

Regional Impact Accelerators

WELCOME

Why?

Intended Outcome

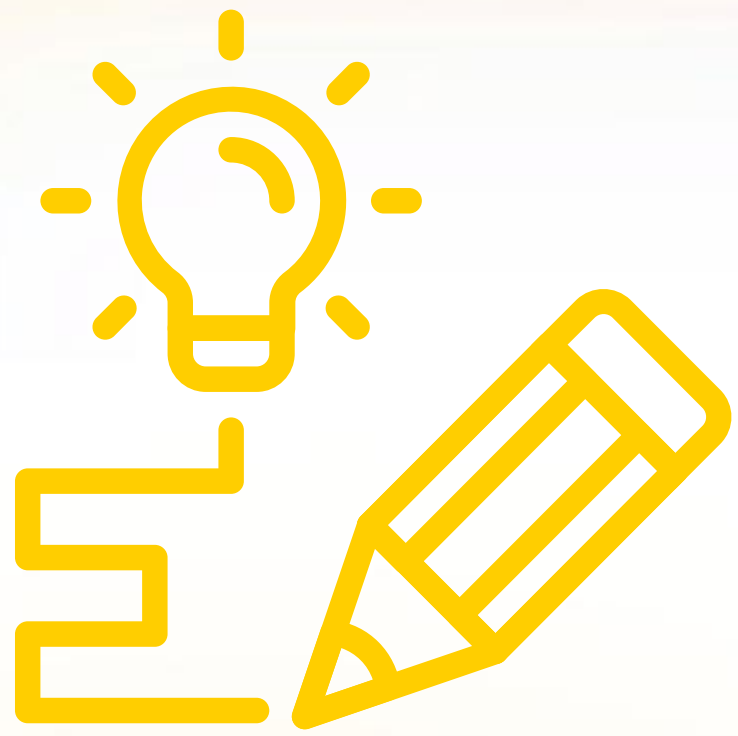


Understand what a great Enactus project looks like and how great Enactus projects address the Enactus criterion.



Understand the process of creating a great Enactus project and how to work in sprints to achieve impact.

