

# SKILL DEVELOPMENT **SCHEDULE**

Million Makers combines hands on experience, workshops and events that enable your employees to develop key skills. This resource outlines the learning outcomes and skill development journey for each Million Makers team.

## **Launch Session**

Duration: 2 hours

Goal: To inform, motivate and prepare Million Makers team for the challenge ahead.

Set up: Workshop with other participating companies (our team will work with you to organise this session)

### **Agenda**

- Introduction to The King's Trust.
- Introduction to Million Makers.
- Hear from a young person.
- Hear from a Million Makers Alumni.
- Fundraising innovation & writing your business plan.
- How to set up your team for success.
- Personal and professional objective setting.

### **Learning Outcomes**

- Knowledge gained on challenges facing young people in the UK and the work of The King's Trust.
- Best practice on how to raise funds for charity in the corporate sector and engage your employee community.
- Guidance on how to write an effective business plan which turns initial seed funding into £10k +.
- Team building and how to set up a project group.
- Networking - hear from other companies/peers taking part in Million Makers.
- Clarity on your goals and objectives set for the challenge.

## **Business Planning**

Duration: 1-2 months

Goal: teams to design fundraising initiatives and write a business plan that projects how they will turn their seed funding into as much money as possible for The King's Trust.

Set up: active learning, team to use the business plan template provided and work together to produce completed document. The King's Trust and team mentors are on hand to support.

## Learning Outcomes

- Creativity through the development of initiatives that will generate a financial profit.
- Project planning of how these initiatives will be set up, implemented and managed.
- Financial planning of start up costs needed, profit forecasting, reinvestment strategy and risk mitigation.
- Marketing strategy development including the creation of a team brand and vision, a communications schedule, audience engagement and initiative promotion.
- Leadership skills developed through working as a team to manage many moving parts to deliver a final business plan, actively managing the contribution of all team members.
- Grow your network by liaising with individuals and teams across the business to ensure their initiatives are viable and support is gained.

## Dragons' Den

Duration: 1 hour

Goal: Million Makers teams pitch their business plan to a panel of industry experts and leaders, to have their business plan approved and seed funding awarded.

Set up: Online event.

### Agenda

- Team are introduced to the panel of Dragons that they are pitching to.
- Team pitch their business plan in 15 minutes.
- Dragons ask the team questions relating to their business plan for 30 minutes.
- Dragons make a decision on seed funding and give the team constructive feedback on their business plan.

### Learning Outcomes

- Experience gained in pitching business ideas to senior leaders and industry experts alongside team members.
- Ability to answer thought provoking questions on your own ideas.
- Receiving feedback from senior leaders.
- Confidence gained in public speaking.
- Strengthen skills in sales and persuasion.

## Skills Session

Duration: 5 x 1 hour sessions.

Goal: To provide optional training for team members who want to up-skill in certain areas.

Set up: Online seminars.

### Agenda

- Short seminar hosted by The King's Trust with guest speakers.
- Topics will include Leadership, Project Management, Financial Planning, Marketing, Teamwork, Networking and Confidence Building.

### Learning Outcomes

- Key take-aways, top tips and advice provided by industry experts and senior leaders.
- Opportunity to actively practise tips given through Million Makers project.
- Opportunity to network with Senior Leaders.

## Business Plan Implementation

Duration: 6 months

Goal: From July to December, the team implement their business plan, executing their initiatives, raising as much as possible for The King's Trust.

Set up: Active learning, support provided by The King's Trust and team mentors.

### Learning Outcomes

- Project implementation - seeing an initiative through from beginning to end, managing the challenges, adaptations and capitalising on success throughout.
- Team work – ability to be dynamic, support each other, manage differing opinions and approaches, working together to ultimately bring around results.
- Time management – ensuring the project timeline goes to plan, as well as effectively managing requirements of the day job alongside Million Makers.
- Specialised skills – team members leading on specific aspects of the business plan (financials, marketing, event management) will gain experience in specialised fields.
- People management – those taking the lead on initiatives will gain experience in managing other team members, providing them with a good foundation for future line management.
- Leadership – team leaders or Chairpersons will significantly grow by overseeing project success, making decisions and inspiring the team.

## Progress Reporting

Duration: 1 report per month (30 minutes to complete)

Goal: Million Makers team to submit a financial report to The King's Trust monthly.

Set up: Active learning, report template provided by The King's Trust.

## Learning Outcomes

- Reporting accurately on expenditure and profit, forecasting for the coming months and consolidating team progress efficiently.

## Halfway Check Ins and Halfway Broadcast

Duration: 3 hour session

Goal: To bring your Million Makers team together to reflect on your journey so far and to join a celebration event with all teams together at the challenge half-way point, to re-motivate and inspire for the remainder of the challenge.

Set up: Online event

### Agenda

- Celebration of achievements so far.
- Build relationships with your Million Makers team and contacts.
- Highlight best practice and success across teams taking part.
- Inspirational messages from young people and The King's Trust.
- Top tips on how to make the final three months successful

### Learning Outcomes

- Shared Knowledge - best practice gained from other teams taking part.
- Leadership - how to motivate and inspire your team.
- Networking - hear from other companies and your peers taking part in Million Makers.
- Team building - reflections with your fundraising team.

## Final Celebration

Duration: Evening event

Goal: To celebrate the achievements of each team and announce the total amount raised.

Set up: Face to face event.

### Agenda

Topics will include:

- Reflect on, and celebrate the successes of Million Makers.
- Networking.
- Highlight the impact of funds raised.
- Celebrating the final total raised.

### Learning Outcomes

- Understand the impact that participants will have on the lives of young people supported by The King's Trust.
- Recognition of achievements in skill development and fundraising.
- Contribution to a larger, national project.
- Reflection on personal & professional development throughout the Million Makers journey.



# MILLION MAKERS

