

Immersive Experiences Days 1-5

The Entrepreneurial Mindset

- Identify the stand-out qualities of the world's leading entrepreneurial figures
- Develop your understanding and ability to ideate and innovate
- Learn about different leadership skills and how to shape your own journey as a business leader

Strategies for Success

- Compete against your peers in a team challenge
- Work together to strategize and build a business model
- Analyse the competitor landscape and identify your USP
- Work with industry experts to understand the risk and reward of key strategic choices

The Fundamentals of Finance

- Plan your financial strategy: learn the fundamentals of cost, revenue and profit
- Hear how Gen Z entrepreneurs fundraised multi millions

Building a Visionary Brand

- Learn contemporary marketing techniques from a leading entrepreneur
- Compete against your peers against the clock to design a viral campaign
- Receive tailored feedback on your campaigns

Pitching like a Pro

- Attend a bespoke public speaking workshop led by a professional who coaches CEOs
- Learn valuable techniques to manage stress during high-pressure professional situations

Build Your Start-Up

- Put your newly acquired knowledge to the test as you race against the clock to conceive, strategise, finance and market a business
- Compete against your peers to build your businesses and prepare to pitch them in the den
- Get personalised advice from expert entrepreneurs

Enter the Den

-Enter the Den and pitch your visionary brand

-Receive personalised feedback on your unique business model from experts in marketing, growth, strategy and finance

Networking

-Take part in a private networking session with top entrepreneurs

-Put your newfound knowledge to the test

-Have your burning questions answered by those in the know

-Receive valuable advice from experts in the field

Immersive Experiences Days 6-10

Visit Multi-Million Dollar Firms

-Enter a company's headquarters

-Experience the inner workings of a tech start-up and see how they've scaled their business

-Rub shoulders with inspirational business leaders and uncover their path to success

Campaigns and Insights from Consumer Psychology

-Enjoy a collaboration day with budding psychologists

-Learn how psychology shapes consumer behaviour and how to use these insights to design effective business campaigns

From Start up to a Sustainable Scale up

-Learn how to build from a start up to a scale up

-Learn how firms leverage sustainability

-Strengthen both social equity and long term strategy

Networking Event With Top Entrepreneurs

-Take part in a private networking session with top entrepreneurs

-Put your newfound knowledge to the test

-Have your burning questions answered by those in the know

-Receive valuable advice from experts in the field

-See the financial hub of the city from state of the art speedboats

The Fintech Forum

- Experience a series of talks from fintech experts on their experiences within the field
- Receive the brief for your collaborative fintech assignment
- Work in teams comprised of the fastest growing industries in the modern world and assign project roles that reflect individuals' areas of expertise
- Display your team's project at an exclusive Fintech fair attended by industry leading professionals
- Receive live feedback on your work from the experts and reflect on your team's performance

CAREERMAX

Over the next five days, we will prepare you to outperform others in the race to become a top entrepreneur. You will be given dedicated coaching on how to become a world-class professional in any industry, with training on the most crucial skills that universities and employers are looking for: public speaking, leadership, teamwork, problem-solving, communication, time management and negotiation. Expect hands-on, interactive activities led by professional development experts, to help turn you into a confident young entrepreneur, right now.

Leadership & Teamwork Coaching

- How you can build a high-performance team
- The most effective styles of leadership you can adopt
- What makes the ultimate team player?
- Inspiring and motivating others
- Leading vs managing

Leadership & Teamwork Challenge:work with your team to try and devise how to create a city fit for human habitation on Mars

Public Speaking & Communication Coaching

- Public speaking coaching by a specialist who trains CEOs
- Perfecting enunciation, tone, pace and body language
- How you can engage an audience and read the room
- The art of persuasion
- How to communicate effectively in a team environment

-Understanding emotional intelligence and using empathy

-Building strong interpersonal skills

-Influencing others

Communication challenge: use your communication skills to guide a blindfolded team member to safety on an obstacle course

Public speaking challenge: critically analyse public speaking performances

Negotiation Coaching

-Understand the art of negotiation and its importance

-How to identify when you are actually in a negotiation

-The typical stages of a negotiation

-Key negotiation styles

-Building relationships

-Key tactics: anchoring, tradeable concessions, commitment tactics, bluffing, injecting urgency, varying pace and more

Negotiation challenge: enter a simulated hostage negotiation scenario. Work with your team to get the hostage released

Problem-Solving Coaching

-How you should approach problems and solve them decisively

-Analytical skills: identifying and structuring problems

-Creative and lateral thinking

-Effective decision-making

-Implementing solutions, analysing results and making changes

Problem-solving escape room: work through a series of complex problems under time pressure

Time Management Coaching & Reflection

-How successful people manage time

-The time management quadrant

-Setting goals, prioritising, simplifying and re-evaluating

-The power of hyper-focusing

-Eliminating distractions

-Practising the '4Ds': doing, deferring, delegating and deleting

-Implementing solutions, analysing results and making changes

Time management challenge: enter a humanitarian crisis simulation. Identify your goals, decide your priorities and execute them under time pressure