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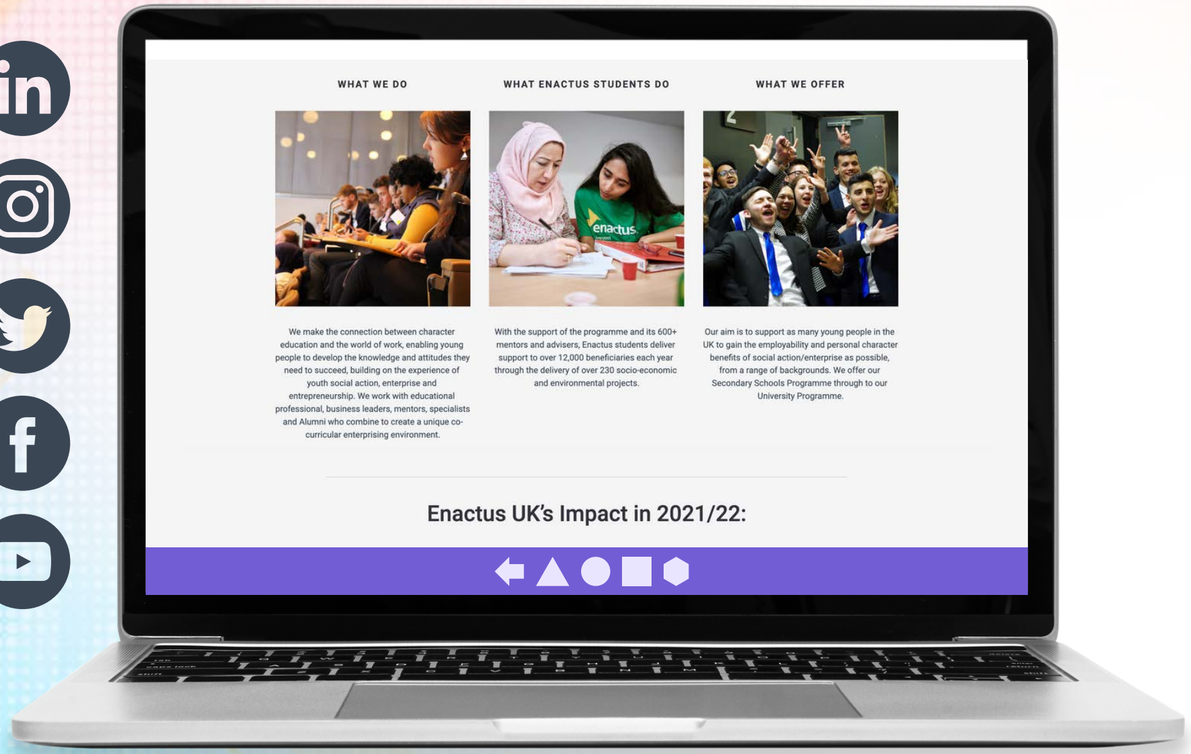
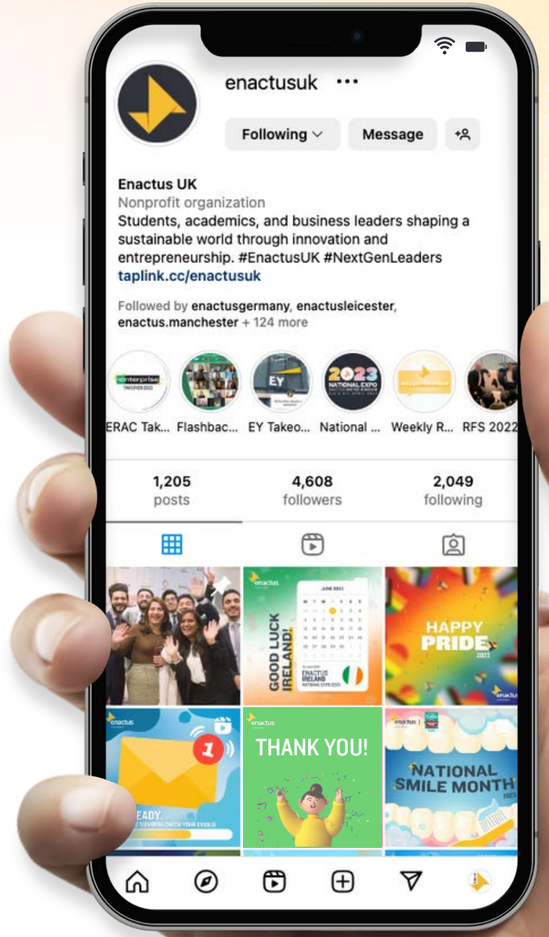
@EnactusUK
on social media!

