



# Worksheet 4:

## What are your skills and why do you do what you do?



## The DBACE guide to writing a plan

### The Worksheets

#### 4

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.

### What are your skills and why do you do what you do?

Do you really want to do this for the next 10 years of your life, or longer? Is this then about building something financially sustainable? Or is this a one off? (Remember: DBACE does not support one-off projects). Or will you work on this until something has been resolved or changed? How long would that take? How can this idea position you for your next steps, and create the network and reputation you want?

As you start to explore your idea through our suggested process, you will begin to develop an understanding of how long it may take to achieve your aims, and whether you wish for your idea to be something that you can work on part time, or a series of events or activities that take place seasonally or over set periods of time. Or something that you want to build into your full-time occupation.

While you are developing your ambition, it is worth thinking about time scale and activity. For strong change to happen, or for something to become embedded in structures, 9 months tend to be the minimum length of time required, and up to 3 years to truly begun to embed

Have you dreamt of (or even considered) the outcome of what you are developing? If your idea is successful, then there is the possibility that this could launch your career in this field and that you could potentially work continuously on this or a related project. Potentially creating a career direction for you. Or could this be the creation of something that you would be happy to pass over to others to continue to develop in the future?

For this next set of questions we need you to really pick the answers apart – “drill down”, make the answers as detailed as possible, as they will inform you about your work’s needs, as well as your ability to deliver it well. Create a mindmap.

Think of a practitioner or a social innovator you admire:

- Why do you admire them?
- What qualities and knowledge do you think they have to achieve their success?

When you are fully engaged in your work, what skills, qualities and knowledge do you use?

- What skills do you use in your practical work?
- How do you go about solving a problem? Do you think of multiple solutions or ways in which you can answer a question?
- Do you do research? How?
- If you don’t know something, how do you find out?
- To put on an event/exhibition/show, what skills have you employed to do so?

Come back to this mindmap later, and see if you need to develop new skills or knowledge, or whether you need to bring others in to your team.

**Other worksheets you can access from [www.dbace.org](http://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 3: Do you want to work alone or with others?

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.