**7050CRB ENTREPRENEURIAL PRACTICE**

**COURSE WORK**

**STUDENT ID:** 12141340

**WORD COUNT:** 2922 words

**ORGANIZATION:** Communicate 2U

**TASK 1 A:**

**INTRODUCTION:**

Communicate 2U is a company which is based on a social enterprise located in Birmingham, West Midlands. The company was started because too many people with learning disabilities were being shut off from society and not getting the help they needed because of poor communication between the health and social care sectors. The company was set up by Annette Roebuck in 2011 and she is an occupational therapist and director of the Communicate 2U. The company’s main mission is to improve communication in these areas by training, researching, and coming up with new ideas while working together with people who have learning disabilities or need other ways to communicate. The team at Communicate 2U is made up of occupational therapists and job coaches. Each of them has a unique set of skills and experience in fields like healthcare, education, and the performing arts, which they bring to the company.

**SWOT Analysis:**

A SWOT analysis is meant to help you look at the strengths and weaknesses of an organization, its projects, or its industry in a realistic, fact-based, and data-driven way. The organization needs to keep the analysis accurate by avoiding preconceived ideas or grey areas and instead focusing on real-life situations.

**Strength:**

The company helps young people and adults with learning disability disorders. The company helps them to improve communication by giving proper training. They also support them through that transition from childhood to adulthood. Helping them with employability skills and looking to help them with employment. The company also helps them to improve their life opportunities. We have someone with a learning disability on the team and we might also work with workplace adjustment and skill development for the young people. We teach them how to be experts in their own communication, which is a lot like the role of service user expert that sometimes comes up in the health care system, social services, and schools.

**Weakness:**

The company is a very small organization, at the moment we are supporting a small number of people in the Birmingham area. We also looking for expanding the company to different places due to financial issues we cannot expand the organization. The most important reason for not expanding the organization is funding and the other reason is the staff team, for this kind of organization the right staff team is a must. If we don’t get the right staff team we lose the essence of the organization. The company struggling to get the right staff members for the organization. The company as well as not doing any advertisement or marketing for their organization. Like these small organizations, they have to concentrate more on advertisement and marketing.

**Opportunities:**

It is easy for a small organization to recruit an intern or volunteer for the organization from a different region of the country and we will give training to them through virtual meetings. The virtual platform is useful and needs a low member of staff to teach more number of student and young people through virtual platforms. We can create more opportunities for students to place in different universities, and different departments like music academies, drama academies and social care departments.

**Threats:**

The company faced a difficult situation during the period of the Covid-19 pandemic; we have to close the school at the time of covid. We didn’t receive any external organization funding because of the covid-19 situation. The company is also not stable with a financial problem. We can’t able to extend the organization. As a small organization, we don’t have the financial backup to be able to continue funding without external funding. The company also faced a threat because of less number of staff members in the organization.

**TASK 1 B:**

**LEADERSHIP MODELS:**

Leadership in an organization has an extensive range of duties than traditional management. Organizational leadership needs to share the vision and mission, generate a strategic plan, and motivate people to use their skills to reach goals that are in line with the strategic plan and, essentially, the leader's vision. The six styles of leadership explained by Goleman help us understand a basic truth: being in response doesn't always make you a leader. When managers are intelligent but don't know how to interact with people, employees are more likely to request their work colleagues for advice. From Goleman’s six styles of leadership, one of the best methods of leadership is Democratic leadership. The democratic style of leadership makes sense when the leader both doesn’t have a vision and requires support and ideas from skilled personnel or when the leader does have a vision but recognizes that it can't be accomplished without the acceptance and cooperation of the employees.

**Applying Democratic Leadership in Communicate 2U:**

* According to democratic leadership, listen to the staff members, and employees’ ideas, thoughts, and concerns.
* Take time to understand the employee’s different points of view, do not criticize employees’ ideas.
* Guide the people to be involved in the process along with you for the growth of the organization.
* The weekly meeting with all the employees in the company to build trust, respect, and commitment with the employees.
* According to this style of leadership, Leaders must learn how to manage the argument about the decision.
* The leader has to be a team member of the organization.

**Communication Strategies and Organizational Culture:**

Organizational communication includes both formal and informal communication within the company, including between employees and their managers. Communication is most important for the organization’s growth. Effective communication empowers team members to establish trust and connection and contributes to the core values of the company and overall results. In the company, we have weekly meetings with all the employees through virtual meetings and discuss how to overcome barriers. In a small organization, the work culture is more important, and the leaders have to communicate with the staff team members about the work culture and have to guide them about how the organization works. Organizational performance is based on how much return the company earns in a year. According to this company, this is a small organization with financial issues and it is hard to obtain a profit margin.

