

A CONSULTATIVE  
VIRTUAL  
LEARNING  
PROGRAMME



## ENTREPRENEURS AS CHANGE LEADERS

A WORK-BASED LEARNING CHANGE PROGRAMME



EMPOWERING PEOPLE  
*to learn for change*



THE ENTREPRENEURS AS CHANGE LEADERS PROGRAMME IS A POWERFUL WAY FOR SMALL AND MID-SIZED COMPANIES TO OVERCOME STALENESS, LACK OF INNOVATION AND STAGNATED GROWTH.

## ABOUT THIS PROGRAMME

The Entrepreneurs as Change Leaders (ECL) Programme has been developed by Global Centre for Work-Applied Learning (GCWAL).

Through an unique blend of concepts and practice, this ECL programme instils in participants the working knowledge needed for dealing with entrepreneurial management issues and changes of today.

By working in teams, entrepreneurs and their team members critically review their practices, identify an area for improvement and change and plan and implement an entrepreneurial change project.

This programme is delivered online with in-built facilitation and coaching and entrepreneurs remain **AT WORK** and apply the learning to a **REAL WORK-BASED ENTREPRENEURIAL CHANGE PROJECT**. This enables the learning to be directly **INTEGRATED** into the entrepreneur's work situation.

## WHO SHOULD ATTEND

The ECL Programme is designed for entrepreneurs of small and mid-sized organisations who will work with 4 team members.

## HOW DOES THIS PROGRAMME WORK

### STRUCTURE OF THE PROGRAMME

This online programme has a duration of 8 months and has 2 stages:

- 1. Planning stage:** for the first 2 months each entrepreneur will undertake the following:
  - Work with their team to identify an Entrepreneurial Change Project that will form the basis for the strategic growth of their organisation and develop an appropriate project plan, using specific knowledge relevant to their project; and
  - Attend fortnightly virtual meetings with the GCWAL facilitator to review and reflect on the plan.



- 2. Implementation stage:** during the next 6 months, the entrepreneur will undertake the following:
  - Implement the Entrepreneurial Change Project with the team, with each person having specific roles and responsibilities for the project;
  - Together with their team, attend group webinars with the GCWAL facilitator at scheduled intervals; and
  - Attend monthly virtual meetings with the GCWAL facilitator to review and reflect on the learning, process and project outcomes.

## PROGRAMME KNOWLEDGE (K)

While only the entrepreneurs will be enrolled in the programme, their team members will be given relevant knowledge and will attend group webinars with the entrepreneur and the GCWAL facilitator.

The entrepreneurs will be provided with a text on Entrepreneurial Management, as well as relevant articles and other learning materials through the GCWAL learning management system. The entrepreneurs will understand and apply relevant knowledge from the following modules whereas the team members will understand and apply knowledge on the Entrepreneurial Change Project.

### ENTREPRENEURIAL MANAGEMENT

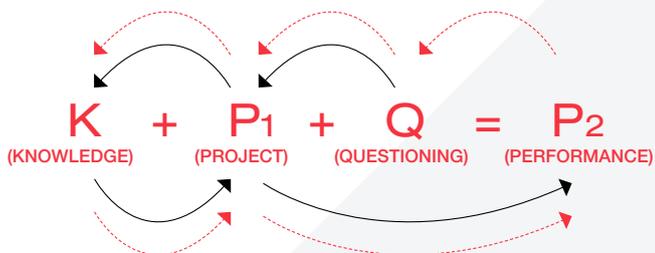
- Managing entrepreneurial endeavour
- Planning a business entrepreneurially
- Managing creativity and innovation for the entrepreneur
- Entrepreneurs managing risk
- Marketing with the entrepreneur in the mix
- Entrepreneurial venture organisation
- Capital raising for the growing entrepreneurial venture
- Entrepreneurially managing the challenges of e-commerce
- Entrepreneurially managing social responsibility and business ethics
- Managing entrepreneurial family businesses and their succession

### ENTREPRENEURIAL CHANGE PROJECT

- Understanding Action Learning
- Planning and implementing an Entrepreneurial Change Project
- Critical need for reflection and learning in an Entrepreneurial Change Project
- Monitoring and evaluating an Entrepreneurial Change Project

## CONSULTATIVE WORK-APPLIED LEARNING PROCESS

In this programme, the entrepreneurs go through a consultative Work-Applied Learning process as summarised in the learning formula:



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They will:

- Critically reflect on a entrepreneurial problem in their organisation
- Question (Q) how to solve the problem
- Define the work-based project (P1)
- Reflect and apply the relevant knowledge (K) to provide solutions
- Achieve performance outcomes (P2) including both individual and team learning plus project and process outcomes.

## PROGRAMME DELIVERABLES

Each entrepreneur will develop a report which comprises:

- The plan for the Entrepreneurial Change Project, and
- The implementation process, including their project outcomes, individual critical reflections and lessons learnt, as well as the team's learnings and reflections.

Each team member will provide the entrepreneur a report on their learnings and reflections, based on their experiences of the project implementation.

## LEARNING MATERIALS AND ACTIVITIES

While the team members will be given relevant articles, the entrepreneurs will engage in:

- Directed reading of relevant articles and other learning materials through the learning management system
- Pre-recorded learning videos and activities to encourage learning and application, critical thinking and reflection.

## GUIDANCE BY GCWAL FACILITATORS

At scheduled times, entrepreneurs are individually mentored by experienced GCWAL facilitators who will help them to reflect on the planning and implementation stages of their Entrepreneurial Change Project. Each facilitator supports a small number of entrepreneurs to provide HIGH TOUCH, personalised attention via phone, email and online meetings.

The team members will engage in facilitator-led group webinars with their entrepreneur.

## PROGRAMME FEE

The programme fee is **\$14,500+GST** for an entrepreneur and 4 team members.

## ENTRY CRITERIA

The entrepreneurs should have at least 3 years of entrepreneurial experience in managing teams AND adequate English language proficiency AND a team to work with on their project at their workplace.

## CERTIFICATION AND OPTIONAL PATHWAYS

- Entrepreneurs who successfully complete all the deliverables will receive:
  - A **Certificate of Completion** of the programme from GCWAL, and
  - **Advanced standing** towards a Master's qualification at Leeds Trinity University UK. Further details are available on request.
- Entrepreneurs who do not complete all the deliverables will receive a **Certificate of Participation** in the programme from GCWAL.
- Entrepreneurs who have completed this programme have the option to proceed to further programmes delivered by GCWAL. Further details are available on request.

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## ABOUT THE GLOBAL CENTRE FOR WORK-APPLIED LEARNING (GCWAL)

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At the **Global Centre for Work-Applied Learning** ([www.gcwal.com.au](http://www.gcwal.com.au)), we empower individuals, teams, and organisations to learn to enable change. Our suite of learning programmes is designed for a range of people from starting graduates to senior management.

Each programme uses our consultative work-applied learning **(WAL)** process to achieve change, whether at an individual, team or organisational level. All programmes are delivered online with inbuilt support from experienced facilitators.

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## FOR FURTHER INFORMATION ON OUR PROGRAMME, PLEASE CONTACT US:

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