Letting go of what you know: Co-designing enterprise activities

by Cath Caldwell
Central Saint Martins:

Opt-in weekly enterprise group for BA and MA Graphic Communication Design
There is a danger that [in education] embedded easily becomes invisible

(creative industries practitioner, March 2006)*
Source Creating Entrepreneurship: entrepreneurship education for the creative industries HEA art, Design and Media Subject Centre 2007
“I can’t deal with it”

“not for me”

“too busy freelancing”
Delivered

Self-directed
Opt-in attendance for Graphics Enterprise Group at Central Saint Martins

Students from BA Graphic Design and MA Communication Design N = 540
As a result of my involvement in this group I think more about life after graduation.

- 50% strongly agree
- 26.7% agree
- 20% neither agree nor disagree
- 3.3% disagree
I benefitted from being involved in the planning and organising of events/talks/portfolio reviews

- **36.7%** strongly agree
- **16.7%** agree
- **43.3%** neither agree nor disagree
- **0%** disagree
Nearly there

Practice intellectual humility
You are still an expert
Let go of preconceptions

“Intellectual humility. Without humility, you are unable to learn.”
Laslo Bokk from the Harvard Business School
Prepare for setbacks

Be empathetic

Rethink digital comms
thanks

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