

Blog Post for EEUK: Exploring Entrepreneurship for Creatives at UAL

By Louise Harman, Senior Enterprise Officer, University of Sussex

As an Enterprise Educator at the University of Sussex with a humanities background, I spend much of my time encouraging students to think creatively, no matter their discipline. I've always been fascinated by how creativity and critical thinking intersect with innovation and my role at the University of Sussex now allows me to explore this. This year, as part of my professional development, I pitched for the Richard Beresford Award and was excited to receive the funding to attend the *Entrepreneurship for Creatives* course at UAL - Central Saint Martins, run by Creative Consultant Alison Branagan.

This course gave me a chance to step back into an art school environment and before day 2 I had a sheet of A3 paper wrapped around my leg as a leg warmer design to learn more about intellectual property, proving nicely that enterprise education can be creative. We covered a vast amount of practical enterprise skills throughout the four days to embrace how to profit from opportunity along with getting to network and learn from guest speakers: exploring their unconventional journeys with entrepreneurship and the impact they have had through their work.

I took a great deal from this course but the key message I feel is most important to reiterate is that entrepreneurship education is at its best when it can be seen as a viable path for all, not just those who have a level of comfort with the word. Creatives and those from non-typical business backgrounds have a lot to offer the world as they tend to have to think, feel, create, and perform. They also are well versed at sitting with uncertainty and are intuitive, qualities that perhaps are undervalued in the UK education system because these 'ways of being' are hard to quantify. As enterprise educators, we need to do all we can to ensure we are promoting entrepreneurship education as flexible and innovative in itself to attract and support diverse cohorts. This is vital, as we need problem solvers and innovators from all sectors, not just for their singular ideas but for the immense value there is in multidisciplinary collaborations. Something that is needed more than ever.