Or **visit us** at
www.enactusuk.org

Not **following** us on Social Media? Go on, have a nosey...





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#EnactusUK #WeAllWin #NextGenLeaders, @EnactusUK

WELCOME BACK

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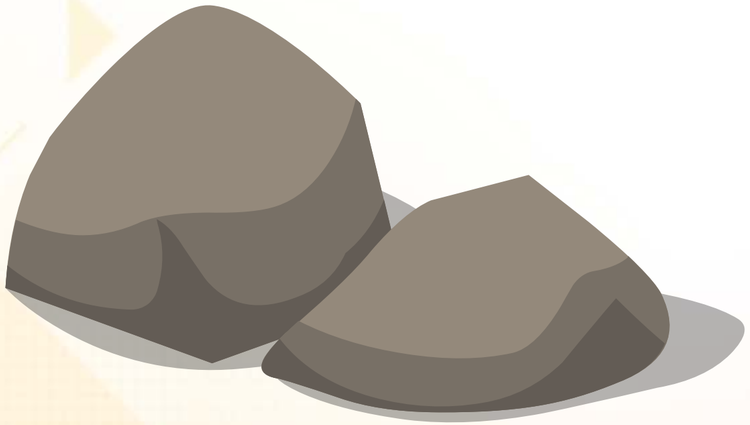
Rock, Paper, Scissors

Championships 2022



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ENACTUS UK SPRINT

Unilever

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LETS GET STARTED...

The Challenge

- Presentation (3 mins) + q&a
- Innovation
- Sound Business Principles
- Sustainable Positive Impact

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- **Empathy** Mapping
- **Problem** Statements
- **Ideal** State
- **7 to 1:** Idea Factory
- **Voting** Time
- **Story** Board

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15 Minute Sprints

R&Co 4 Generations

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*Which Enactus team most effectively demonstrated **entrepreneurial leadership** to drive **business** and **innovation** for **sustainable positive impact** to benefit people, planet, and prosperity within the last year?*

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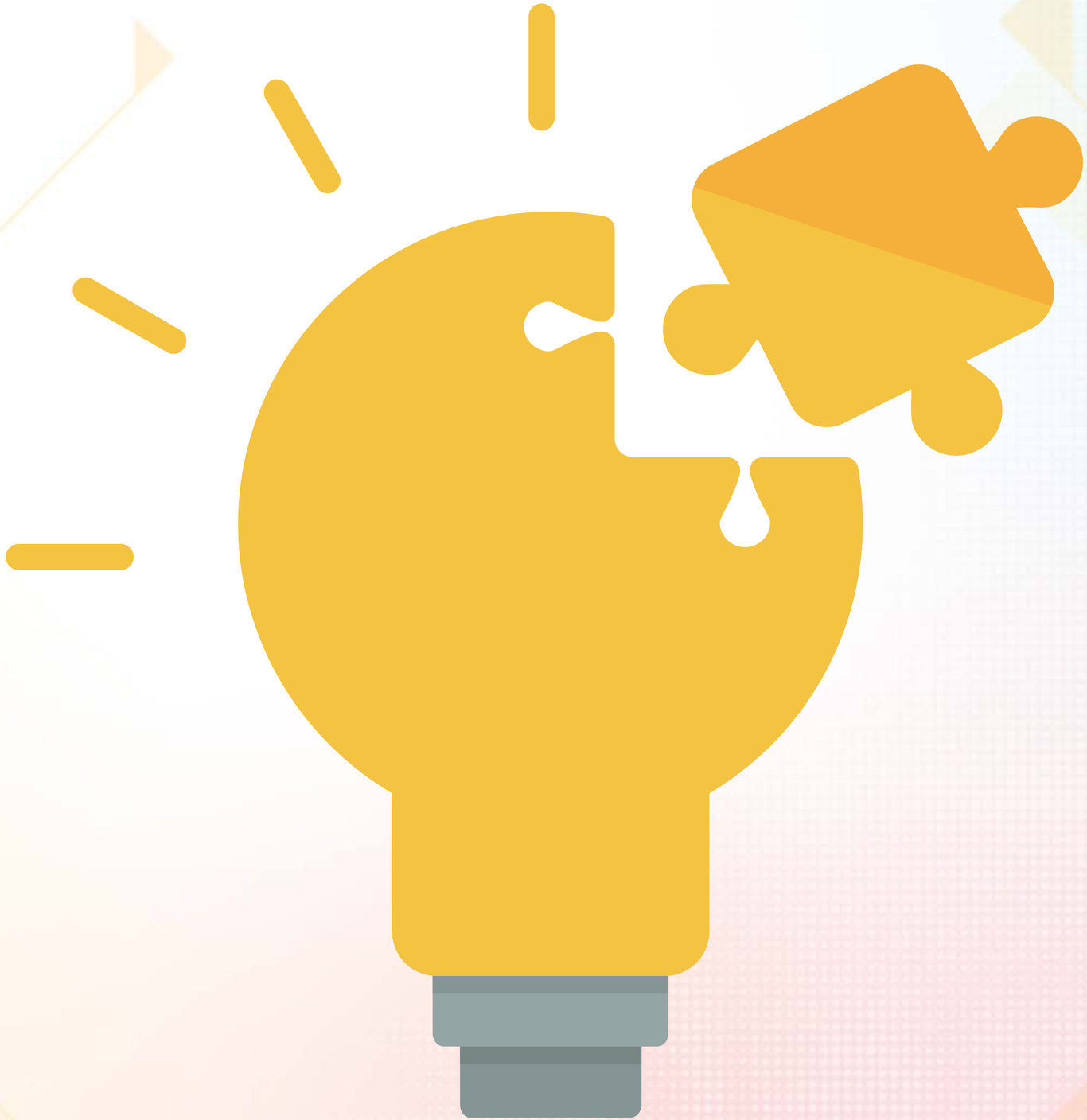

