



USPs and Planning

Professional practice in Engagement and
Education

What we will cover today



- USP and the gap in the market
- Finding your Niche
- Setting aims and objectives
- Strategic planning
- Communications with the industry

Fire and Air Unique Selling Points (USP)

I have good knowledge of:

- Market
- Industry
- Networking
- Schools requirements
- Funding
- Mindfulness

I have qualifications in

- BSc Psychology, MSc conservation and MSc education
- PGCE (science), Cert Ed (adult Education)
- Forest school level 3 and level 4
- Level 3 Management
- First Aid
- Trained teacher of mindfulness
- Trained to teach PAWs B, mindfulness in schools
- Studying a PhD in wildlife and wellbeing

I am experienced in

- Running a successful environmental education programme
- “Start from scratch” environmental education
- Setting up education programmes
- selling to schools
- Working closely with schools
- Networking
- Working with adults and children
- Working with SEND
- Running family days and monthly clubs, birthday parties
- Delivering teacher training
- Schools grounds consultation
- Delivering forest school training and sessions
- Running mindfulness sessions for adults, children, educators and parent/children combinations.
- Running a business
- Working with land owners.

Your USP

- Think about your strengths and weakness etc.
- Think about your interests
- Think about what you want to do

- Write out your USP



Fire and Air - The Gap in the Market

- ▶ Applied for a tender – but will this be enough?
- ▶ Considerations
 - ▶ Current provision
 - ▶ Costs
 - ▶ Audience
 - ▶ Location
 - ▶ Setting
- ▶ Competition and Collaboration



Over to you

- Your activity
 - Who is your audience?
 - Location for delivery?
 - Setting for delivery?
 - Collaborators?
 - Any associated costs?





A SWOT analysis

Strengths

Make these person – from your USP

Opportunities

This is about organisation and places that will help you to deliver your desired work

Weaknesses

Again, make this personal

Threats

Again this is outside of you and your control, but thing that may prevent your delivery.



Aims and Objectives

- ▶ Be specific – how do you know they have been met?
- ▶ Have an end in sight
- ▶ Consider long term, medium term and short term.
- ▶ 1e three year plan, term plan and today's plan
- ▶ Strategic plans
 - ▶ Find an organisation's published plan

Over to you

- ▶ Plan some steps to ensure you will meet assignment objectives
- ▶ Delivery March (after hand in assignment – that is about planning process)
- ▶ But plan your time. What do you need to do – and by when to deliver in March
- ▶ Contingencies, contingencies, contingencies
- ▶ Review those theory lectures from last term





Initial Contacts

- ▶ Do it now
- ▶ General cold email
 - ▶ Why them
 - ▶ Who you are
 - ▶ What you want
 - ▶ Ideal outcome

Your email

- ▶ I am email you because....
- ▶ I am a student at Writtle University studying a masters in communicating conservation and ...
- ▶ I would like to
- ▶ Please can you...
- ▶ I look forward to hearing from you
- ▶ Name



What next?

- ▶ For next time you are going to deliver an informal presentation (with or without slides etc) on where you are at, your next steps and thoughts on the process so far.
- ▶ Policies and procedures
- ▶ Lesson plans