**TASK 1 C:**

**Three Recommendations for enabling and improving the organization’s performance:**

1. **Social media interaction:**

This modern world is full of technologies with social media platforms. The company must recruit interns and volunteers to concentrate on social media platforms for advertisement and marketing of the organization. Create an advertisement according to the company criteria and publish it on the social media platforms like Whatsapp, Twitter, Instagram, Snap chat etc., it will be helpful for learning disability people parents and people to find the organization. Viewing the advertisement on social media many people are in different locations of the country. Online registration was also helpful for people having learning disabilities around the country. Many people will register online and attend the classes virtually. The advertising and marketing team will be helpful for the organization’s growth and also it will resolve one of the major financial issues of the company. The company’s main aim is to help young and adult people the learning disability around the country.

1. **Work from Home and Online teaching method:**

The company has already started the work-from-home technology due to the covid-19 pandemic. The company also started the virtual technology meeting with all the company's employees. Online teaching allows both the staff member and student to interact personally and exchange ideas with them. In online teaching, the face-to-face benefits for the student to ask their doubts according to the subject. Another advantage of the online way of teaching is we can invest more time in an individual student. The staff members and students can fix their time for the online class. It is also helpful for people and staff members from different places can interact in online teaching classes. During the virtual classes, we can teach more students from different locations with less number of staff members. During online classes the message box is also available in the session, the students can ask their doubts and personal question in the message box without disturbing the class.

1. **Training and Placement:**

The company has provided support and training for students over recent years in organizations such as Coventry University, The Royal College of Nurses, Queen Elizabeth Hospital Birmingham, and Selly Manor Museums. The company also supports internships for young and adult people creating opportunities in the organization, local community and social welfare community. The company also concentrates on more university all over the country for internship and placements in several universities. The company has provided internships in different fields like the music department, drama department, and some other departments where young student can enjoy their work.

**TASK 1 WORD COUNT: 1456**

**TASK 2 A:**

1. **Phase in Entrepreneurial Practice:**

Communicate 2U is a comparatively small organization that mostly assists the young student who have learning challenges by seeking employment for them in more beneficial organizations and by enhancing the quality of life opportunities available to them.

**Ideation Phase:**

This young student approaches the company's management with a business proposal for the Christmas and New Year. The business idea focuses to sell Homemade Muffins during the holiday event in the name of “Jingle Bell Muffins”. These are completely homemade and healthy muffins with little toy on top of the muffins made by students in the organization. The occasional sharing of a small dessert delights brings happiness among both the customer and the manufacturer.

**Target Audience:**

As a first step in validating the concept, we will show it to the student's circle of friends and family, but we will also be able to share it with organizations who work with Communicate2U. The gesture demonstrates how much you cherish and appreciate their help.

**Support:**

The process of producing muffins is not particularly challenging, but a wide variety of fresh fruits is required to generate a large quantity of muffins that will please everyone's taste buds.

**X-factor:**

Muffins baked by a friend or family member have additional meaning because of their handcrafted nature. It's a fantastic opportunity to promote the group's mission and the successful students. A positive frame of mind is generated that can be utilized in a variety of contexts.

**Funding:**

Funding through the means of the crowd sourcing. This is a low-cost endeavor, with the supplies being quite affordable, but the value of the finished product and the experience of making it cannot be put a price on.

**Development Phase:**

**Market Research:**

The student makes the suggestion that the emphasis should be placed on the target audience, which is defined as the family and other stakeholders of Communicate2U.

**Sale:**

Muffins fly off the shelves at the Birmingham & Coventry City Center market. Social media and an organization's own website are both excellent platforms for advertising and promotion. Online marketplaces would be another feasible distribution platform.

**Operation and Execution:**

Because Christmas is so close, the student suggests beginning with Christmas and moving on to New Year as well. The kids can devote three to five hours to the task and come up with muffins that turn out just like the ones in the recipe.

**Management Phase:**

* In this stage, the company is analyzed in detail, existence and steady expansion.
* It is possible to incorporate the company as a Community Interest Company, which will provide the company with a number of benefits, including limited liability and tax exemptions.
* The products can be improved by adding other flavors once they have gained widespread consumer acceptance.
* New product development is something the company may consider doing as it expands.
* Profits might be used to ongoing expenses, and the business could investigate ways of cross-subsidizing loss-making divisions of Communicate2U.

1. **Risk management:**

An analysis of risk management consists of a set of actions that can be taken to minimize the chance of poor outcomes or eliminate it entirely.

A risk management analysis is just a list of steps to do in order to reduce the risks identified in the process.

**1. Strategic risk:**

It's possible that the school's faculty and staff wouldn't be interested in helping out with this initiative if it were to be launched.

**Solution:**

Clear communication, defining the purpose of the venture, and engaging the people on board as soon as possible.

**2. Operational risk:**

On the legal front, things may get more complicated if students were used as labor. Additionally, it involves setting and maintaining reasonable compensation expectations among both employees and faculty.

**Solution:**

Discussing the matter early with a legal advisor and a finance manager is a smart move.

**3. Financial risk:**

Due to the low financial investment, the financial risk is minimal.

**4. Knowledge risk:**

Protect from this danger as well. While only a small amount of preparation and baking expertise are needed to produce muffins, students should however be vigilant.

