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Action Plan - ASPIRING ENTREPRENEURS

Part of Project Result 3 – SPORTS INC Action
Plans

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1. Introduction

1.1. About the Action Plans

Welcome to the SPORTS INC. Action Plans, designed to empower aspiring entrepreneurs, NGOs, businesses, and social enterprises in the field of inclusive sports and active leisure. Our aim is to provide you with the tools, strategies, and insights needed to develop, implement, and sustain inclusive sports and active leisure. Through these action plans, we seek to enhance strategic and processual alignment within the inclusive sports sector, ensuring that initiatives are inclusive, impactful, and sustainable.

The SPORTS INC. Action Plans have a two-fold objective: to assist aspiring entrepreneurs and existing businesses in ideating and developing inclusive sports or leisure activities and to guide NGOs and social enterprises in creating or diversifying inclusive sports and leisure initiatives. The ultimate goal is to foster a vibrant ecosystem where inclusive sports and leisure activities are accessible to all, including people with disabilities and special needs.

1.2. Approach

To achieve our goals, we adopt a holistic approach that addresses both the conceptual and practical aspects necessary for successful implementation. This encompasses understanding the needs of diverse groups, promoting effective communication and collaboration, and building multidisciplinary teams across different sectors. The focus is on ideating, developing, and evaluating inclusive sports and leisure activities that have a social impact.

1.3. Action Plan Objectives

We present three distinct action plans to cater to the unique needs of our target groups:

1. **Aspiring Entrepreneurs Action Plan:** This plan guides aspiring entrepreneurs through the process of setting up a business or becoming solo entrepreneurs in the field of inclusive sports and leisure. It includes exercises, checklists, and assignments for each stage: Ideation, Development, Implementation, and Impact Evaluation.
2. **NGOs Action Plan:** Specifically designed for NGOs working with and for people with disabilities, who want to set up their social enterprise as a means of giving their beneficiaries work experience and diversifying income, or train their beneficiaries to

become (prospective) entrepreneurs., this plan outlines steps to create or diversify initiatives. It provides guidelines, self-reflective questions, and exercises for each stage, focusing on creating opportunities for people with disabilities and special needs.

3. **Business Action Plan:** Tailored for existing businesses and social enterprises, this plan empowers them to ideate, develop, and implement inclusive sports and leisure activities. It offers tools and guidelines for each stage to ensure these initiatives align with strategic and operational goals.

1.4. Expected Outcomes

By engaging with these action plans, aspiring entrepreneurs, NGOs, businesses, and social enterprises can expect the following outcomes:

- Enhanced understanding of the needs and opportunities in inclusive sports and leisure.
- Improved capacity to ideate, develop, and implement inclusive initiatives.
- Increased knowledge and skills to create impactful and sustainable activities.
- Strengthened relationships and partnerships across the inclusive sports and leisure sectors.
- Successful implementation of inclusive sports and leisure initiatives.
- Broadened reach and impact, especially among people with disabilities and special needs.

These action plans are tailored for individuals and organisations looking to make a positive impact in the field of inclusive sports and leisure. Throughout the action plans, we will provide clear instructions, practical exercises, and guidance to facilitate your journey towards creating inclusive and impactful initiatives.

Let us embark on this inspiring and transformative journey together, unlocking the potential of inclusive sports and leisure for everyone.

2. Aspiring Entrepreneur Action Plan

The Aspiring Entrepreneurs Action Plan is a fundamental part of the SPORTS INC. Action Plans, specifically targeted at empowering prospective entrepreneurs in the field of inclusive sports and leisure. This dynamic guide offers a strategic framework and practical tools to assist you in transitioning from initial ideas to actual business implementation, focusing on creating a social impact through inclusive sports and leisure.

With a comprehensive roadmap covering key stages such as Ideation, Problem Identification, Solution Development, and Impact Evaluation, this action plan provides a structured approach to setting up a business or becoming a solo entrepreneur. It includes resources like exercises, checklists, reflective questions, and assignments at each stage.

We understand that starting a business in inclusive sports and leisure can be challenging. This plan aims to simplify the process, provide clarity, and support you throughout your entrepreneurial journey. Our ultimate goal is to empower you with the skills, knowledge, and confidence to effectively create and sustain inclusive sports and leisure activities that make a social impact.

Whether you aspire to start an inclusive gym, a sports program for people with special needs, or any other business in this sector, the Aspiring Entrepreneurs Action Plan is here to guide you through every step of your journey. This path requires commitment, creativity, and a willingness to embrace innovative solutions, and we will be with you every step of the way.

