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

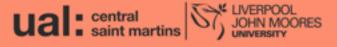
by Cath Caldwell





Central Saint Martins:

Opt-in weekly
enterprise group
for BA and MA
Graphic
Communication
Design





GCD ENTERPRISE . GCD ENTERPRISE . GCD ENTERPRISE .

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Fromed an information

Schedule for GCD Enterprise 2016

SPRING TORM EVENTS 10:00 to 11:00wn

900

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ARREST MAN Ray Skiller How to work as ... For Easter

a freelancer without being your mind.

AMERICAN COMMANDS

Employability Skiller

AMERICAN STATE

Cath and Fred Dealin

I want to know my righted An expensation to properly option and represents. MEANUR DISC FORE

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MARCH STR AND WITH Regree Prop Lassements

Introduce GCD Enterpressure TERM CNCS WITH MARCH

SUBMITE TERM EVENTS IN F2014 101-000 to 11-200-pm

TERM BEGINS 16TH WYOL

I want to our my own studie Starting or your own solubs.

-I want the world to see

I want to see my interview

I want the world to see

I want to survive my first year of freedomes practice.

Third years Degree Show

My work from Egital perfects some from the property of the pro

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my work (2)

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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

"not for me"

"too busy freelancing"



Source: Heartland Institute @ heartland.org

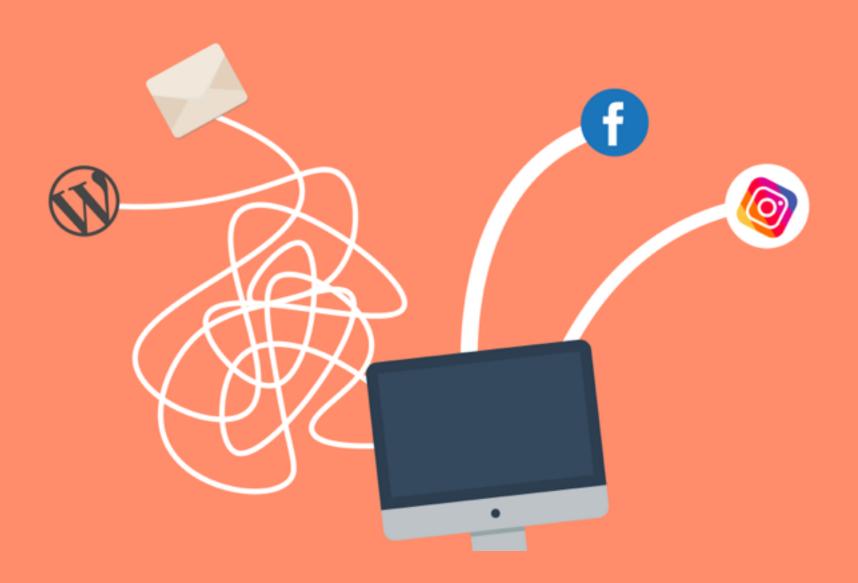
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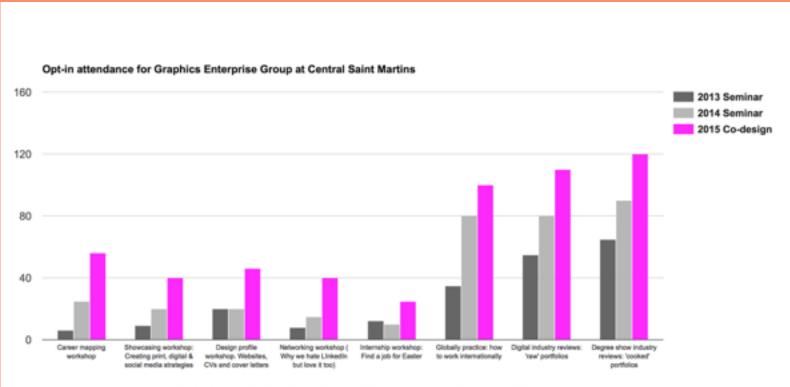






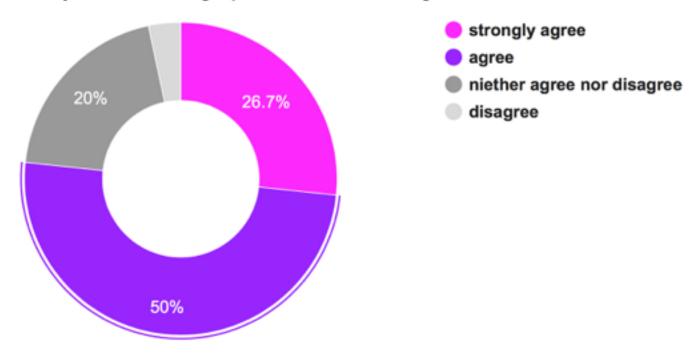




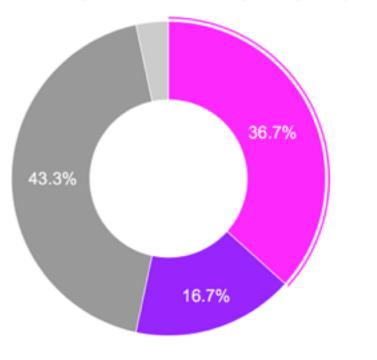


Students from BA Graphic Design and MA Communication Design N = 540

As a result of my involvement in this group I think more about life after graduation.







- strongly agree
- agree
- niether agree nor disagree
- 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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Senior Lecturer Graphic Communication Design
And

Academic Coordinator for Careers and Employability Central Saint Martins, University of the Arts London

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