

Structure for the Escape Room exercise for RightNow

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1. Start with a storyline. Create a story that the player will go through when advancing the steps of your challenge. Fit the learning materials into your storyline
2. Find images or videos that visually support the story you created. This helps the player to visualise your narrative and keep them motivated
3. Create challenges that help to assess the competences / learning outcomes and theme them to fit your story. The easiest type are challenges that require writing a correct word (or number) or choose the correct option from a list of options. These types are also the easiest to reproduce.

RightNow
<u>Requirement</u>
2 introductory
1 intermediate
1 advanced
2 expert

RightNow
<u>Travel agency (this one)</u>
1 introductory 2C
1 intermediate 3C
<u>1 advanced 4C</u>
1 expert 5C

RightNow
<u>Second story</u>
1 introductory 2C
1 expert 5C

Entrepreneurial Spirit

On successful completion of this resource, learners will be able to:			
Levels	Knowledge	Skills	Attitudes
Advanced	<p>Basic knowledge of:</p> <ul style="list-style-type: none"> networking; making decisions; evaluating risks; self-motivation. <p>Theoretical knowledge of:</p> <ul style="list-style-type: none"> the opportunities open to entrepreneurs how to identify an opportunity. risk in entrepreneurship motivation and self-awareness. 	<ul style="list-style-type: none"> Identify local entrepreneurs. Identify what it means to be a successful entrepreneur Spot opportunities on a local level. Self-assess their own intrinsic and extrinsic motivations. Practice self-awareness in relation to their entrepreneurial competence. Estimate risk in a given scenario. Apply digital skills to complete more complex online tasks. 	<ul style="list-style-type: none"> Openness to collaborate with peers Openness to work collaboratively as part of a team. Appreciation of the benefits of group work.

Travel 3 – Entrepreneurial Spirit – Introduction

Advanced Level

You have established your eco-travel company and now it is time to get the business moving. The businesses of the world have been significantly impacted by the effects of the COVID-19 pandemic, so you want to make sure that you can market your company effectively despite the current global situation. You know that you will have to develop a lot of your business strategy online in order to reach people before your business can start to operate. You will find yourself having to analyse risks, seizing on opportunities, and assessing your own level of motivation and self-awareness as you undertake this huge task of bringing your business idea to market. You will also need to begin recruiting staff for your business – you cannot do it all on your own - and start to work collaboratively as part of a team. Let's get started!

Travel 3 – Entrepreneurial Spirit – Challenge 1

1.1 Scenario

You will need to hire a team of employees to help to run your business. Unfortunately, you are unable to have face-to-face interviews because of the pandemic, so you turn to Zoom to host your hiring interviews. You know that it is important to find driven, passionate, hard-working staff that also prioritise the needs of the environment. You want to make sure that your staff are qualified, experienced but also that they are invested in the values of your company and that they want to positively contribute to addressing the climate crisis.

1.2 Image



1.3 Challenge

After you have conducted the interviews, you make a list of your potential future employees. Everybody showed great potential, but you will need to narrow it down. From the list, you will have to decide who you think are the best candidates for your business.

1.4 Question

From your list, you will need to select four people to join your team. Who do you think are the best potential candidates?

- Joanna: Organised, Experience in the travel sector, Little interest in the environment, Excellent written and verbal communication skills
- Paul: Active listening skills, High qualifications, Previous experience in environmental issues, Strong work ethic
- Margaret: Ambitious, Organised, Little previous work experience, Unpunctual
- Caleb: Confident, Reliable, Relevant experience to the travel sector, environmentalist
- Lily: Self-motivated, Hardworking, Cares a lot about the environment, Previous marketing experience
- Douglas: Committed, Great leadership qualities, Arrogant, Little team spirit
- Greta: Great experience in the environmental sector, Self-motivated, Organised, Committed.

1.5 Solution

Paul, Caleb, Lily, Greta

1.6 Congratulate the Learner

Well done! Paul, Caleb, Lily and Greta have great strengths that they can bring to your business. You know that there are always risks when hiring staff members, but you have efficiently measured their skills and attitudes against the goals of your company, and made some clever choices!

Travel 3 – Entrepreneurial Spirit – Challenge 2

2.1 Scenario

Now that you have your staff on board, it is time for the first team building challenge. Now that lockdown has finished, it is safe for you all to head to the office. You sit your team down and discuss your business plan with them. Everybody loves the principles of your company and you feel that morale within the company is off to a good start. You discuss with your team that before you take any further steps, one of your investors offered you a friendly piece of advice. She thinks it would be wise for you to come up with a company motto so that your brand is remembered by your customers. You think this is a great idea and suggest that you and your team work together to produce a great motto.

