



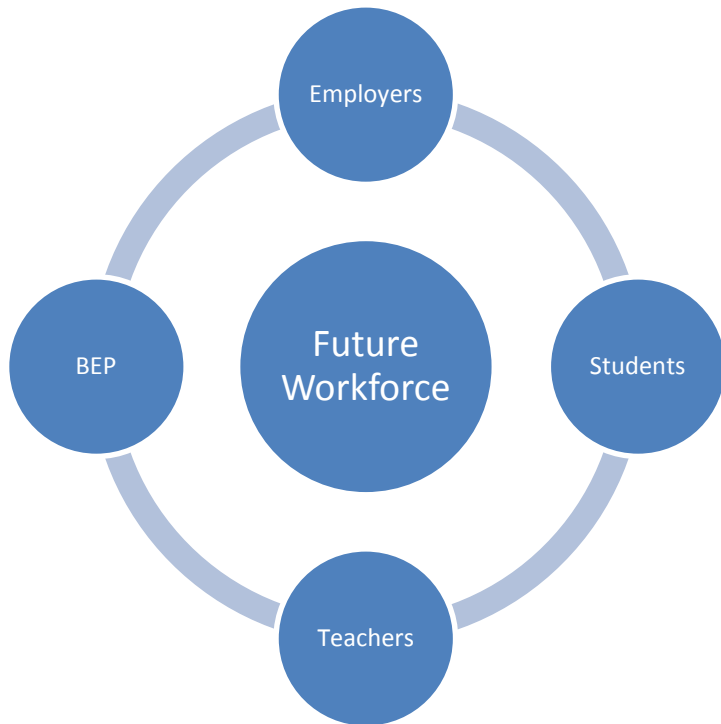
# **Business & Education Partnership of Waterloo Region**

## **Entrepreneurship and Education ONE Workshop**

**Allison Mitchell, Program Director**



# Business & Education Partnership



- Career exploration for youth
- Provide experiential learning opportunities for students
- Started in 2002
- Hundreds of industry volunteers
- Reached 12,000+ students in Waterloo Region in 2014/2015 school year
- Community Partners with JA of Waterloo Region



# Our Programs

- Speakers Bureau
- ZOOM Career Days
- Apps4Learning
- Pitch Days
- Challenge Days



# What is Challenge Day?

Students...

- partner with a local business
- work on a real business challenge
- apply the ICE approach to address the challenge
- pitch their solution(s) to the company at the end of the day
- Grade 11 & 12 students in SHSM



# Goals of Challenge Day

Students will...

- participate in an authentic learning experience involving the local business community
- learn/develop essential business skills
- experience the “entrepreneurial spirit”
- make connections within the business community



# Essential Business Skills

Innovation, Creativity, Entrepreneurship

Collaboration

Presentation/Pitch Skills

Communication

Problem Solving

Strategy

Critical Thinking

Brainstorming



# Key Partners

- Education – School Boards, Teachers & Students
- Local Business Community
- Business & Education Partnership
- Communitech



# Business Community

## Examples of Participants:

- Canadian Tire Lab
- Communitech
- D2L
- KW Symphony
- Manulife RED Lab
- TD Labs
- Teledyne DALSA
- Thalmic Labs
- Open Text
- Other start ups





# Companies: Why Participate?

- Opportunity to influence future talent to consider their industry
- Develop skills of the future talent
- Mentorship opportunities for their employees
- Gain new/fresh perspectives that students can bring to a challenge



# Company's Role

- Provide a challenge
- Talk to the students about the company, provide a tour if applicable
- Company representative available throughout the day to answer questions
- Expose students to the problem solving methods used by the company



# Agenda

- Students on-site with the business where possible
- Company presents students with challenge and give background/tour of the company
- Students work on Challenge using the ICE toolkit
- Break for lunch – company representatives encouraged to talk about their career path
- Students resume their work for the afternoon
- At the end of the day, students present solution(s) back to the company representatives



# Challenges

How Might the students help  
**Canadian Tire** to better engage  
their customers inside the stores  
using mobile devices and social  
media?



# Challenges

How might students help **Manulife** create a powerful mobile application through the use of rapid prototyping ideation, concepts and tools that will disrupt the financial sector and therefore improve customer experiences?



# Challenges

How might the students help **Charity Republic** improve the user experience of their volunteer management software?



# Challenges

How might the students help **D2L** apply leanUX design practices to improve the usability of the Brightspace platform?

(students will learn how to assess needs, design a functional solution, create paper prototypes, and test their solution with a target audience.)



# History of Challenge Day

- 2015-2016 is our 5<sup>th</sup> year for the program
- Program developed out of a focus group involving education, Communitech, and business
- ICE toolkit has been incorporated into the event





# Student Feedback

- “Great chance to work as if in the real world alongside real people and the challenge they are currently facing.”
- “Exceptional! I feel that I have gained so much knowledge and experience. I have a whole new understanding of the possibilities of my future. Overall such an amazing day, I absolutely loved it.”



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