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STEP 1: EMPATHY

Empathy mapping

pain
fears, frustrations, challenges

gain
wants and needs, goals, success

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STEP 2: PROBLEM STATEMENT

- I am...
- I am trying to...
- But...
- Because...
- Which makes me feel...

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STEP 3: IDEAL STATE

In a perfect world...

The biggest benefit to me is...

Which makes me feel...

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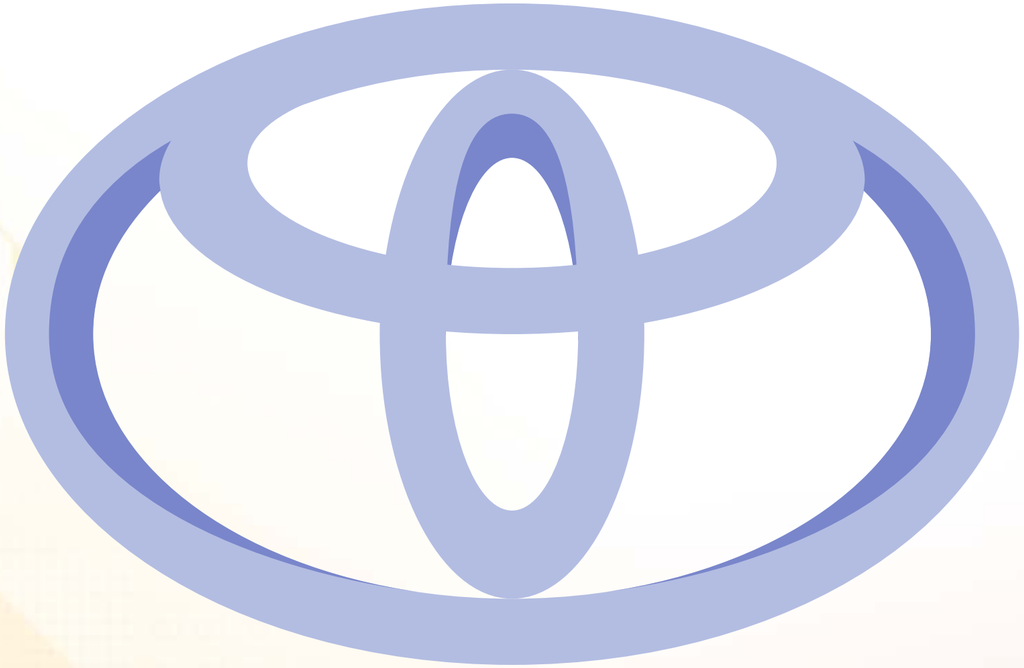

In a perfect world **vehicles never break down**

The biggest benefit to me is **I never worry about breaking down**

Which makes me feel **safe and confident when I drive**

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In a perfect world...