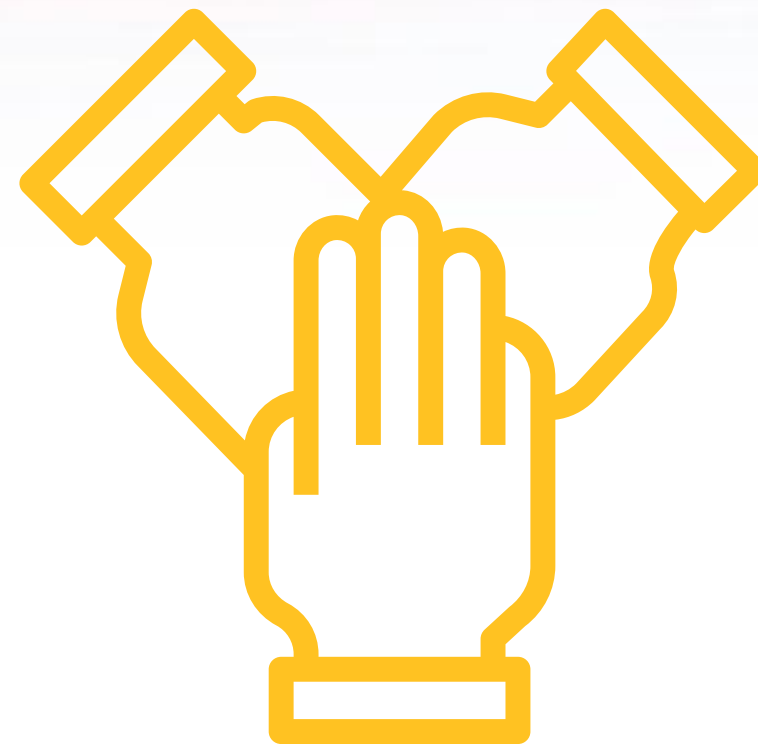
OUR APPROACH



Design Thinking



Sprints



Collaboration

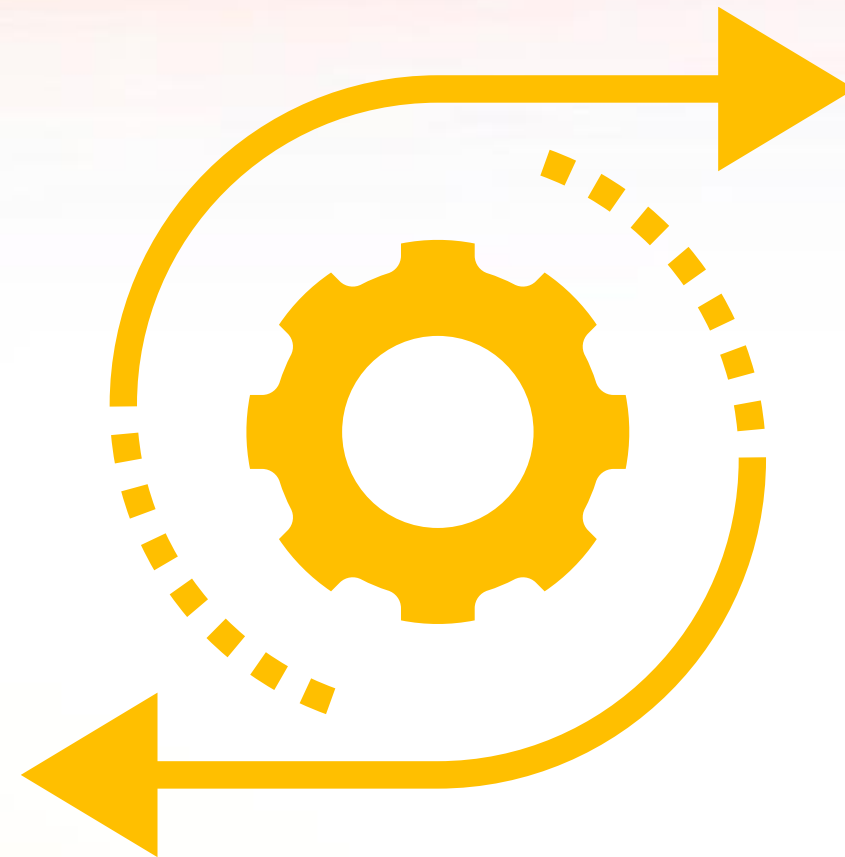


ENGAGE!

OUR EXPECTATIONS



Be Open Minded!



Switch it up!



Innovate!



Time/Energy!

Fun

LET'S GET STARTED...



“ Which Enactus team most effectively demonstrated **entrepreneurial leadership** to drive **business** and **innovation** for **sustainable positive impact** to benefit people, planet, and prosperity within the last year? ”

Entrepreneurial Leadership

- Identifying a need
- Capitalizing on opportunities by taking personal responsibility
- Managing change within a dynamic environment.



Innovation

- The process of introducing new or improving existing ideas, services, technologies, products or methodologies.



Sustainable Positive Impact

- Demonstrating a measurable, lasting improvement for people, planet and prosperity.



Business Model

- Applying a sound business model and business plan.





