

NEW ZEALAND
BUSINESS WEEK

The Brave Thinkers

BUILDING BRAVE BUSINESS LEADERS

10-15 JULY 2016



**New Zealand
Business Week is
about building Brave
Business Leaders.**

**It's fun. It's challenging. It's for any
Year 12-13 student that's ever been
interested in business or had a
business idea. Step out of your comfort
zone and be where ideas have no
limits and business is truly exciting.**

The Brave Thinkers

New Zealand Business Week is proud to present a new programme; The Brave Thinkers. An intensive business programme tailored for Year 12-13 young kiwis with great ideas and a motivation to learn how to apply them.

If you have ever thought about running your own business, don't miss New Zealand Business Week (NZBW). During Business Week, a project challenge is set and you will setup a virtual company to undertake that project. This will finish in a Dragons Den environment, where you will sell your idea to investors.

But NZBW is not just a business competition - it provides an environment that encourages and fosters brave thinking. You'll look at new business models, meet business people, be inspired and challenged. Not to mention, you'll be surrounded by like-minded friends from all over New Zealand.

You will be immersed in a fun and challenging environment. You'll gain an understanding of the realities of starting your own business and you'll meet other students and business people.

You'll take part in workshops, team activities and get advice from real business people. Not only will you develop new fantastic new skills and relationships, it looks great on your CV.

WHO IS THIS FOR?

Year 12 and 13 students from all over New Zealand.

WHEN

Sun 10th- Fri 15th July
First week of the July school holidays

COST

\$550 covers the programme, accommodation, food and materials.

LOCATION

Palmerston North Boys High
Palmerston North
New Zealand

THE ORGANISING COMMITTEE

NAME 01

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THE CHARITABLE TRUST BOARD



	Day 01 INTRO DAY/ ETHICS & PRINCIPLES	Day 02 THE CHANGING BUSINESS WORLD	Day 03 DESIGN-LED THINKING		Day 04 NEW TOOLS	Day 05 BRAND VALUES	Day 06 REVIEW
MORNING 8.30-12.30	<p>WELCOME Arrive at 10.30am Registrations</p>	<p>PORTFOLIO INTRODUCTION</p> <p>INSPIRATIONAL MORNING SPEAKER <i>How to scratch your own itch</i> (Create a great product or service that is something YOU would want to use.)</p> <p>WORKSHOP Analysis and review of emerging business models.</p>	<p>PORTFOLIO EVALUATION</p> <p>INSPIRATIONAL MORNING SPEAKER <i>Less is More</i> (How remaining the smallest, leanest and fastest can be to your benefit.)</p> <p>WORKSHOP Design-led thinking to include critical analysis of an existing, unnecessarily complicated business.</p>		<p>PORTFOLIO EVALUATION</p> <p>INSPIRATIONAL MORNING SPEAKER <i>How great is your reach?</i> (How social media and public opinion is taking hold of business.)</p> <p>WORKSHOP Workshop on how reaching our audiences has changed, review the impact of crowd funding, social media and technology.</p>	<p>PORTFOLIO EVALUATION</p> <p>INSPIRATIONAL MORNING SPEAKER <i>What does success look like?</i> (How business success can look different for everyone.)</p> <p>WORKSHOP Workshop on financial stability and viability of your business model.</p>	<p>REVIEW OF PERSONAL GOALS</p> <p>INSTAGRAM SHOWREEL</p> <p>INSPIRATIONAL MORNING SPEAKER</p>
LUNCH 12.30 - 1.30	<p>INTRODUCTION Rules & Regulations Introduction to new programme</p>	<p>INTRODUCE THE CHALLENGE <i>Ignore the real world.</i> (Sometimes the real world tells us that our ideas are too unfamiliar or bound to fail, stay hopeful and ambitious, the best companies are failing the real-world test.)</p>	<p>DAILY PORTFOLIO CHALLENGE <i>What is your unfair advantage?</i> (What is unique about your business idea? Why will it succeed over other competitors? What is your cost structure?)</p>		<p>DAILY PORTFOLIO CHALLENGE <i>Who are your customers?</i> (Identify and profile who you need to make your business venture work! Who are they? How old are they? Where do they hang out? How do they communicate? What influences their decisions?)</p>	<p>DAILY PORTFOLIO CHALLENGE <i>What is the impact of your business?</i> (What social and environmental impact will result? How will these be measured? Can these be sustained?)</p>	EVENT FINISHES AT MIDDAY
AFTERNOON 1.30-6.30	<p>DEVELOPMENT Personal goals. Team dynamics.</p> <p>SPEAKER Guest speaker <i>How to make a dent in the universe</i> (How to be a part of something important, your efforts are valuable and your team/ customers think this makes my life better.)</p> <p>TEAMWORK WITH BUSINESS COACHES Initial team formations. Introduction to Business Coaches. Discuss: <i>How to be a straight-up good business person</i> (values & ethics)</p>	<p>DEVELOPMENT A closer look at the 'sharing economy' supported by online interviews from CEO's and TedTalks.</p> <p>WORKSHOP Focus: <i>You don't have to be a business type person to own and run a business</i> (How your passion for an idea, service or product can be enough to be a business starter.)</p> <p>TEAMWORK WITH BUSINESS COACHES Teams meet with business coaches to discuss ideas for business and how this solves a problem. Discuss: <i>Decisions are progress</i> (How making a decision is making progress. You can't build on We'll decide later, but you can build on DONE).</p>	<p>DEVELOPMENT A closer look at why businesses fail? Supported by online interviews and TedTalks.</p> <p>WORKSHOP Focus: <i>Staying focussed and keeping it simple</i> (How business needs a purpose to stay focussed on what matters.)</p> <p>TEAMWORK WITH BUSINESS COACHES Teams meet with business coaches to discuss why your business idea is better. Discuss: <i>Refining the idea</i> (How understanding what your value proposition can help you win).</p>		<p>DEVELOPMENT A closer look at the power of social media. Supported by online interviews and TedTalks.</p> <p>WORKSHOP Focus: <i>No one likes fake flowers</i> (How can you be real in business to encourage your audience to follow you.)</p> <p>TEAMWORK WITH BUSINESS COACHES Teams meet with business coaches to discuss your audience. Discuss: <i>How will you reach you customers in a scalable way?</i> (What methods will you use to reach your audience? How will you speak with them? What is your communication style?)</p>	<p>DEVELOPMENT A closer look at championing your brand. Supported by online interviews and TedTalks.</p> <p>WORKSHOP Focus: <i>How to talk to people</i> (How to be an engaging networker.)</p> <p>DRAGONS DEN Your chance to sell your idea and hear the judges feedback.</p>	
DINNER 6.30-10pm	<p>MEET & GEET An opportunity for guests, business advisors and students to mingle.</p> <p>Welcome from Mayor & Rotary</p>	<p>GUEST SPEAKER <i>Being a self-starter</i> (How business can enable you to do what they love, on your own terms and get paid for it.)</p> <p>EVENING TEAM ACTIVITY</p>	<p>GUEST SPEAKER <i>Getting it done</i> (How building momentum creates excitement and excitement creates motivation.)</p> <p>EVENING TEAM ACTIVITY</p>		<p>GUEST SPEAKER <i>Marketing beyond the department</i> (How marketing is not limited to what the marketing team do, it is what everyone does, every day)</p> <p>EVENING TEAM ACTIVITY</p>	<p>GUEST SPEAKER <i>How you can't build culture</i> (How instant culture is fake, you can't build it, it happens. It's the by-product of consistent behaviour.)</p> <p>EVENING TEAM ACTIVITY</p>	