The biggest benefit to me is...

Which makes me feel...

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COMFORT BREAK

Empathy Mapping

Problem Statements

Ideal State

7 to 1: Idea Factory

Voting Time

Story Board

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STEP 4: 7 to 1

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- What if you had £1 million?
- What would a 5 year old do?
- What is a crazy idea that would never work?
- What if you had to create a physical product?
- Could animals help you?

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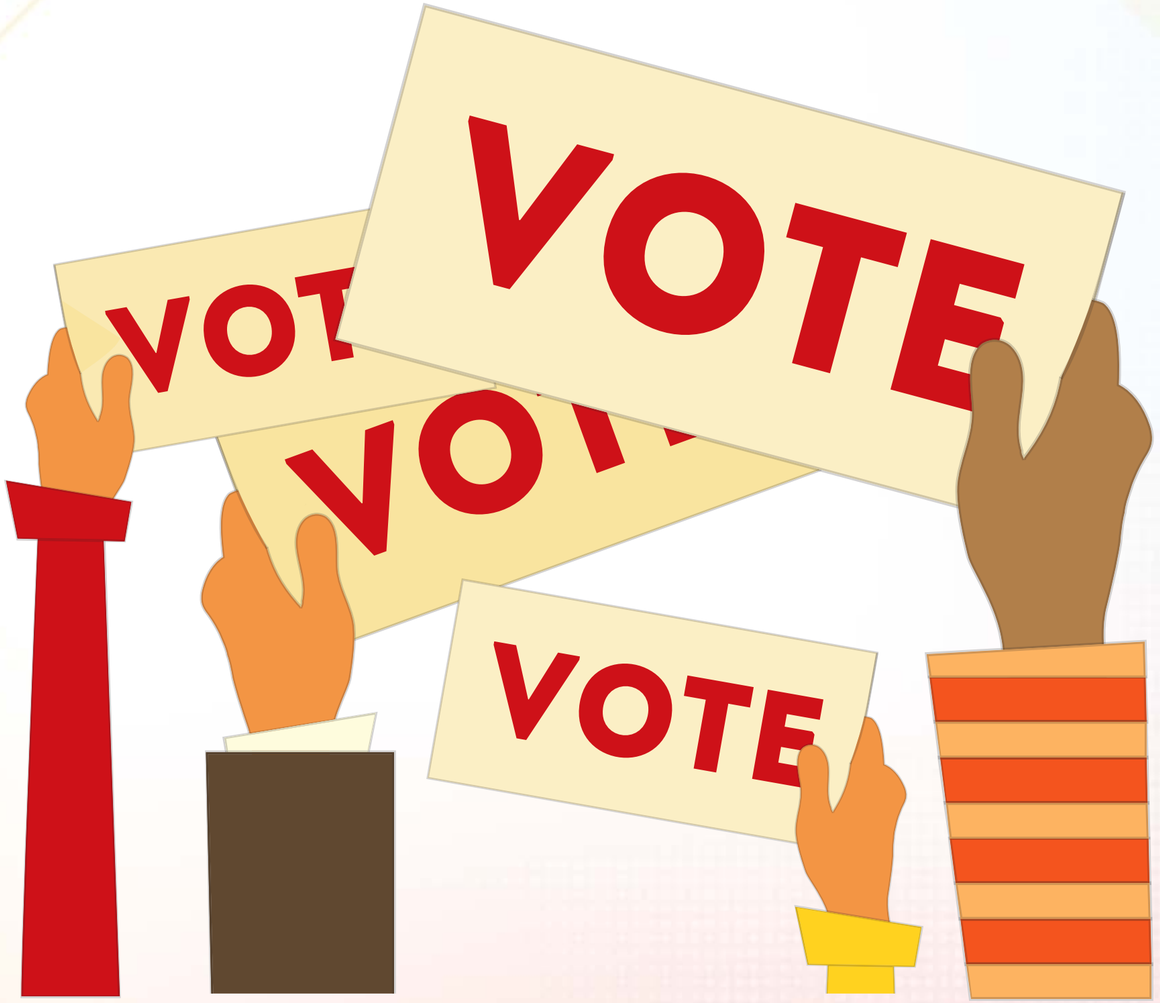
STEP 5: VOTING



