

ACTIVITY 9

Before it begins

Read the case study titled 'Wayne's World, Part 1: Before it begins', which you'll find at <http://mentor.ioee.co.uk/resources> and answer the following questions:

Stage 1

Describe what is going on in Wayne's world and what impact this may have on the success of his business. Reflect on your own experience; what in the development of your own business could you draw on to help you support Wayne?

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Stage 2

Reflect on the following questions, again drawing on your own personal experience:

- What emotional investment does Wayne have in his business idea?
- What are the competing demands he will face in bringing his idea to market?
- What risks can you identify?

continued overleaf

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Stage 3

As a mentor, how could you support Wayne? What questions might you ask? Think about the ‘killer questions’ on pages 17–18 you might use to explore Wayne’s options. How could you help him to recognise the risks involved? Reflect on your own experience and allow that to guide you.