



Worksheet 6:

**Why are you doing this
/ how will it change the
world / who will it affect?**



The DBACE guide to writing a plan

The Worksheets

6

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.

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

Strong creative ideas are not always aesthetically led, sometimes they fix a gap or address a perceived problem.

Examples of this kind of work are: Chicks with Bricks – a network that was set up by recent graduates that supports women in the built environment; My Neck My Back – an all-female theatre company that explores social attitudes to body; MakeGood – an architecture and design studio that works with communities to help them take control of their shared spaces. Or Homes for Good an ethical letting agency run by someone who used to be a community artist.

- What motivates you to do this?
- What do you have to say that is important?
- What are you aiming to improve?
- What evidence is there that the problem needs to be solved?

- What do you want people to experience or feel from your idea?
- How will it change the world, or your part of it?

Introduction to your offer

Now, write one paragraph that simply and clearly explains your project.

Write a second short paragraph that outlines why your project is important, and what you want the participants or audience to have gained from the experience. Remember to check the word count.

Your Mission Statement or Artistic / Creative Purpose

A mission statement is a short paragraph that clearly outlines the core purpose of an organisation, company or individual. Your mission statement should clearly summarise the values and purpose of what you do and engage the reader in your ambition.

More simply it should include:

- What it is that you or your organisation does
- Who it does it for (customers)
- Benefits (for employees, owners and participants)
- Why it does it (outcomes and outputs for the customers, community, world)

A good mission statement should be able to concisely engage the reader with what you do and carry in the text the passion of why you do what you do. Your mission statement will feel like a strategy and focus for carrying forward your ambitions in the long term.

Again, this should be a paragraph.

With these three paragraphs you have the beginnings of your Executive Summary. This is not something that you will need for your DBACE application, but this is a useful exercise to be able to clearly articulate you, the work you do and the impact you hope to make. It will also be useful in the future for further applications, and if you need to set up a legal structure for your enterprise. This is also useful for ensuring that the enterprise stays true to purpose over time. We suggest that you review these short paragraphs, and check that the words used really reflect you and your work as well as being meaningful to your intended audience.

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 3: Do you want to work alone or with others?

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 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.