Let's harness the power of inclusive sports and leisure, unlock new opportunities, and take your entrepreneurial aspirations to new heights. Welcome to your impactful future.

2.1. Ideation

Let's begin with the Ideation phase, similar to a brainstorming session. Here, you're asked to consider various aspects related to setting up an inclusive sports and leisure business. The first step is to identify your business identity and the problem you want to solve for your customers. How would this look? What potential benefits and challenges might arise?

2.1.1. Exercise 1

Before starting the ideation process, it is important to reflect on the purpose of your business venture. Ask yourself the following questions:

Ask Yourself	Tip
What is the problem I want to solve? (i.e. lack of services or products in inclusive sports and active leisure)	Consider both external challenges (like funding and market competition) and internal challenges (such as your own expertise).
How did similar businesses in my sector solve this problem?	Research the necessary accommodations and adaptations for various disabilities to ensure your products and services are truly inclusive.
Imagine the ideal situation, what would be the desired status after addressing the problem?	Create for yourself a picture of what the desired situation is.

2.1.2. Exercise 2

Think about the processes that will be affected by your business, whether these are internal processes or those related to the value chain, suppliers, or customers, and what will be the benefits or challenges related to this change.

Identify the process or processes affected by your business idea	Define how the process is affected (e.g., increased accessibility in inclusive sports and active leisure)	Benefits	Challenges
<i>Training a team on the subject of inclusive sports and active leisure.</i>	<i>Allocating time and resources in training sessions for a collective understanding of the changes and purpose of the subject.</i>	<i>Better understanding and competence.</i>	<i>Defining KPIs for success.</i>
<i>Communicating an idea to customers.</i>	<i>Increased communication through different channels and expanded target segment.</i>	<i>Builds trust and potential customers.</i>	<i>Developing a communication strategy.</i>

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This approach will help you to clearly articulate your business idea and prepare for the next stages of developing your inclusive sports and leisure venture.

2.1.3. Self-Reflective Questions

Now that you have a clearer idea of your vision for an inclusive sports and leisure business, reflect on the following aspects to better understand your journey ahead:

- Concerns and Challenges:
 1. What are your fears or reservations about starting an inclusive sports and leisure business?
 2. What barriers or challenges might you face, such as securing funding, finding qualified staff, or addressing specific needs of people with disabilities?
 3. Consider potential logistical challenges, like facility accessibility or specialised equipment needs.
- Business Impact and Value Chain Relations:
 1. How will starting an inclusive sports and leisure business affect your current lifestyle and professional relationships?
 2. Are there existing businesses, suppliers, or organisations in the inclusive sports sector that you need to collaborate with? How prepared or open are they for such collaboration?
 3. Reflect on the potential impact on your personal life and any adjustments that might be necessary to balance your new entrepreneurial responsibilities.
- Collaboration and Networking:
 1. Based on your initial analysis, what kind of collaboration or networking do you need to establish for your business?
 2. Do you need partnerships with local organisations, sports facilities, or disability advocacy groups to enhance the inclusivity of your services?
 3. Consider the type of support or expertise you might seek, such as marketing, program development, or specialised training for staff.

2.1.4. Checklist

Checklist Implementation	N/A	Done	Comments
Define the problem you want to solve & envision the inclusive sports/leisure scenario.			
Research – look for related inclusive sports/leisure cases or experiences.			
Define the objectives and anticipated outcomes of your inclusive initiative.			
Analyse which processes (internal or community-related) are impacted and in what way.			
Identify obstacles and challenges in establishing an inclusive environment.			
Determine the competencies needed for the successful implementation of inclusive strategies.			
Identify potential partners & engage in dialogue to find those aligned with your vision.			
Start a co-creation and co-design process with partners (especially for unique solutions).			
Plan to maintain operations while developing and implementing inclusive activities.			
Assess the current infrastructure and identify necessary adaptations for inclusivity.			

Once you complete this stage, you've established the groundwork for creating an inclusive sports and leisure business and are ready to proceed with actual development and implementation.

2.1.5. Inspiration for Further Development

Drawing from the processes outlined in the SPORTS INC. framework, reflect on how these action items could influence your planning stage. Look to successful [case studies within the](#)

[SPORTS INC. community](#) as a source of inspiration and practical guidance for the ideation phase.

2.2. Preparation

Moving into the Preparation stage, you are transforming your ideas for an inclusive sports and leisure enterprise into a structured plan. This phase is akin to project setup – determining who will be involved, what resources are needed, and the deadlines for various tasks.

2.2.1. Exercise 1

Identify tasks needed to establish your inclusive sports and leisure business.