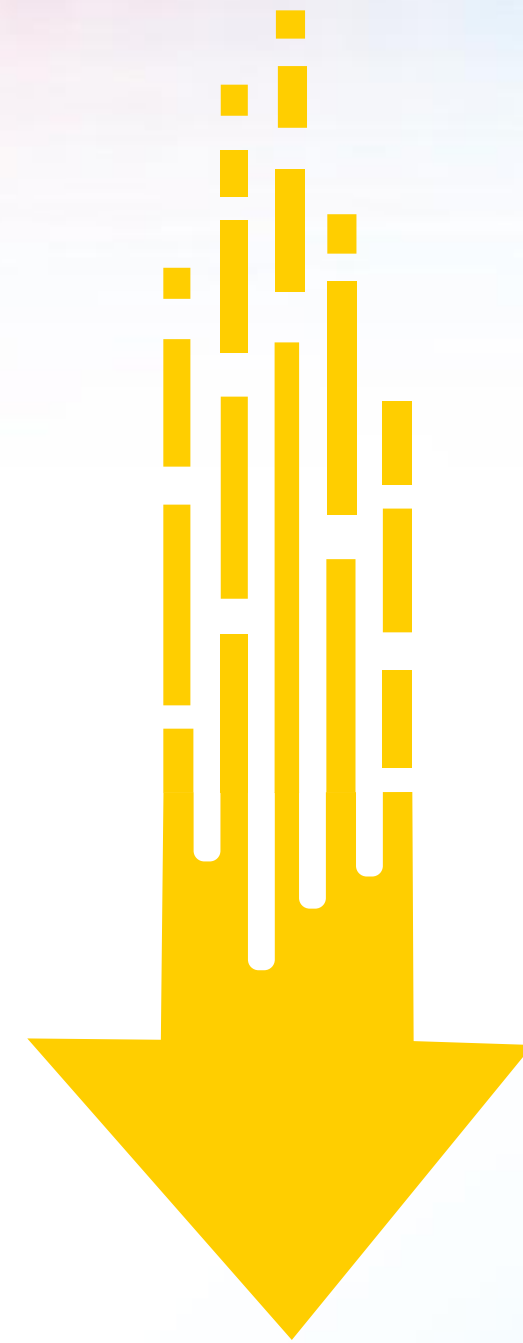
AUSTRALIA

Monash University

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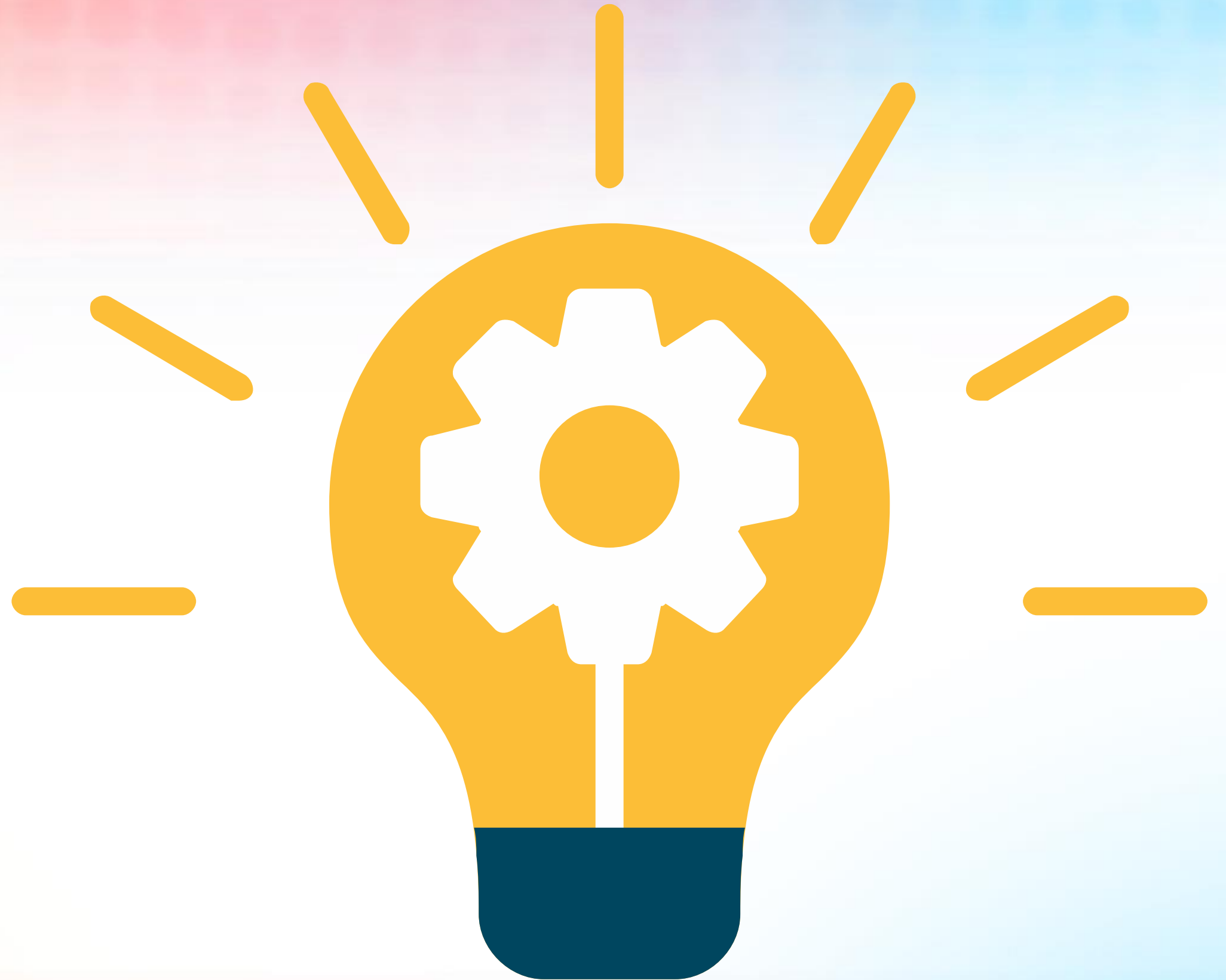
ENACTUS APPROACH

- 1 PROBLEM
- 2 NEED(S)
- 3 INTERVENTION(S)
- 4 OUTPUT(S)
- 5 OUTCOME(S)



THE PROBLEM

What would
happen if we
jumped straight to
the solution?





