

# I JOURNEY I

## ASSOCIATES CASE HISTORY

### NESTA

*"We're thrilled with the results, and appreciate the team's hard work on making sure this is perfect. The toolkit has gone down a storm, with many people commenting it's a very timely publication. Everyone who's seen it is desperate to get their hands on a pack, although they'll have to hold their horses as we've given out of the first batch already!"*

Gillian Easson, NESTA's Development Manager (Innovation Programmes Scotland).

### THE PROJECT

NESTA is the UK's leading independent expert on how innovation can solve some of the country's biggest social and economic challenges. As part of a team led by Martach Associates, we were commissioned to develop an **enterprise and employability toolkit** for creative entrepreneurs. The toolkit was to be based on a range of tried and tested methods used by NESTA during guided workshops on creative enterprise programmes, such as **Starter for 6** and Insight Out, to help entrepreneurs turn their ideas into successful businesses.



### OUR APPROACH

Our first activity was to become au fait with NESTA's requirements by familiarising ourselves with the various sources of material to be considered for inclusion in the toolkit, and by understanding the needs of the multiple user groups. Early in the process, a creative workshop was undertaken with tutors involved in the creative industries, student advisors, and business support providers, to explore the format of the toolkit and the type of information that should be contained within it. The existing material was audited for suitability and additional information sourced. The content was then edited and presented to allow the toolkit to stand as a 'self-help' resource accessible to a range of audiences, including creative individuals, tutors and business advisors; and to enable use of the toolkit outside of a guided workshop. We also generated new, and updated existing, case studies, featuring real entrepreneurs who had used the NESTA tools in the set up of their businesses. The design work was undertaken by **The Big Picture**.

### OUTPUTS AND BENEFITS

The resulting toolkit, **'Launch Your Own Successful Creative Business'**, contains four handbooks comprising advice, guidance, activities, worksheets and case studies for creative entrepreneurs. The toolkit also contains tutor notes for teachers and enterprise organisations that support creative individuals to set up in business. It is easy to use as a 'self help' or teaching tool accessible to a range of audiences and can be downloaded from the **NESTA website**. NESTA has received highly positive feedback on the content and format of the toolkit from university lecturers, enterprise and career advisers from 83 institutions who have taken part in its UK-wide train the trainer workshops.

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