Task	Responsible Person	Deadline	Expected Outcome/Result	Status
<i>Create a spreadsheet with relevant keywords about inclusive sports and active leisure.</i>	<i>Me</i>	<i>One week</i>	<i>Preparation for a communication strategy plan.</i>	<i>On going.</i>

2.2.2. Self-Reflective Questions

- How will you maintain regular operations during the establishment of your new enterprise?
- What are the key roles and responsibilities within your team during this process?
- How can your business overcome potential challenges in creating an inclusive environment?
- How can collaboration with local organisations and stakeholders facilitate this process?

2.2.3. Checklist

Checklist Implementation	N/A	Done	Comments
Develop a detailed plan and budget for the new enterprise			
Organise team members and assign tasks based on skills and inclusivity competencies			
Establish communication channels with partners			
Develop strategies for maintaining engagement with the target community during establishment			
Train your team on inclusivity and accessibility standards			
Set key performance indicators (KPIs) for the inclusivity of the enterprise			
Conduct a risk assessment for the inclusivity aspects and devise mitigation strategies			
Secure necessary resources and tools for inclusivity			
Establish a contingency plan for inclusivity obstacles or setbacks			
Regularly update your plan on the progress of inclusivity measures			

Upon completing this stage, you will have all the necessary tools for a remarkable inclusive project. You'll have a clear understanding of what needs to be done to ensure inclusivity and be prepared to tackle it head-on.

2.3. Implementation

The Implementation stage is where the action unfolds! Consider this phase as the opening of your inclusive sports and leisure facility – it's time to bring your vision to life.

2.3.1. Exercise: Monitor Progress

As tasks have been assigned and key milestones set, now is the time to monitor the steps you've decided on. Regular checks and updates will help you keep an overview of the

collaboration, your responsibilities, and other crucial steps in establishing an inclusive enterprise.

You can use the table below to fill in the tasks that you'd like to check on a regular basis and fill the table regularly to keep up to date with the progress of the collaboration.

Task	Initial Status	Current Status	On Track	Changes Made

2.3.2. Self-Reflective Questions

- Are you on track with the establishment timeline for your inclusive sports and leisure business?
- What challenges have you faced, and how have you addressed them?
- How has the new enterprise affected your relationships with the community so far?
- How well is your team adapting to the inclusive approach of the business?

2.3.3. Checklist

Checklist Implementation	N/A	Done	Comments
Hold regular team meetings focused on inclusivity			
Address inclusivity challenges promptly and seek solutions			
Maintain community engagement and relationships			

Regularly update the inclusivity plan based on progress			
Provide ongoing training and support to team members on inclusivity			
Keep partners informed about the inclusivity progress			
Review KPIs related to inclusivity and adjust the plan if necessary			
Ensure the inclusivity measures stay within budget			
Continually test and improve inclusivity practices			

Reaching the end of this stage signifies that your inclusive sports and leisure business is operational and committed to creating a welcoming environment for all. Congratulations on your achievement in the inclusive sports world!

2.3.4. Inspiration for further development

Drawing upon the SPORTS INC. [case studies](#) and success stories, we have conceptualised potential advancements for various inclusive sports and leisure business models. These ideas can serve as a catalyst when considering the progression beyond the ideation phase for your own venture.

2.3.5. Relevant Resources

To deepen your grasp of this Action Plan and to utilise the competencies developed, consider delving into the following types of resources:

- [Business Process Monitoring: A Comprehensive Guide for Effective Operations](#)
- [A complete guide to project monitoring, project evaluation, and project control](#)
- [Guide to Project Monitoring and Control Phase of Project Management](#)
- [A beginner’s guide to inclusive monitoring and evaluation: from talking to doing](#)

Articles and Examples:

- [Project Monitoring: What It Is and Why It’s Important](#)

- [Fundamentals of inclusive sport programs](#)
- [Tips for inclusive language in sport for people with disability](#)
- [4 Ways to Build Inclusive Sports and Recreation Programs for Children with Disabilities](#)
- [Breaking Barriers: Strategies For Inclusivity in Sports](#)
- [Leisure Activities for People with Disabilities: Embracing Inclusivity and Fun](#)
- [Entrepreneurial Journey: Overcoming Barriers and Embracing Mindfulness](#)

2.4. Evaluation & Closing

As we enter the Evaluation & Closing phase of the SPORTS INC. Action Plan for aspiring entrepreneurs, it's essential to systematically review the progress made in establishing your inclusive sports and leisure venture. This phase is crucial, offering insights about your business's evolution towards inclusivity, the effectiveness of your strategies, and the overall impact of your initiatives.

