

LANCING BUSINESS LEADERSHIP DAY COURSE - TYPICAL WEEK

	Monday	Tuesday	Wednesday	Thursday	Friday
08.30	Parental Drop Off				
08.45	ENTREPRENEURSHIP Leader vs Manager SMART goals Personal leadership manifesto: five-year vision board.	ENTREPRENEURSHIP Negotiating new contracts and financial confidence.	ENTREPRENEURSHIP Building a Business with a Mission, finding Core Values and Mission.	ENTREPRENEURSHIP Design Thinking Process (Empathise, Define, Ideate, Prototype, Test).	ENTREPRENEURSHIP Failure is fuel: the entrepreneurial mindset of resilience.
09.45	Break				
10.15	BUSINESS STARTUP Ideation & Problem solving: Finding ideas and problem solving.	BUSINESS STARTUP Market Analysis & Competition: Sizing the market and mapping competitors.	BUSINESS STARTUP Product & Validation: Designing a minimum viable product (MVP).	BUSINESS STARTUP Start-up Financial & Legal Aspects: Cost, pricing and basic legalities.	BUSINESS STARTUP Launch Strategy & Pitch: Telling your story and securing support.
11.15	Break				
11.30	MARKETING Customer definition: finding your ideal customer and their pain points.	MARKETING Branding: Voice, visuals and creating a connection.	EXCURSION TO RATHFINNY ESTATE Students will visit Rathfinny Estate - a world-class example of long-term business strategy and high-stakes entrepreneurship built from the ground up. Students will gain firsthand insight into complex operational management, from vineyard agriculture to brand positioning in the competitive luxury market. This visit provides tangible, real-world examples of the vision, resilience, and leadership principles necessary to build a successful modern British business.	MARKETING Digital Marketing Channels: Social media, content and SEO basics.	MARKETING Guerilla Marketing: Hacking growth without a budget.
12.30	Lunch			Lunch	
13.30	HUMAN RESOURCES Recruitment & Hiring: Writing job descriptions and interviewing.	HUMAN RESOURCES The paycheck and the policy: Fair compensation and employee rights.		HUMAN RESOURCES Performance & Feedback: Giving, receiving and acting on feedback.	HUMAN RESOURCES Conflict Resolution & Retention: Conflict management and long-term strategy.
15.00	Break/Student Meeting			Break/Student Meeting	
15.30	ACTIVITIES & ACADEMIES Aerobics, Bootcamp, Drama, Football, Netball, Painting, Tennis	ACTIVITIES & ACADEMIES Card Games, Fashion Design, Rounders, Squash, Swimming, Volleyball, Yoga		ACTIVITIES & ACADEMIES Chess, Circuit Training, Dance, Dodgeball, Model-Making, Stoolball, Table Tennis	ACTIVITIES & ACADEMIES Badminton, Basketball, Rugby, Cricket, Set Design, Singing, Zumba
17.00	Parental Pickup		Parental Pickup		
	18.00		Parental Pickup		