2.2 Image



2.3 Challenge

You are all excited about this challenge. Coming up with a company motto will really make your business stand out and be memorable to your customers. You discuss that it will be important to:

- Keep it short and simple
- Be consistent
- Focus on what makes you different

- Make it timeless
- Ensure it can stand alone
- Consider your target market

You know that a company motto can be difficult to come up with and requires some creativity. This marketing strategy will be your business' mantra and will sum up your business and what you stand for in a few succinct words. By working together, you will need to brainstorm and come up with a successful motto.

2.4 Question

What will your company's motto be?

2.5 Solution

<Open text answer – any answer is correct, this is a brainstorming activity that can be checked in the classroom>

2.6 Congratulate the Learner

Well done! That is bound to stick in your customer's head and will help them to identify your brand and marketing message.

2.7 Image



Travel 3 – Entrepreneurial Spirit – Challenge 3

3.1 Scenario

Now that you have come up with your motto, it is time to delve deeper into the sector of marketing. You will need to do some research on how you can market your business to your audience.

3.2 Image



3.3. Challenge

You know remember that there are “4 P’s of Marketing” that are essential to get your business up and running. You think that social media marketing might be a great way to get the word out about your business, so your team comes up with a strategy to do so. You will need to first do some reading up on the 4 P’s of Marketing and establish what they are – remember to explain them to your team.

3.4 Question

What does the “4 P’s of Marketing” stand for?

3.5 Solution

Product, Price, Place, Promotion

***It is possible to use the options, with different variations of the answers of which one will be correct**

3.6 Congratulate the Learner

Well done! You worked to apply your digital skills and did some relevant research on how you should conduct your marketing strategy. You really know how to work effectively with your team, what a great leader!

Travel 4 – Entrepreneurial Spirit – Challenge 4

4.1 Scenario

Now that you have established your marketing strategy, it is time to decide on how you are going to market your business' ethos to your customers. You are an eco-travel business, and you need to get this message across clearly and efficiently. You think that a great start to this would be to do some research on carbon offsetting and how you can do achieve this within your company. Carbon offsetting is the process of compensating for carbon emissions arising from human activity, by participating in schemes designed to make equivalent reductions of carbon dioxide in the atmosphere.

4.2 Image



4.3 Challenge

You want to implement a carbon offsetting scheme to truly make a difference to the climate crisis. You know your company looks for eco-friendly sustainable travel alternatives, but you want to do more to look after the Earth. You decide to do some research into how you can offset carbon emissions as you know that it is important for businesses to do so. You come across the following YouTube video that helps you out.

4.4 Question

Watch the following video and explore why you think carbon offsetting is a great strategy for not only your business, but many businesses around the world.

<https://www.youtube.com/watch?v=Ba4ATbErQsk>

Why do you think carbon offsetting is important? (Long answer)

4.5 Solution

<Open text answer – this should stay in this format to develop the learners’ understanding of the topic>

4.6 Congratulate the Learner

Well done! You have really grasped the concept of carbon offsetting! It allows people and businesses to make a positive contribution to the environment when their emissions cannot be avoided. By offsetting carbon emissions, we can minimise our carbon footprints and make a difference.

4.7 Image



Travel 3 – Entrepreneurial Spirit – Challenge 5

5.1 Scenario

Now that you have learned about how your business can offset carbon emissions, it is time to choose what measures you are going to take control your carbon budget, offset those emissions you cannot avoid, and what it will cost your business. You know the importance of reducing your carbon footprint, after all, that is what your whole business is about!

5.2 Image



5.3 Challenge

Now you want to see what tips you could offer to your customers to make more of a difference. You want to advertise the many different ways that people could make small changes to combat climate change, at home, at work and in their everyday lives.

5.4 Question

What 3 suggestions could you offer to your customers for how they could reduce their carbon footprint? Maybe you could include this information in your marketing strategy to show your clientele that you are serious about fighting back against the climate crisis.

Name your 3 chose suggestions below.

1. _____

2. _____

3. _____

5.5 Solution

(Any of the following) – Drive less, drive energy-efficient cars, fly less, reduce your food miles by eating local produce, eat sustainably, eat less meat, minimise waste, use energy efficient alternatives at home / in the office, recycle, sustainable fashion.

***Possible solution form required score 3, correct answers(score 1) mixed with incorrect ones(score-1)**

5.6 Congratulate the Learner

Yes! They are 3 top suggestions that would really benefit the planet. By marketing these tips to your customers, you can encourage and motivate them to make a difference too. Not only are you helping combat climate change through your business, but you are also helping others to stop and notice how their actions can be environmentally friendly too! You really are a good environmental leader. Well done!

5.7 Image



Travel 3 – Entrepreneurial Spirit – Conclusion

You have really made some progress. Not only have you worked to save the planet, but you also led your team to appreciate the benefits of group work. Together you have identified what it means to be a successful business that assesses your own intrinsic and extrinsic motivations. You are really making a difference. You have shown yourself, your team and your customers that the world's future is in our hands.

Image

