE then email the results to: rachel.pettit@cforlp.org.uk
- Use all your completed resources
 - *Bright Stars Apr24 - Feedback - Post-project pupil questions*

See Resources webpage for additional resources, which are optional to use.

If you have any questions, please contact:

Claire Johnson, CforLP Primary Programme Manager

Claire.Johnson@cforlp.org.uk T: 07843 684746