

decoding: *Luxury*

How to become more entrepreneurial in business

Workshop Prospectus 2022

ABOUT THIS WORKSHOP

It used to be said that Entrepreneurs were born not made, but if that was really true many successful business people would be dismissed as being 'lucky'.

The skill of an Entrepreneur is in being able to spot opportunities, define a solution, and then develop the product that meets the needs they've identified. Sounds simple doesn't it?

But there's a lot more to it than that!

In this specialist workshop we teach you different ways that you can become more entrepreneurial in your work. You don't have to own your own business to be an entrepreneur, and many large companies now value the mindset and attitudes that are characteristic of an 'entrepreneur'.

So how can you break down barriers? What can you do to encourage risk taking but minimise the risk? How do you speed up thinking and action to give you an edge over your competitors?

In this workshop you will:

- Look at the definition of entrepreneur
- Understand the different ways of working in an entrepreneurial company vs a more traditional one
- The value and impact of the 'intra-preneur' in companies
- Find out whether you've got what it takes to be an entrepreneur

Whether you are a business owner or an ambitious employee you will learn new techniques and thinking that will help you stand out and make the most of opportunities that others haven't yet noticed.

This course includes:

- Expert tutor-guided online learning
- 3 hour group workshop format
- Break-out team working sessions
- Group discussions
- A workbook
- End of workshop Certificate

Entrepreneurship is neither a science nor an art. It is a practice.

Peter Drucker

Designed to suit your needs

The Workshop format has been developed to provide a Foundation level of knowledge about the importance of entrepreneurship in modern businesses:

- A group discussion approach that develops a community of like-minded people
- Expert tutors and specialists in entrepreneurship to guide your learning
- Workbooks and checklists to use during and after the workshop
- Evening sessions to fit in with your other commitments or studies

Who is this for:

- Employees wanting to improve their entrepreneurial thinking at work
- Business owners wanting to improve the entrepreneurship skills of their teams
- Individual wanting to become entrepreneurs with their own businesses

**Online
course**

3 hours

Our Values & Manifesto

Respect • Equality of opportunity • Inclusivity • Ambition • Sustainability

We believe that...

1. Everyone should have the opportunity to achieve their ambitions if they are prepared to work hard, create exceptional quality, be patient, and take care of the world around them.
2. No one should be denied their dream or excluded from opportunities because of a lack of education, money, or confidence.
3. Cultural or gender bias, regional location and family background should not be used to hold an individual back if they want to achieve more for themselves and their families.
4. The power of the Community to help others achieve their life goals is a lifeforce. Sharing a lifetime of knowledge and skills is our way of contributing to the global community.
5. There is a need to 'democratise knowledge of the luxury market' helping craftsmen and producers to shift from being the 'server' to becoming the 'owner'. Our primary goal is to open up opportunities for entrepreneurs in communities across India to create luxury brands and build their own sustainable businesses.
6. The future of Luxury can only lie in sustainable manufacturing and ethical working practices. That's why we use the UN's 17 Sustainable Development Goals as a guide for our teaching.

Technical Requirements

In order to take this course you will need:

- A Current email account
- Access to a computer and the internet
- Video supported internet access
- Access to Zoom software for online workshop and breakout group work



HELEN COOPER

School of Luxury

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For more information please contact learn@helencooperluxury.com

Whilst every effort has been made to provide sufficient information for course students to acquire the specific skills required, the Helen Cooper School of Luxury cannot guarantee success. As with many things in life, success comes with hard work, determination, and a great concept – none of which are under our direct control.

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