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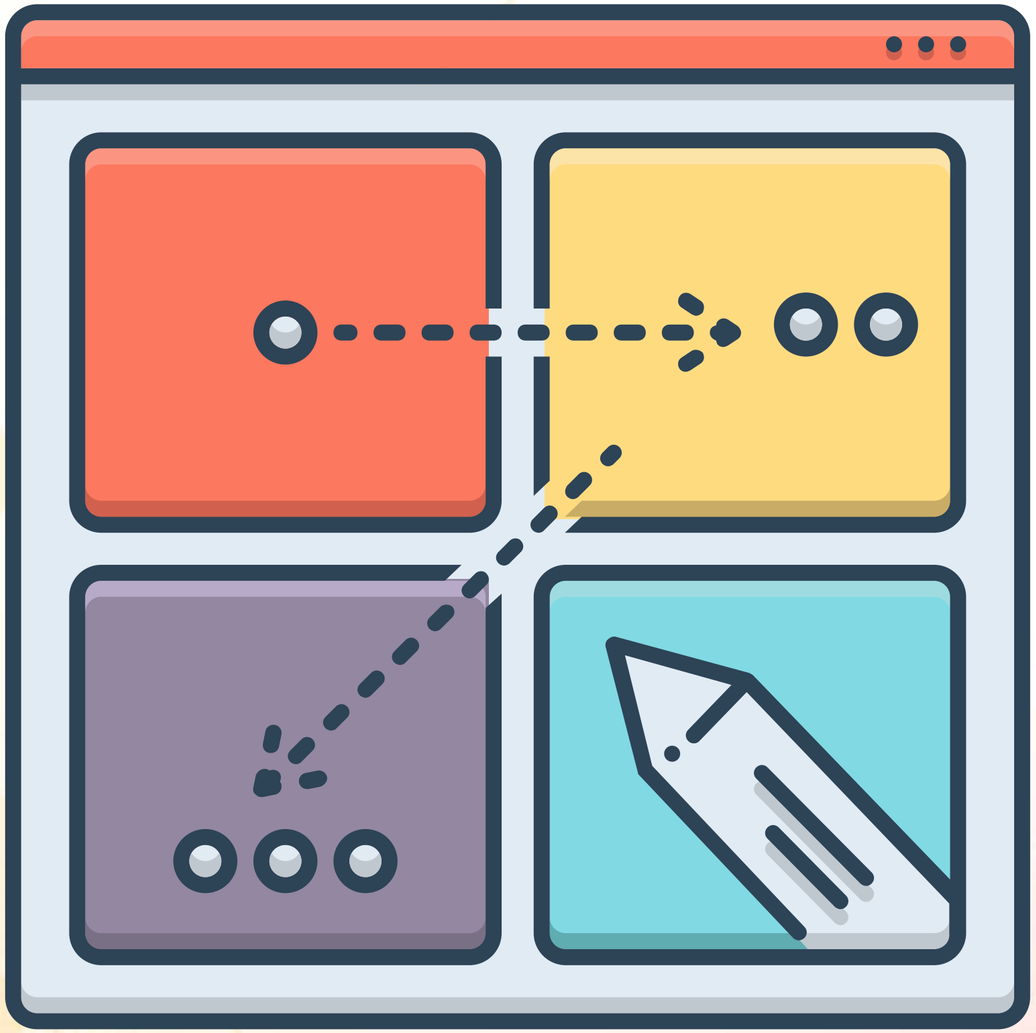
STEP 6: STORYBOARDING



- The customer experiencing the problem
- How did they discover the solution
- How does the solution work? (In three steps)
- The customer experiencing the benefits

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COMFORT BREAK

- **Empathy** Mapping
- **Problem** Statements
- **Ideal** State
- **7 to 1:** Idea Factory
- **Voting** Time
- **Story** Board

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- 3 minutes + Q/A
- Innovation
- Sound Business Principles
- Sustainable Positive Impact

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TEAM PRESENTATIONS

3 mins each + Q/A

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WELL DONE!

Reflection Point

- What stood out to you as a key takeaway?
- What do you know now that you didn't know before?
- What action will you now take as a result of the session?

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