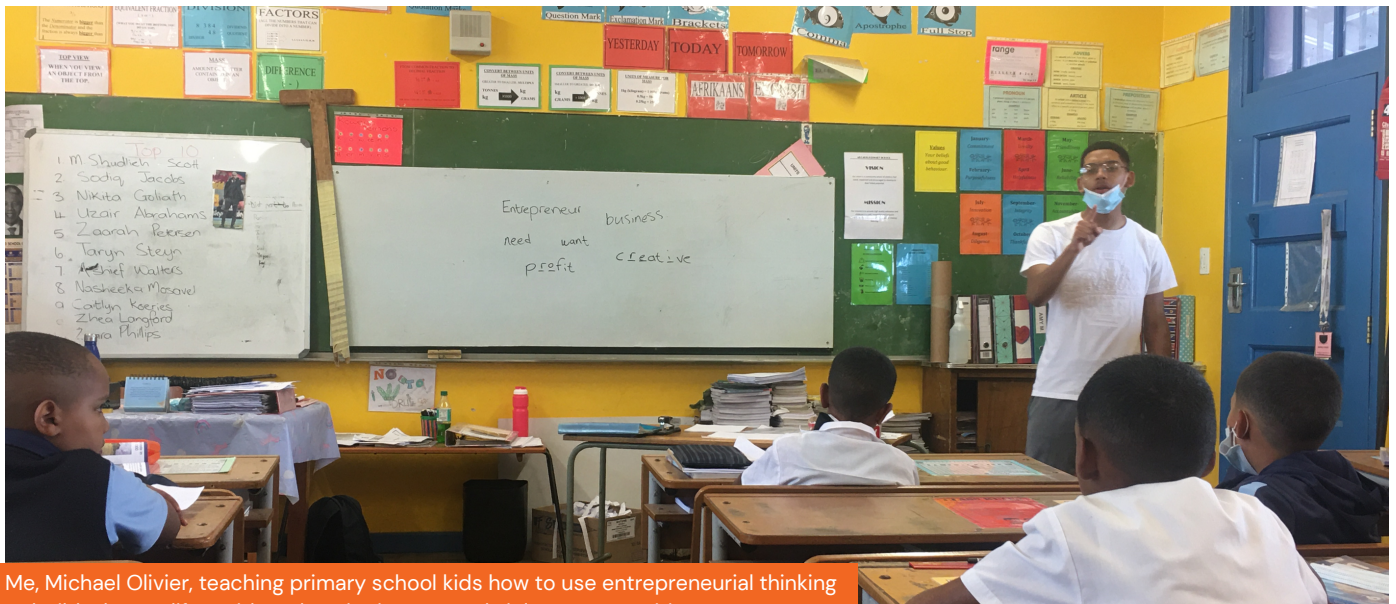


# CHANGING LIVES THROUGH ENTREPRENEURSHIP

Independent Challenge at a primary school in the Cape Flats



Me, Michael Olivier, teaching primary school kids how to use entrepreneurial thinking to build a better life amidst adversity in poor and violent communities.

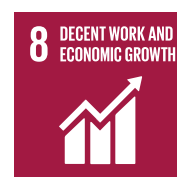
## Stepping up to the Challenge

Article by Michael Olivier

On March 1st, I stepped up to the challenge and embarked on helping young people in my community develop an entrepreneurial mindset for them to develop skills and abilities to build a better life amidst adversity. Bonteheuwel is one township in a collective of poor townships known as the Cape Flats. Kids born in these townships face numerous difficulties and generally have low-self esteem due to being born poor, witnessing traumatic events in their streets and being raised in broken/dysfunctional homes.

My independent challenge had one goal in mind: **Give young people the tool to build a better life amidst adversity and escape poverty for themselves and generations to follow them.**

**Sustainable Development Goals that this challenge works towards:**





# Entrepreneurship as a tool to Escape Poverty

## Teaching kids the Art & Science of Entrepreneurship

To achieve my goal, I ran a workshop at Arcadia Primary School in Bonteheuwel, teaching kids in Grades 4-7 the Art & Science of Entrepreneurship over the course of two weeks. The first half of the program (week 1) encouraged learners to think creatively, combat setbacks and be more curious in their pursuit to solve problems. The second half of the program (week 2) focused primarily on goal-setting and planning with the help of WOOP (a science-based mental strategy that people can use to find and fulfil their wishes, set preferences, and change their habits).

At the end of the program, learners had a better sense of direction and were able to identify problems in their community they could solve through entrepreneurial thinking. They also felt more comfortable setting goals and had more confidence in their capabilities.

We should encourage creative thinking & curiosity in young people and equip them with the tools to combat setbacks. If we can build a strong foundation for young people to pursue a life in entrepreneurship, or even just encourage entrepreneurial thinking, we will be building a generation that will bring an end to poverty.

**Entrepreneurship, entrepreneurship, entrepreneurship. It drives everything: job creation, poverty alleviation and innovation.**



## Workshop Overview:

### Week 1: Art Of Entrepreneurship

#### Creative Thinking

- Understanding that it is okay to be different and find new solutions to old & new problems

#### Dealing with setbacks

- Knowing how to cope when things go wrong and learn from mistakes using STOP (Stop, Think, Options, Plan)

#### Being Curious

- Commit daily to learn something new

### Week 2: Science of Entrepreneurship

#### Setting goals and creating a plan with WOOP

- Set S.M.A.R.T. goals and use WOOP (Wish, Outcome, Obstacles & Plan) to achieve them