This stage is an opportunity to learn, identify strengths, address challenges, and refine your approach as you continue to develop your business.

2.4.1. Exercise: Evaluate Results

Evaluate the implementation of your inclusive sports and leisure activities using an evaluation table. For each aspect, assess the current status of your business and leave the "Improvement Areas" column for later reflection.

Evaluation Aspect	Initial Status	Mid-Term Status	Final Status	Improvement Areas
Measure the outcome of your inclusivity initiatives	Not Started	In Progress	Successfully Completed	
Assess the impact on your idea	Negative	Neutral	Positive	
Analyse feedback from participants and community	Limited or Negative	Mixed or Neutral	Positive and Satisfactory	
Reflect on the effectiveness	Ineffective or	Moderate or	Cohesive and	

of your execution	Challenging	Developing	Productive	
Evaluate the quality of your inclusive activities or services	Inadequate	Acceptable	Excellent	
Identify the impact on your organisation's growth and inclusivity	Stagnant or Declining	Stable or Incremental	Enhanced and Inclusive	

2.4.2. Checklist

After the evaluation, use a checklist to ensure all aspects of your inclusive initiatives have been addressed. For items "In Progress," set deadlines to organise completion and track overall progress.

Evaluation Aspect	N/A	Done	To Be Done
Review the financial impact of inclusivity initiatives			
Analyse feedback from participants and community			
Reflect on the overall process and lessons learned			
Identify areas for continuous improvement			
Assess the impact on team dynamics and collaboration			
Evaluate the effectiveness of your inclusive activities or services			
Measure the impact on your idea's growth and inclusivity			
Plan for future enhancements and adaptation			

Reflect on the milestones achieved and challenges faced, using these findings to shape your next steps in the inclusive sports and leisure landscape. Continue to learn, grow, and adapt, and your enterprise will thrive in its inclusivity journey.

As we conclude this phase for SPORTS INC., the comprehensive review of your progress is crucial. This review serves as a strategic tool, guiding you to assess the effectiveness of your

inclusive sports and leisure initiatives. The reflective process is essential, not merely a formality but a step toward strategic enhancement and learning.

2.4.3. Self-Reflective Questions

- Did you meet the objectives you set for your inclusive initiative? If not, what were the barriers?
- How has the initiative influenced your operations, community engagement, and the inclusivity of your services?
- Which parts of the process went beyond expectations, and what unforeseen hurdles did you encounter?
- What lessons from this experience can you apply to future inclusivity projects?

Take these insights forward; they are the tools that will refine your approach, ensuring your venture remains responsive and dynamic within the inclusive sports and leisure sector. This phase is not the conclusion but a transition to continuous improvement and growth. Use this evaluation as a foundation for ongoing development, keeping your business adaptive and innovative in the inclusive landscape.

2.4.4. Inspiration for further development

Using the SPORTS INC. e-learning platform, we have provided [case studies](#) as a starting point, we have “ideated” some possible next steps for 2 of these cases, which can serve as inspiration when reflecting upon the ideation phase.

2.4.5. Relevant resources

To enhance your understanding of this Action Plan and apply the skills and knowledge acquired, consider exploring the following resources:

Tutorials and How To:

- [Advancing sport opportunities for people with disabilities: from grassroots to elite](#)
- [Participatory and Inclusive Approaches to Disability Program Evaluation](#)

- [Business Process Monitoring: A Comprehensive Guide for Effective Operations](#)
- [A complete guide to project monitoring, project evaluation, and project control](#)
- [Guide to Project Monitoring and Control Phase of Project Management](#)
- [A beginner's guide to inclusive monitoring and evaluation: from talking to doing](#)
- [Effective Ideation Exercises & How to Use Them](#)
- [The 5 Steps of Product Design Ideation](#)
- [How to Select the Best Idea by the End of an Ideation Session](#)

Articles and Examples:

- [Inclusive Market](#)
- [The Growth Opportunity in Marketing to Those With Disabilities](#)
- [5 Marketing Techniques to Reach Disabled Customers](#)
- [Top 5 Project Management Tools for Google Workspace Users](#)

By fully utilising the resources provided, you can expand your understanding and enhance your capabilities, crucial for effectively conducting the Evaluation & Closing stage of the SPORTS INC. Action Plan. This enhanced proficiency not only aids your current initiatives but also enriches future ventures. With this solid base of knowledge, you're better equipped to engage in meaningful collaborations, swiftly navigate through the evolving landscape of the inclusive sports and leisure industry, and steer your enterprise toward sustained growth and success.