

microenterprise imagination tool

Facilitator's guide

This imagination tool is to help people with a disability and their families to start thinking about microbusiness.

Microbusinesses are small businesses with less than five employees.

They generally do not attract a living wage but they are a fantastic way to build relationships, 'step into small business' and gain new experiences.

This imagination tool is designed to help you think outside the box about ideas for a microbusiness.

How to use this tool

The activity should take fifteen minutes to complete with three to five people.

Facilitator instructions:

1. Explain the activity.

You could use words like this: 'This is an activity to help you start thinking about starting a microbusiness. It will take ten minutes and you will need to work as a group. Don't think about 'why you could not do this' - lets see how many things this group can do (or their family members can do) out of the list of possible microbusiness 'I can' ideas.'

2. Put the three cards on a table.

Explain the rules to the group. If you (or your family member) 'can do' the task in the card, put it on the 'can do this' pile. Do the same for the 'I can't do' or 'I can do with support'.

3. Give the group a few minutes and ask individuals to list as many ideas as they can within five minutes.

4. Talk about what kind of supports the group members or their family members might need to make an idea happen.



Further information

How will you find out what you like doing and what you're good at?

A support worker can help you with the 'discovery' process. Discovery is a process of getting to know your strengths, interests, the types of supports that are most effective and the types of environments and activities where you're at your best. There are organisations in WA who assist with both microbusiness and customised employment (contact National Disability Services in WA for a list) and ask Valued Lives about their online microbusiness database!

Here are some ways support workers can help support you discover your skills, interests and likes.

Home and neighbourhood observations

- Interviewing you and your family
- Supporting you to tour your neighbourhood or the communities you're thinking of starting a microbusiness in
- Helping you interview anyone else you need to find out more from. That could include people who know you well and know what you like and what you're good at or people who understand business operations

Discovery visits

- Support you to try activities to find out if you would like running all aspects of your future microenterprise

Feasibility study

- Study on business idea including financials, projected profit and loss - is there a market? What kind of equipment or materials are needed?
- Helping you list 20 places where you could find out more information about your small business idea. For example, if you wanted to think about cleaning aquariums, you could visit a pet shop and interview the staff. If you wanted to start a business-within-a-business (like catering for business lunches) you could visit a large business to interview them about what kind of catering they preferred and how often they held events. Choose at least three or four places to visit from your list

Business planning, financials, risk, training and business requirements

- Produce business plan, research budget, risk and legal requirements
- Work out what kind of skills or qualifications you might need to get your microbusiness off the ground, research and suggest local courses and support to enrol and attend course

Marketing and advertising

- Research and determine marketing and advertising strategy, flyer design, letterbox drops, business Facebook page and business cards etc

Supports

- Produce a support plan for you to conduct your day to day business operations

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