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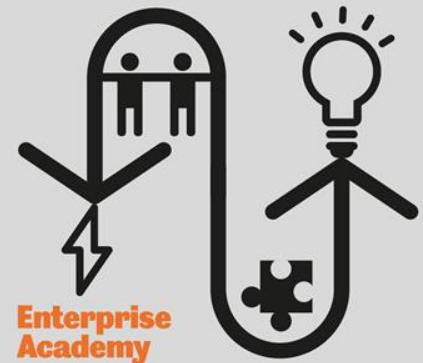
Sustaining impact in enterprise education through cultural change

Anna Nibbs, Ali Riley, Gary Wood

IEEC 2016

9th September 2016

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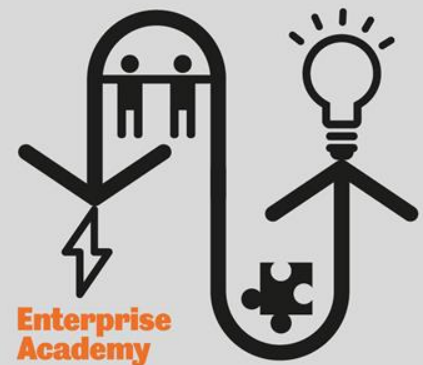


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Effecting cultural change in enterprise education at TUoS:

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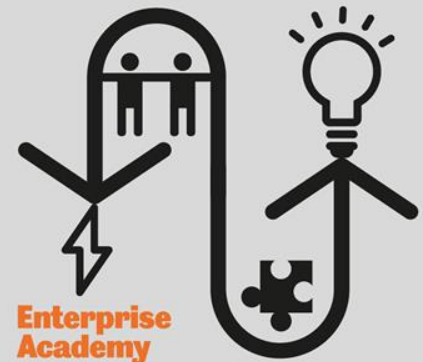


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What changes have others planned for?

- More 'joined up' approaches across institutions
- 4 year strategy
- Broader reach beyond management students
- Analysis and mapping
- Getting senior management buy-in
- Structured communications

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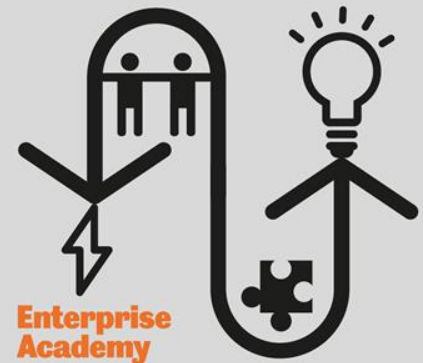


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How have others been able to effect change?

- Mapping what is already happening
- Celebrating success – telling stories
- Using LCC to present ideas to stakeholders/ management
- Leveraging surprises/ external changes
- Champions

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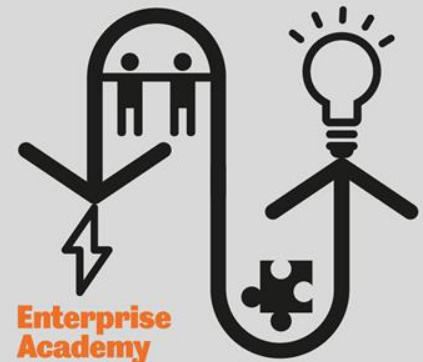


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Barriers that others have encountered:

- Lack of coordinated action and leadership
- Senior management buy-in lacking
- Funding/resources
- Battle of priorities between teaching and research
- Slow progress

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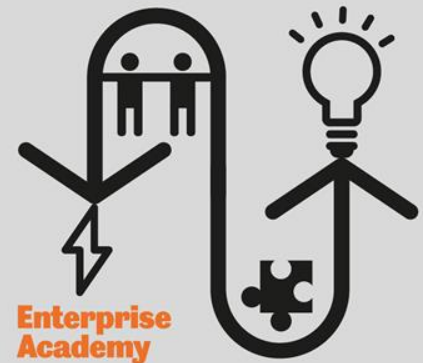




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Video – Rita Klapper

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Activity:

- Decide: what is your main aim in effecting cultural change towards enterprise in your institution? Can be small or large.

(e.g. get buy-in from my VC, build a better relationship with academic staff)

- Organise into groups based on key themes
- Begin to fill in the LCC to plan

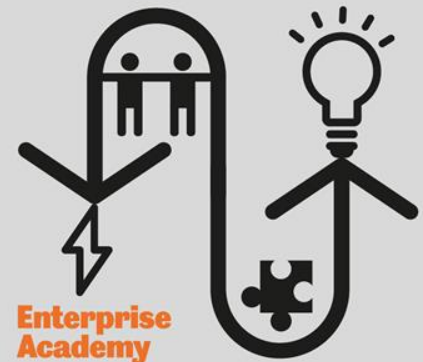
for change:

Vision

Stakeholders

Activities

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Activity:

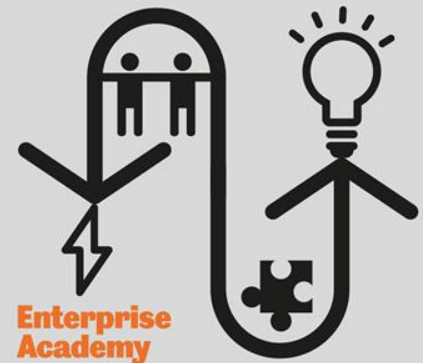
- Split into groups of 4-5
- 5 minutes – share current areas of change you wish to drive forward. Agree on one change to look at together.
- Begin to fill in the LCC to plan for this change

Vision

Stakeholders

Activities

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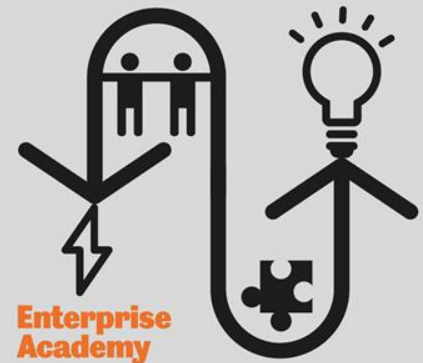


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Help each other!

- What has worked for you?
- What hasn't?
- How can we prioritise?
- Where can we have the largest impact?
- How can we make change sustainable?

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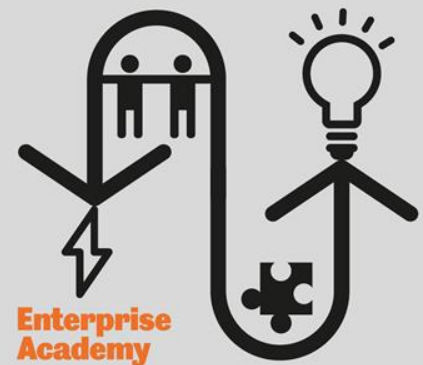
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Feedback and discussion

Outcome: what are the top three actions we can take as enterprise educators to effect cultural change in educational institutions?

- 1.
- 2.
- 3.

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