**5. Catastrophic risk:**

It could be tough to sell the muffins on the market if the Covid scenario reappears and lockdown is implemented.

**Solution:**

An alternative way to sell is through the various internet marketplaces.

1. Examining the proposed new business's strategic positioning in light of the entrepreneurs' features and characteristics:

**Strategic Positioning:**

The business's target market consists of not only members of the organization's staff and their families, but also the general public and the many other organizations with which the organization works. As a benefit of sponsoring an useful source, you can get your hands on a wider selection of delicious, freshly baked, homemade muffins.

**Entrepreneurial Traits:**

There are characteristics necessary for an entrepreneur to successfully run a business. Characteristics like these:

1. Identifying a core competency: muffin-making

2. Sufficient Capital: Minimal Need for Financial Investment. It could be possible to arrange a deal with a bakery that would make this completely free.

3. Looking to bring appropriate customers: promoting to the organization's inner circle

4. Enthusiasm and versatility: Get ready for the holiday season and consider including more offerings in the future.

5. Exceptional Support Staff: Muffins are the Type of Product That Doesn't Require much Help from the Sales Department. It is crucial that resources be readily available.

The qualifications of a leader go beyond those already mentioned. Annette Roebuck is the perfect business leader for the reasons outlined since she has investment in innovation Communicate2U through financial difficulties and a worldwide pandemic while upholding the company's core value of helping students achieve their full potential.

**TASK 2 A WORD COUNT: 942**

**TASK 3:**

**CMI Code of Conduct and Practice:**

A significant differentiation is the CMI Code of Professional Conduct and Practice. It distinguishes the CMI and its participants. The Code makes reference to knowledge of current best practices as well as competence, professionalism, honesty, and integrity.

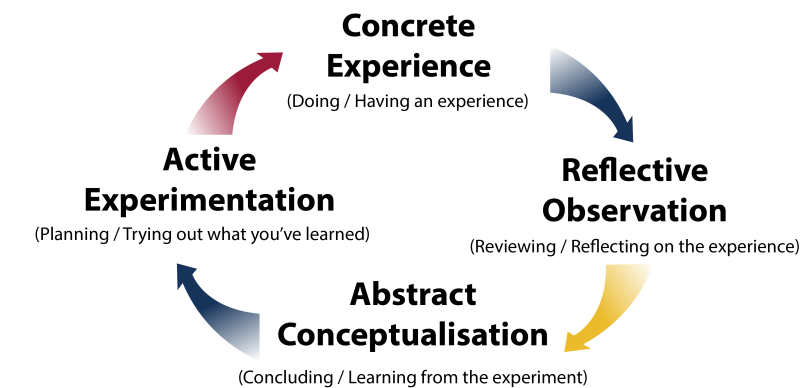
**Respecting the people with whom you work:**

As I presume,

* Assisting coworkers in completely comprehending their roles, the scope of their power, and the areas in which they are accountable for their actions.
* Appreciating the contributions that coworkers make and acknowledging their accomplishments, as well as providing them with encouragement and assistance as they work to advance their careers and expand their skill sets.
* Having consideration for the emotional and physical health of coworkers, as well as their safety and well-being, and being aware of the particular demands placed on them and the challenges they must overcome.
* Respect should be shown in all encounters, regardless of whether they take place in person or online.

**KOLB’s REFLECTIVE MODEL:**

Kolb's model of learning through reflection is called "experiential learning". Our own experiences serve as the foundation for this model, which is based on a three-part process of reviewing, analyzing, and evaluating these experiences.



**Concrete experience:**

From my previous experience, I’ve to undergo the interview and they’ve allocated me a task of authentication application. Then I was put into the internship program as a technocrat intern. As a fresher, I started my journey in web development by learning JavaScript frameworks like VueJs & ReactJs. My team was impressed with my work and crafted a fulltime opportunity.

**Reflective observation:**

I’ve assigned with the real-time projects after the completion of internship program. During the testing process I found a bug in system before moving the project to live in the production level and informed the team about the issue. I’ve collaborated with the team to resolve the error in an efficient way.

**Abstract Conceptualization:**

I’ve collaborated with my team leader and prepared the code of conduct file. So that, all members in the team follow the same structure to avoid the issues happened previously and to make the work efficient. I’ve majorly contributed in communicating, capturing minutes of meetings, designing, maintaining and tracking project lifecycle to keep things well organized. With my efficient communication I made people accountable for their deliverables in planned timelines. I’ve proven to be a great team player who establishes to connect with teammates and becomes a communication bridge if there are any gaps.

**Active Experimentation:**

This is the part where we put our new ideas and thoughts into action. There is a possibility that some of them will work, while others will not. Likewise, I’ve channelized my painting skills into my work and designed some high-quality design diagrams and have given rich look & feel to all the documentation and it worked well and my team liked my ideas. This is when one co-relates work with interest areas they can enjoy their work to deliver value for organization as well as for themselves.

**TASK 3 WORD COUNT: 500**

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