



Creating Enterprise

IOEE and TONI&GUY

TONI&GUY

ioee™ INSTITUTE OF ENTERPRISE
AND ENTREPRENEURS

Contents



“Without the skills to focus their **entrepreneurial spirit**, innovative, talented people are without direction. This programme will provide exactly that, **helping students to utilise their innate creativity** while understanding and taking commercial opportunities.”

Toni Mascolo,
Founder of TONI&GUY



“Combining TONI&GUY’S unparalleled industry knowledge with the **IOEE’s expertise in enterprise education** has been a fantastically rewarding process and the result is an **engaging, comprehensive programme** with broad appeal to young people.”

Sarah Trouten,
Chief Executive of the IOEE

4
5
6
7
8
9
10
11

IOEE and TONI&GUY
A Perfect Partnership

TONI&GUY
High Fashion Credentials for Entrepreneurs

IOEE
Experts in Enterprise

Creating Enterprise

Get The Idea

Get Started

Get Enterprising

Resources

IOEE and TONI&GUY A Perfect Partnership

Together, IOEE and TONI&GUY have developed a **visionary** programme, bringing together the very best of enterprise education **expertise** and the UK's leading creative brand. Designed specifically to appeal to those studying fashion, hairdressing, beauty and design courses, this programme hones **entrepreneurial** capacity and encourages an enterprising outlook.

Increased pressure caused by **tightened funding** streams mean now is the time to demand that programmes deliver **broad-reaching** results for students and institutions alike. Creating Enterprise does exactly that by providing short, meaningful modules accompanied by challenges that have **real-world** relevance and application.

TONI&GUY High Fashion Credentials for Entrepreneurs

From its position at the forefront of the hair, beauty and fashion industry, TONI&GUY has long championed the professional hairdresser to make expertise available on a global scale.

Renowned as an innovator within the hair industry, the brand remains accessible, universally known to bridge the gap between individual stylists striving for success and the world of high fashion. This is exemplified by the brand's sponsorship of London Fashion Week and London Fashion Weekend, a partnership that began over a decade ago. As the official sponsor of London Fashion Week, TONI&GUY creates the hair for over 80 catwalk shows every year, working with top designers including Giles Deacon, Jean-Pierre Braganza, Pam Hogg and Tata Naka.

Moreover, TONI&GUY has ubiquity that ensures real appeal amongst potential students. With 420 salons in 42 countries, the brand employs over 5000 people in the UK and has a further 2000 employees across the world.

CREATING
ENTERPRISE

IOEE Experts in Enterprise

The Institute of Enterprise and Entrepreneurs (IOEE) is the learning institute for anyone thinking about starting or already running their own business, those who support them and those employed in innovative and entrepreneurial businesses.

Offering enterprise related training and qualifications, enterprise events and enterprise resources, the IOEE works with a range of private and public sector partners and delivers training through a network of Centres of Enterprise Excellence and Enterprise Academies.

The IOEE has more than 30,000 members from across the spectrum of enterprise activity; students who have yet to start a business, entrepreneurs in the early stages of running their business, business owners looking to grow their business, managers working in an enterprising way, mentors and support professionals, and recognised learning providers.

Creating Enterprise

Working together we have created three **innovative** programmes for creative enterprise. Each is aimed at developing students' enterprising skills, and focused on **'learning by doing'**.

Our action-centred approach increases enterprise and entrepreneurial skills, while boosting the overall **employability** of students. Whether starting their own business or working within the creative sector our programmes make sure students are prepared for whatever lies ahead.

CREATING ENTERPRISE

Get The Idea

This programme has been designed to help students explore whether self-employment is right for them and to give them a framework within which to develop their vision and values for their business. The programme includes activities, references and case studies relevant to industry and covers the following areas:

When is a business successful?

Why do you want to start a business?

A business that's uniquely you

Defining your business values

Your business vision

Sharing your business vision

The business skills you need

Checking how you're doing

What will my business be?

Setting up my business

My business idea

Will my idea work?

Challenging my business idea

Accreditation

IOEE Award in Aspects of Enterprise

Get Started

This programme has been designed to help students to further develop and explore their own skills and abilities, before planning and developing various aspects of a business including marketing, sales and finance. The programme includes activities, references and case studies relevant to industry and covers the following areas:

Understand the challenges and risks of setting up a new business

Personal skills and abilities to run a business

Understand how to plan for a new business

Understanding finance in a business context

Understanding business relationships in a new business

Principles of marketing and selling in a new business

Accreditation

IOEE Award in Aspects of Preparing to set up a new business

CREATING
ENTERPRISE

Get Enterprising

This programme has been designed to help students develop enterprise skills, and to become better problem solvers and creative thinkers - all crucial attributes in today's working environment whether employed or self employed. The programme includes activities, references and case studies relevant to industry and covers the following areas:

The characteristics of successful entrepreneurs

Understanding your own strengths as an enterprising person

Understanding ways of developing enterprising characteristics

Developing problem recognition and solving skills
Exploring and developing your creative thinking using a range of skills and tools

Accreditation

Award in Enterprising skills and employability

Resources

A range of materials and resources made fully available once you are welcomed as a delivery partner, including;

Educator Guides

Student Workbooks

Online resources

Train the Educator workshops

Access to industry professionals and entrepreneurs

IOEE Student and Academic Membership

Access to a breadth of enterprise expertise and know-how

CREATING
ENTERPRISE

CREATING ENTERPRISE

TONI&GUY

ioee™ INSTITUTE OF ENTERPRISE
AND ENTREPRENEURS
SFEDI Enterprises,

@TheIOEE

Email: info@ioee.uk

Web: toniandguy.ioee.uk