

The Challenge of Sustainable Business Start-up

Central to the GLEAM concept of entrepreneurship is that of building strong relationships with a range of stakeholders. Graduates were set the challenge of exploring how they were going to establish their networks, and gain 'buy in' from key people and their respective organisations to build up a resource bank of support to sustain their businesses beyond the lifetime of GLEAM. As part of the process the GLEAMers seek Entrepreneurial Mentors who support them in their journey.

We place creativity at the heart of our facilitation style and so from the outset we work practically in workshop settings, to test the academic models and enterprise theories. We use a range of techniques for enquiry, including visual work eg making collages to represent the business vision – through to exploring the use metaphor to reframe thinking about how to approach business growth.

The Showcase Challenge

The notion of showcasing has become a core learning methodology of GLEAM over the years. It is a challenge as our graduates are a diverse group, with different starting points on their enterprising journey. We want to capture their journey as a group as well as reflecting their unique definition of showcasing through a variety of media and activities.

This year two key questions were repeatedly proposed during the programme workshops and posed for continuous consideration in association to a wide range of enterprise development activities: -

1. How will you individually exploit Creative GLEAM as an opportunity to showcase your work?
2. How can we collectively use the Creative GLEAM showcase to maximise opportunities for the future?

Reflecting on these questions demands that the graduate can identify people who have an impact on their current business development and then progress to understanding how to manage these inter-relationships, so they do indeed add value to their new venture.

In past years the GLEAM showcase has taken the form of an exhibition, live performance, workshops and virtual presentations. This year students have contributed an individual submission towards their Virtual Showcase. Showcasing online creates an archive that can also reach a potentially wider audience than the targeted community of the North East of England. Information on previous GLEAM companies are also available on this website.

Thank you for taking the time to view our showcase. The graduates are happy to be contacted directly for further information.

In the spirit of encouraging enterprise and creative collaborations, we wish all the GLEAMers of 09 every success!



Conversations with purpose

Wendy Parvin

Director - Conversations with Purpose (CWP)
Associate Fellow CfEL – Durham University



People Into
Enterprise

Jane Shaw

People into Enterprise