“Fall in love with
the **problem** not
the **solution**”



*“If I had an hour to develop an idea, I would spend **55 minutes** focusing on the problem and 5 minutes on the solution”*

Einstein

ACTIVITY - RESEARCH

HOW?

WHERE?

WHY?!

WHAT?



Go Broad!

EXAMPLE: FOOD POVERTY

one in 10 children live in food poverty

9.3 million adults experienced food insecurity in January 2023
4.7 million people (7%) in the UK were in food insecure households.

UK's rate of food poverty is among the worst in Europe.

3.2 million adults (6.1 per cent of households) reported not eating for a whole day because they couldn't afford or access food.

For children living in food poverty, a [free school meal](#) could be the only guaranteed hot food they eat in a day.

Over half (53.8 per cent) of universal credit claimants faced food poverty in January.

rising food prices were a “major future concern” for them.

Most people who fall into food poverty struggle because their income is too low or unreliable

Individuals living with long-term health conditions, women, and people from Black, Asian, and minority ethnic backgrounds were more likely to express anxiety about the cost of food

one in four (29 per cent) of people are skipping or going without food

Food banks having to change their opening times so people can pick up food outside of working hours. One in five people referred to a food bank in the Trussell Trust network are from working households,

WNO 2

ACTIVITY - PROBLEM STATEMENT

I am...

(A narrow description of the beneficiary - not you! that highlights their motivation, attributes and characteristics)

I am trying to...

(desired outcome)

But...

(Problem or barrier)

Because...

(Root cause)

Which makes me feel...

(emotion)



Go Narrow

EXAMPLE: PROBLEM STATEMENT

I am... a single mum of 2 kids under 10, working part time, often skipping meals to feed my family but determined to provide a stable, nurturing environment for my children.

I am trying to... ensure a consistent and healthy food supply for my family

But... Face significant barriers to finance constraints, limited resources and education on how to escape food poverty.

Because... I have a low income, rising living costs, insufficient support and a lack of education on healthy cheap nutritious meals

Which makes me feel... Overwhelmed, anxious, worried I'm a bad mum.



Go Narrow

IDEAL WORLD

What else could you do to find out more?



IDEAL STATE



**PROBLEM
STATEMENT**



Don't stop with an incremental Ideal State, or an Ideal State that describes solutions that already exists today.





In a perfect world...

Bold statement of a future state that is borderline unachievable (perfect outcomes, not specific solutions)



The biggest benefit to me is...

The improvement in the beneficiary's life once the Ideal State is achieved.



Which makes me feel...

Emotion

EXAMPLE: TRUSSELL TRUST

In a perfect world **foodbanks wouldn't need to exist as everyone would have access to healthy nutritious food.**

The biggest benefit to me is a **just, compassionate world, where I never need to worry about hunger.**

Which makes me feel **safe and able to focus on my life goals.**





In a perfect world...

Bold statement of a future state that is borderline unachievable (perfect outcomes, not specific solutions)



The biggest benefit to me is...

The improvement in the customer's life once the Ideal State is achieved.



Which makes me feel...

Emotion

THE NEEDS

PROBLEM



NEEDS

ACTIVITY - NEED BREAKDOWN

HEARING

THINKING

SEEING

FEELING



ACTIVITY - NEED EXAMPLE



PRO - TIPS



- ✓ Be specific!
- ✓ Use Empathy!
- ✓ Go for Quantity - Volume is good!
- ✓ Work together! Build on the Ideas of Others
- ✓ Think literally!

