

BAFL: Business as a Foreign Language

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Careers Service
where opportunities begin

Outline of Session

- A tale of three workshops
- A question
- A café
- A shared resource

Speaking the same language (AHRC funded student-led workshop)

Speaking the Same Language

*a space for postgraduate artists
in Music and English*

*from Durham, Newcastle and Queen's
Universities*

**a day to discuss and explore how to enable and sustain
your role and practice as an artist with fellow students
and professional arts practitioners**

**on 7 January 2014 at Culture Lab, Newcastle University
10am to 4pm**

topics to include:

*-money
-audience
-connections
-impact
-how to keep going as an artist especially beyond the university*

To apply, email

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**This is a free event, funded by the AHRC Collaborative
Partnership in association with Durham, Newcastle and Queen's
University Belfast.**

- Dialogue/ exchange between PG English and Music students from 3 institutions
- Use of language underpinned project
- Highly directed marketing strategy
- Delivered by students and practitioners
- Low uptake – high praise

Where next? Aka Solvers

“Where Next? – Exploring impact, increasing commercial awareness and enhancing your employability.”

Thinking about the future? What will your next move be after your PhD? Perhaps you are thinking about academia, or taking a job, becoming a freelanceor maybe you are undecided. This session helps you think about your skills and attributes, explores the ways that we can make an impact with our research and develops commercial awareness.

- Interactive workshop for PGs and PGRs
- Working in teams on a real life issue
- Practical knowledge and skills through experiential learning
- Learning about business but also gaining skills which are applicable in a range of contexts
- Marketed through Doctoral Training programme
- Excellent feedback

Creative Careers Workshop: Self-employment in the creative industries

'a chance to explore how to enable and sustain your role and creative practice beyond university. Topics will include money, audience, connections, and how to develop a strong identity in a competitive market'

- Part of core Careers Service offer
- Introductory / awareness raising
- Central marketing strategy
- Main lead – control over language
- Positive feedback – increase in engagement

'I found this session really useful for considering the skills I've developed during my studies in a completely different way. As a Literature PhD student I was not sure what I could bring, or gain, from a session on commercial awareness and business, but I was proven wrong. I would thoroughly recommend this to all Arts PGRs'

*I had no clear expectations of the day but found the real live examples of working as an artist both inspiring and motivating.
.....to bring creative practitioners together to think about common issues in a creative way, taking their identity as creative individuals into account, is hugely beneficial*

I found this session very interesting and engaging: a variety of group activities helped me see the wider possibilities of applying the skills that I have acquired during my PhD (and it also helped me recognize skills that I had not realised that I possessed).

BAFL

- Issues with engagement when using dominant discourses of enterprise and entrepreneurship
- Gets in the way of engaging students, who don't see the relevance to them
- Yet it matters to know, to make useful, to demystify, to help them develop their practice
- Some words work – *creativity, social value, freelance*
- Others are more problematic – *networking, product, market*

World Café

- World café is a technique for finding solutions and innovative possibilities for action through free flowing discussion
- Provocations/issues on each table
- 10 minutes at each table, thinking divergently and brainstorming
- Writing ideas, drawing pictures on the “tablecloth”
- Work with different people each time you move
- Ideally have a facilitator at each café table to pass on the brainstorm as each new group arrives

World Café

- Build on other people's ideas – “Yes, and” not “Yes, but”
- Final Round – 20 minutes
- **Convergent thinking**
- Combine ideas, refine, reject, select
- Focus on the ideas and solutions with the most potential
- Handout – provides full details and the algorithm for enabling people to work with different people on each table

The BAFL Café

- Visit two tables and work with different people
- Respond to the provocations
- The Good – particularly useful, acceptable, translations where needed
- The Bad and the Ugly – terms which are especially problematic, how can we deal with the issues, translate them?
- We will ask you to move to the second table half way through
- Sheet of words as a prompt but please draw on your vast experience

Thank you!

- Thanks for your participation
- We will collate and share the results