

LANCING BUSINESS LEADERSHIP - TYPICAL WEEK

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
07.00	Wake Up								
07.30	Breakfast								
08.30	Student Meeting								
08.45	ARRIVAL DAY Students can arrive anytime, but we recommend they arrive between 9am and 6pm. EXCURSION Brighton At the Sunshine Coast students will enjoy: • Seaside Pier visit • Shopping at Churchill Square • Visit the quaint Brighton Lanes • Picnic on the beach In the afternoon students will enjoy an organised activity such as Beach Volleyball on the man-made sand courts along the seafront, or experience a flight on the British Airways i360 , the world's tallest moving observation tower.	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.	DEPARTURE DAY AND LONDON EXCURSION On Departure Day, students will leave the centre, ideally in the morning. Students departing today will not be able to join the London excursion. EXCURSION For those staying students will visit The London Bridge Experience , an interactive journey through 2,000 years of London's murky past. With live actors playing historical characters, this walk-through experience is both educational and entertaining. In the afternoon, students will walk along the South Bank to take in the iconic views of the city. Following their walk, they will have the opportunity for some free time and shopping along one of London's famous streets.		
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							
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		Free Time/Phone Time							
18.00	19.00 Dinner	Dinner					19.00 Dinner		
19.00	19.45 Evening Registration	Evening Registration					19.45 Evening Registration		
19.15	20.00 SOCIAL EVENTS Welcome Games and Activities.	SOCIAL EVENTS Karaoke Night or Soft Ball Sports (Handball, Benchball, Dodgeball, etc.)	SOCIAL EVENTS Pool Party or Trivia Night.	SOCIAL EVENTS "Amazing Race" Scavenger Hunt.	SOCIAL EVENTS Campus-Wide Art Jam	SOCIAL EVENTS Leavers' Ceremony followed by Disco	20.00 SOCIAL EVENTS Mini Olympics.		
21.15	House Meeting & Free Time								
22.30	Bedtime								