IDEAL WORLD

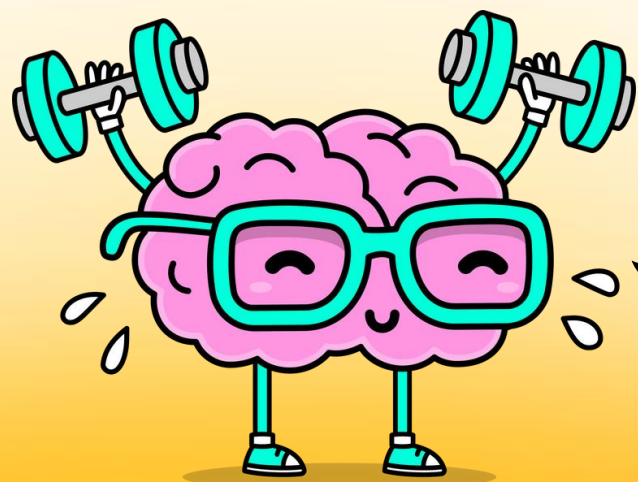
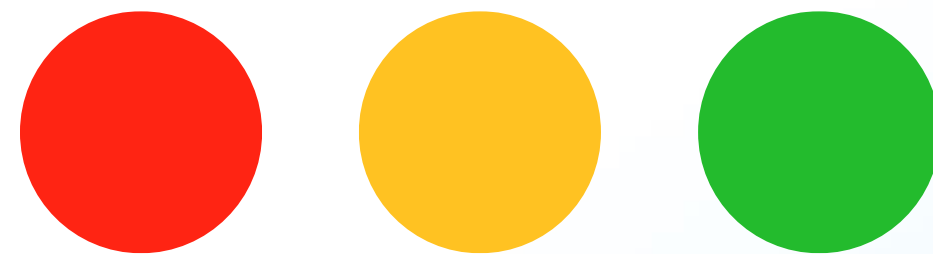
What else could you do to find out more?



