



Worksheet 3:

Do you want to work alone or with others?



The DBACE guide to writing a plan

The Worksheets

3

This worksheet is part of a larger document created by Adrian De La Court and Siân Prime for Deutsche Bank Awards for Creative Entrepreneurs (DBACE) called 'The DBACE Guide to Writing a Plan'. The DBACE Guide aims to help applicants, as well as aspiring creative entrepreneurs in general, to organise their idea and consider the sustainability of their venture.

The guide is a form of workbook comprised of different worksheets. The worksheets have been organised in a way that we feel is most effective for you to work through chronologically, although each worksheet can work as a stand-alone guide for you to develop a particular aspect of your venture.

As you work through the worksheets you will discover more about your work and how to express the impact it has.

The approach works for creatives, people with ambitions to set up a new enterprise and with established businesses who want to increase their impact.

Do you want to work alone or with others?

Have you thought about how you will need to organise and plan your idea? Knowing how you work and how you work *best* is going to be an important element of planning your idea. Do you intend to do all the work yourself? Have you already come together as a group?

Working alone can be a lonely process, and often can lead to procrastination and a lack of perspective on the progress and quality of the work.

Alternatively, you might work better and more efficiently alone and prefer not to have the distraction of having to monitor a team of people.

Whether you are in a team, or an individual it could be useful to ask someone you might know connected to your industry or, if you are in education, a tutor, to work as a mentor on the project, and to be an outside eye in evaluating work in progress or to ensure that you are meeting targets and deadlines.

You might find that there are aspects of the enterprise that you need to develop, that you have not had any experience in doing. Perhaps, for example, you are highly skilled in

producing an artwork, but have had no experience of venue booking, or the marketing of an event.

Knowing and identifying your strengths and being aware and acknowledging the weaknesses in your skills base will put you in a more advantageous position, as you will know what sort of people you will need to work with to develop the perfect team and ensure your work is achieved at the standard it deserves.

So... do you need to work with other to achieve this?

Knowing that you will need others to realise your ambition and support the enterprise does not always mean that you need to make them a full-time member of your company. Some services might need to be purchased short term in order to continue the development of the idea or enterprise. For example, you could pay a designer to develop your visual identity, a process that you can have creative input into, but ultimately the designer's input would have no influence on the ambition of the project or your artistic intent, it would just add an element of professionalism and visual identity and is a service that you buy in. Additionally, talking to a good designer may well help you to clarify your ideas as they will ask useful questions about what you're communicating to whom.

It is worth considering whose input or help you will need to support the enterprise's development, and how the relationship might work. Whether it is long term or short term.

We recommend you start reviewing:

- What are you passionate about?
- Why do you do what you do?
- What kind of reward do you want?
 - Recognition?
 - Fame?
 - To change the way something is at the moment?
 - Finance?
 - For your sector / artform to develop in a new way?
 - A strong team?
- Who do you do it for? (For others or for yourself?)
- What do you love spending your time doing?
- What do you get satisfaction from working on and seeing completed?

It is often a combination of these.

Knowing this helps you to develop your idea in the direction it should, to gain the outcomes you want.

Other worksheets you can access from www.dbace.org, either as standalone pieces or as a section in the main document, are:

Worksheet 1: From project to enterprise

Worksheet 2: Can you write a pitch

Worksheet 4: What are your skills and why do you do what you do?

Worksheet 5: What sector are you operating in? Looking beyond you

Worksheet 6: Why are you doing this / how will it change the world / who will it affect?

Worksheet 7: Accessing others' help

Worksheet 8: The value chain

Worksheet 9: Ideation process, the creative process. Or, the entrepreneurial process

Worksheet 10: Research, research, research

Worksheet 11: How will you find and engage your customers/clients/beneficiaries/users?

Worksheet 12: Project planning, financial management and modelling

Worksheet 13: Hands off, that's mine not yours! (The intellectual copyright bit)

Worksheet 14: What kind of language is that? How to write appropriately

Worksheet 15: What next?

Worksheet 16: Some useful sources to look to for support and information

About DBACE

The Deutsche Bank Awards for Creative Entrepreneurs (DBACE) is an awards programme open to any UK resident aged 18 – 30 years old (applicants must be 18 when the awards open on January 16, 2019 and not older than 30 years old by June 30, 2019). The award provides financial and business support to help start or grow creative enterprises.

Since 1993 DBACE has supported over 200 new ventures. In 2019, Deutsche Bank is working with MeWe360 to relaunch the programme with a focus on supporting visionary creative entrepreneurs driven by a mission to create and sustain social value through their enterprise.

DBACE aims to reach ambitious individuals from all backgrounds with ideas that will improve the lives of others and the communities we live in.

About the authors of the Guide

Adrian De La Court is a creative advisor, academic and business development consultant, as a critical practitioner he trained and worked professionally as a fine artist, live artist and contemporary dancer and choreographer. He has developed a strong portfolio career in the creative industries.

Siân Prime has worked to find new, impactful ways to engage highly creative individuals and social innovation and cultural organisations in sustainable practice. They have worked together in a range of roles, but most recently at Goldsmiths, University of London where they lead the entrepreneurship education work.

For this Guide as with much of their work they have collaborated with We Made This, and the founder of the design Agency Alistair Hall, he brings great clarity to their thinking as well as his visual communication skills.