



Enterprise Resources



Looking for useful websites, books, articles, journals, blogs and videos?

CREATE has produced enterprise resource packs for **Learners** and **Educators**

We also have a range of...

Company Name

CREATE

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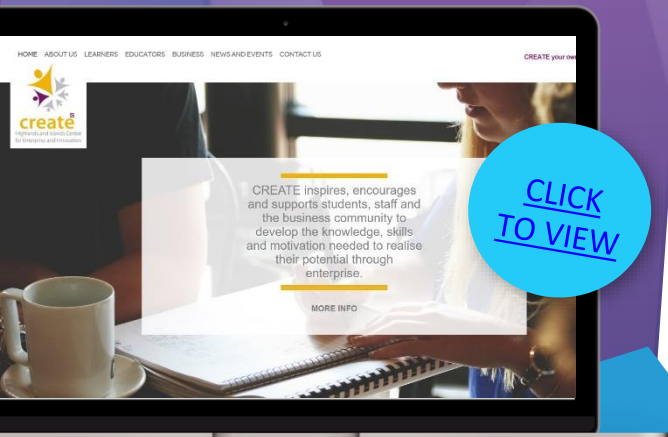
CREATE is the Highlands and Islands Hub for Enterprise and Innovation at Inverness College, University of the Highlands and Islands.

CREATE inspires, encourages and supports students, staff and the business community to develop the knowledge, skills and motivation needed to realise their potential through enterprise.

WHAT IS THE BEST SUPPORT FOR YOUNG ENTREPRENEURS?



Networking and connecting with established businesses and the direct access to expert knowledge is invaluable help for new start ups. Real life connections to people and the advice provided from real life scenarios and solutions resonate far stronger than teaching theory. The use of mentoring was seen as a crucial support factor for encouraging entrepreneurs to actualize their ambitions. Additionally they felt that encouraging entrepreneurs to be flexible and not to be too set on pre-formed ideas but adapting to advice and circumstances rather than a set agenda.





create

Highlands and Islands Partnership
for Enterprise and Innovation



CREATE your own future

for Remote and Sustainable

HOW DOES CREATE SUPPORT THE ACTUALIZATION OF AN ENTREPRENEURIAL IDEA?



CREATE utilize a variety of different methods to support entrepreneurs, students, staff and the wider business community. These include

- events
- competitions
- start-up support services
- skills development programmes
- support to educators

Their annual business competition asks budding, or completely new, enterprises to submit a business idea for a chance to win financial support for it. Although the prize money is useful to the winner the associated support and connections surrounding the competition are also vital.

The Hub also runs the Catalyst programme. An online six-part modular course designed for SMEs to provide training at a time to suit their

diverse needs and availability. Each of the Catalyst modules are designed and delivered in a manner that ensures course content is relevant to each individual learner; and encourages them to connect learning with their own business practice.

In response to the learning undertaken, there are tutor-led twilight sessions in which learners are encouraged to:

- identify areas of their business which they might develop or change;
- consider specific challenges/questions to relation to their own context.

Eight entrepreneurs, who have built successful businesses in the Highlands & Islands, act as role models – by sharing their stories on film.

WHAT INFORMAL EDUCATION OPPORTUNITIES DOES THE RYP OFFER?



A ‘make it happen’ day is run in conjunction with the business competition at which entrants can hear from guest speakers from key business support networks such as Business Gateway and Impact 30. There are inspirational speakers in the form of previous winners or other business mentors and various workshops on topics such as ‘knowing your customer’ or marketing.