ACTIVITY - NEED REVIEW

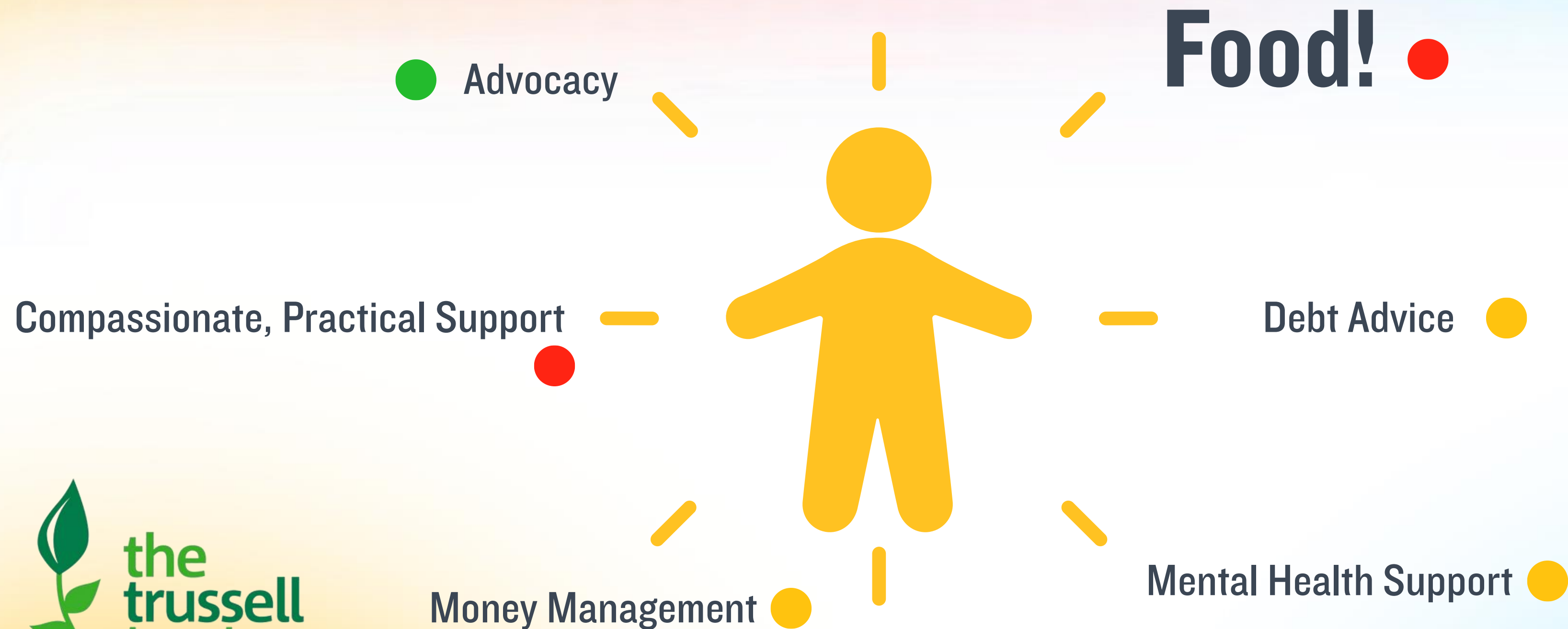


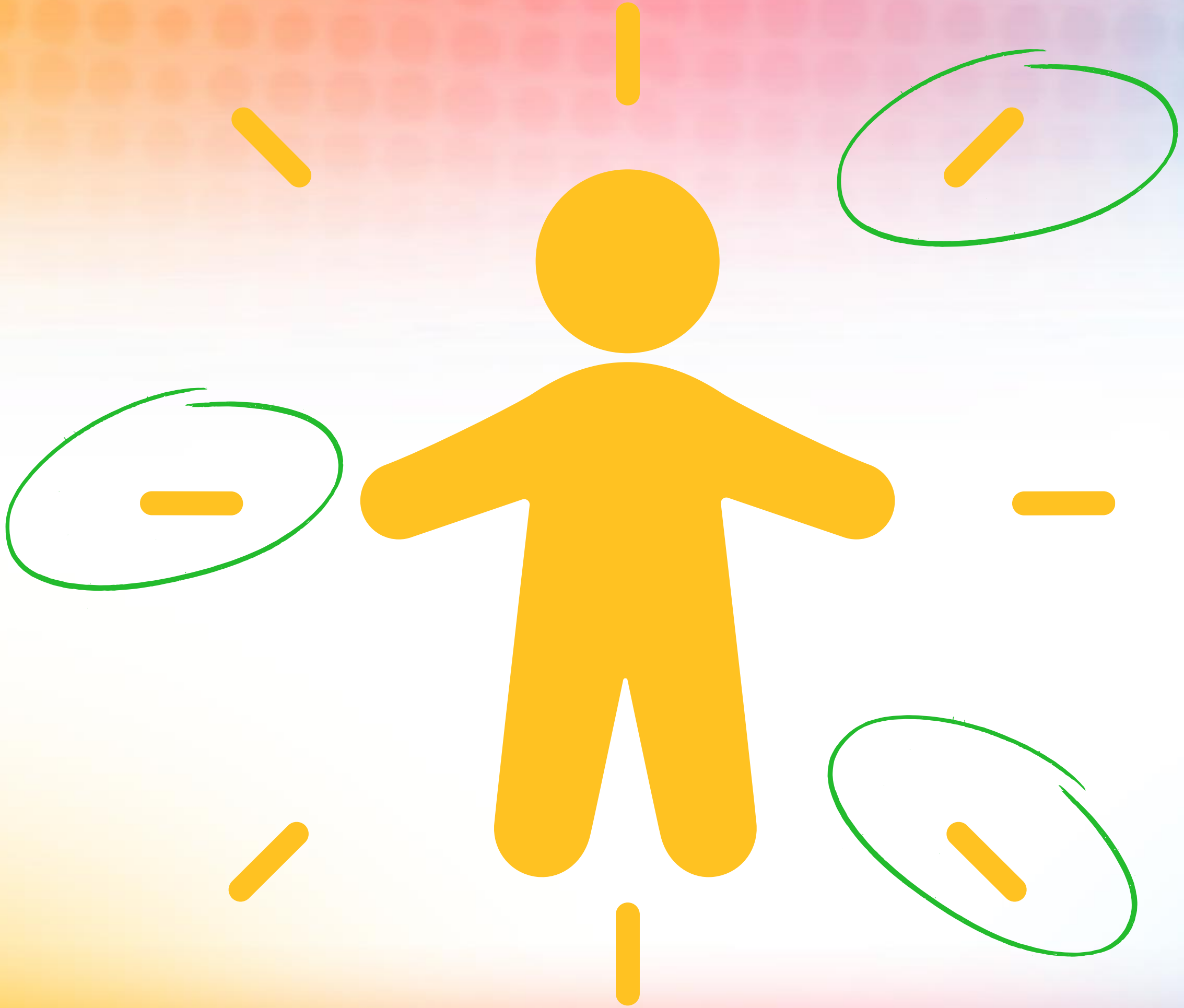
Identify using a RAG scale
the severity of the needs
identified.



Red. Amber. Green

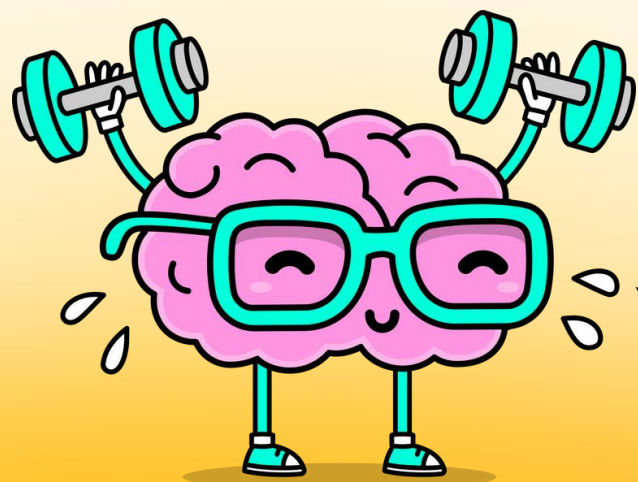
ACTIVITY - NEED EXAMPLE





ACTIVITY - RESEARCH

Each member of your team spends 5 minutes doing a deep-dive on organisations addressing the need(s) you have identified.



Go Deep



INTERVENTION IDEATION



*“Insanity is doing the same
thing over and over and
expecting different results”*
Einstein



ENERGIZER - SUPERPOWER



- **Molecular Manipulation**
- **Reality Warping**
- **Size Alteration**
- **Teleportation**
- **Time Manipulation**
- **Virtual Reality**



“The best way to get a good idea is to get lots of ideas, then throw the bad ones away.”

Linus Pauling



ACTIVITY - CRAZY 8's

Idea One

Idea Two

Idea Three

Idea Four

Idea Five

Idea Six

Idea Seven

Idea Eight

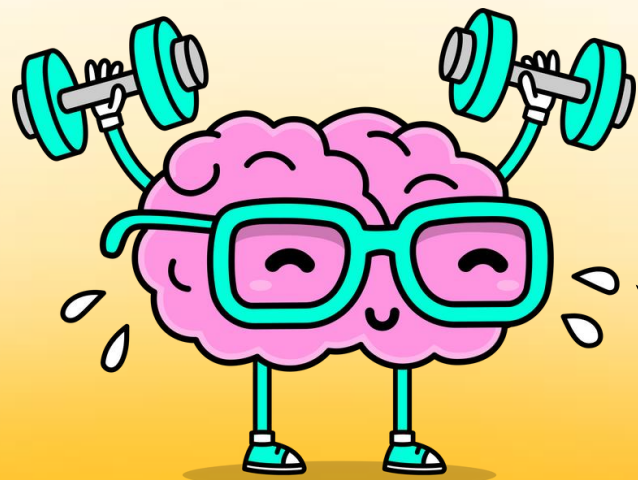


Be Wild

ACTIVITY - YES AND...

NO

BUT



Be Wild

PRO TIPS



- ✓ Encourage Wild Ideas - Be Bold!
- ✓ Be Open-minded - Be inclusive!
- ✓ Go for Quantity - Volume is good!
- ✓ Work together! Build on the Ideas of Others
- ✓ Keep moving! Power through the slump!

Stay focussed on the beneficiary's needs!

SUPERCHARGE INNOVATION

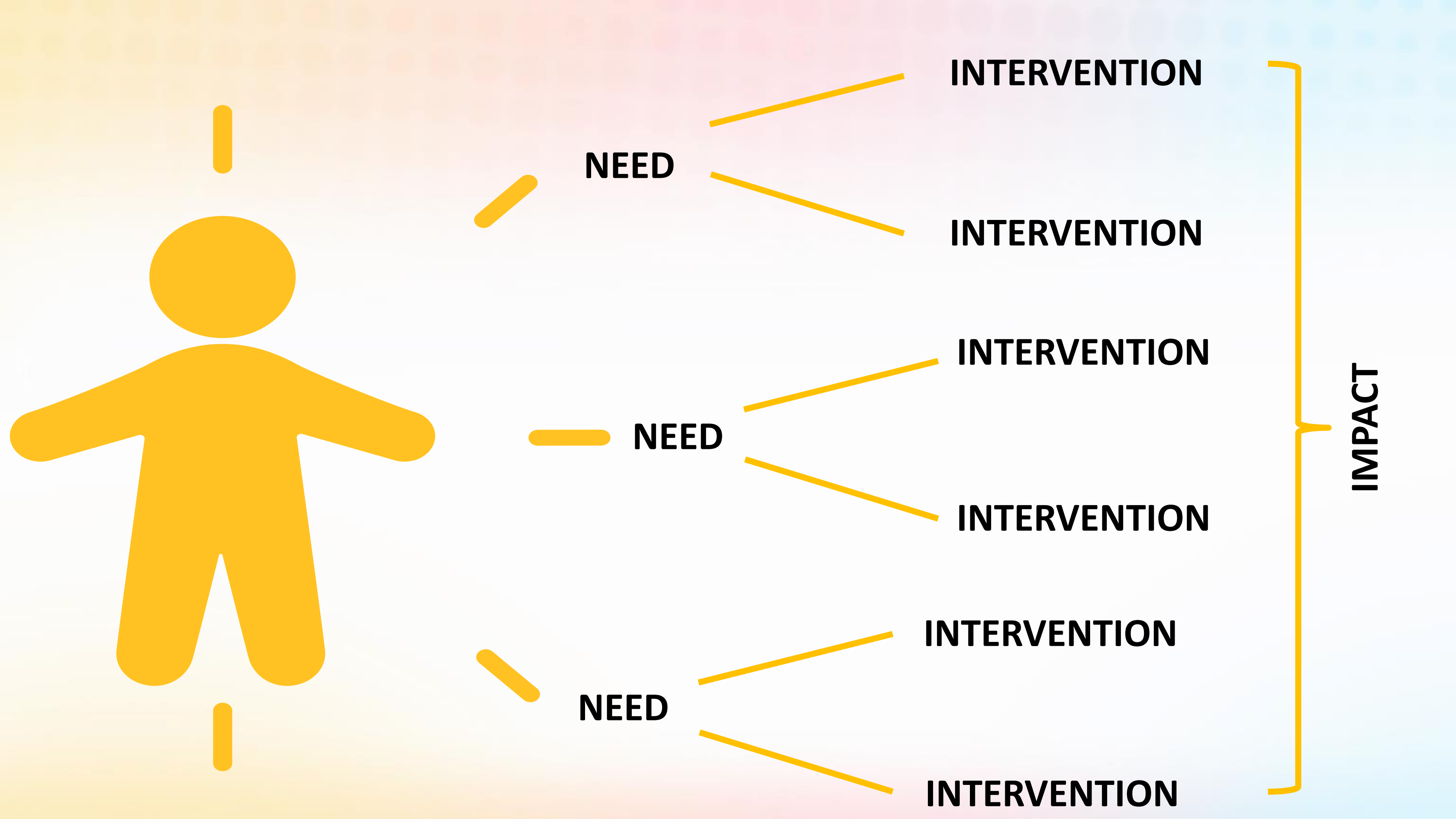


ACTIVITY - VOTE



VOTE

INTERVENTION MAP



NEED

INTERVENTION

INTERVENTION

NEED

INTERVENTION

INTERVENTION

NEED

INTERVENTION

INTERVENTION

IMPACT

PRO TIPS



- ✓ Keep it simple
- ✓ What **NOT** How
- ✓ Intervention must be a direct solution to the need
- ✓ Holistic Approach – Think Maslow’s Hierarchy!

Stay focussed on the beneficiary’s needs!

BUSINESS MODEL

For Enactus, a business model is a strategic framework that defines how the project creates, delivers, and balances social and environmental impact alongside financial sustainability, often known as the triple bottom line.



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ACTION!



“The fastest road to success is to fail early, fail often, but always fail forward”

What's stopping you from taking action NOW?

ACTIVITY - ACTION PLAN

What specific actions do you need to do to take action NOW?

Who can help you take action NOW? How will you contact them?

What resources do you need to take action NOW?

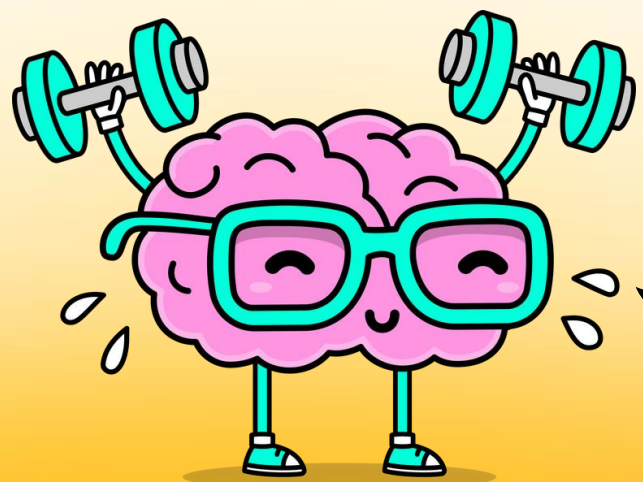
What's stopping you from taking action NOW?



Be Specific

ACTIVITY - ACTION PLAN

If not **NOW**,
then **WHEN?**



Be Specific



**“Feel comfortable
building the plane
whilst flying it”**

THANK YOU

