

## The Enterprising Child Philosophy

Lorraine Allman is author of Enterprising Child and the creator of the Enterprising Child philosophy which acts as a guide for parents, teachers and other service providers for embedding enterprise education into play and learning for children age 4 upwards.

The Enterprising Child Philosophy will drive the change we need as a nation to help address the many statistics which show that the education system is currently failing to provide children with the competencies, skills and knowledge they will need to succeed in the future. The Enterprising Child philosophy will embed behaviours, thinking, knowledge and characteristics in young people so that, as they grow, they are able to succeed in a world that has changed dramatically from that which we grew up in and that which we are currently developing and preparing our children for.

Put simply, The Enterprising Child Philosophy comprises of the 13 components detailed below. Each aspect of the Enterprising Child Philosophy is supported with insight and understanding collected from extensive interviews, research, and years of experience in the arena of enterprise learning.

To understand the philosophy fully, it should be read alongside the [Enterprising Child book](#) which, whilst sharing the research and strategy behind the philosophy, also provides tips, tools and practical activities to help identify, develop and review enterprising characteristics in children from the age of 4. Enterprising Child has been written with the relationship between parents and their children in mind but can be used in other circumstances such as education, and is being developed further in the near future.

### 1. Fixer vs Explorer

*'Children see magic because they look for it'* -  
Christopher Moore

As parents, we have a tendency to immediately fix things for our children, rather than having the confidence and patience with both our children and ourselves that is needed to allow them to explore.

Providing children with opportunities to work out and search for solutions of their own will help build their confidence, develop their imagination, and create independent thinking skills as they mature. It does, however, require us to change our behaviours in setting boundaries, explaining solutions and managing risk whilst having confidence in both ourselves and our children to explore safely and find successful solutions to everyday problems we face.



## 2. Thinking vs Doing

*'Children must be taught how to think not what to think'* - Margaret Mead

As parents, I believe it is our role to teach children how to think, not what to think. To develop this independence of thought, initiative and insight, it is important that we help our children to begin thinking from a young age. During daily tasks and activities, we can encourage our children to think about how things work and why things happen whilst supporting their processing and providing knowledge, suggestions and ideas to develop their thoughts and learning.



## 3. Collaborative Planning

*'Plans make dreams reality'* - Susan Pace Koch

Whilst we rarely expect young children to be able to make plans, self-management will be a critical part of their successful development and as parents, we can introduce these principles to our children at a young age. Involving children in planning holidays, family trips, and other activities, will help them understand concepts such as time, roles and responsibilities, and value of money, whilst they are young, and will develop into understanding prioritisation and accountability as they grow.

## 4. Explaining Problem Solving

*'Children know something that most people have forgotten'* - Keith Haring

As parents to young children, we can sometimes feel like we spend most of our time solving problems. As our children grow, however, we will expect them to begin solving their own problems but facilitating this transition is our responsibility and can be introduced to children as young as 4 years of age. In explaining problem solving and the journey required to reach a solution, you will help your child develop problem solving skills based on real world experiences.



## 5. Introducing the concept of value

*'If you want to see what children can do, you must stop giving them things'* - Norman Douglas

As our children grow older, we expect them to understand the value of money, the concept of reward, desire, and eventually we hope that our children will develop a strong work ethic which will help them work hard for what they expect in return. The earlier we introduce the concept of value to our children, the easier this will become. Introducing value doesn't have to be costly or time consuming and relating it to everyday events and activities will ensure your children have an understanding of everyday needs and wants, and what others expect and society needs in order for individuals and communities to achieve and experience reward.



## 6. Building Social Awareness

*'Our children are watching us live, and what we are shouts louder than anything we can say'* - Wilfred A Peterson



We are living in a world where Social Responsibility is becoming increasingly important to individuals, an integral part of our communities, and a critical component to corporate organisations and global brands. To ensure our children are global citizens and prove to be both socially aware and socially responsible, it is important, for us as parents to introduce social activity and responsibility to our children. From an early age, this can start through conversation and showing them what we as parents are doing as socially responsible citizens, and encouraging their participation in events.

## 7. Let them Entertain You

*'Creativity becomes clear when adults are attentive to the cognitive processes of children rather than their achievement in various fields of doing and understanding'* - Loris Malaguzzi

As parents, we expect our children to listen and learn to us, and can forget that actually there is much that we can learn from them. Let your children entertain you through words, music, and actions so that they can develop story-telling skills, confidence and embrace their unique creativity.





### 8. Understanding Desire

*'Shouldn't we also ask ourselves what the consequences are of scrambling to provide the most of everything to our children in a world of fast dwindling resources?'* - John Taylor Gatto

It is important for our children to understand the concept of desire and how this is changed and created in others. This will ultimately help our children gain insight into the sales process and help them in everything from traditional sales through to presenting themselves at a job interview. Need and desire should be introduced to young children to make sales skills and the ability to build rapport effectively seem like second nature as they mature.

### 9. Finding the Good in Gaming

*'It takes so little to make a child happy, that it is a pity in a world full of sunshine and pleasant things, that there should be any wistful faces, empty hands or lonely hearts.'* - Louisa May Alcott

Although gaming has received huge criticism in terms of the impact it has on childhood, there are ways of making gaming a positive and interactive experience. Providing your children with context to gaming and opportunities to learn, discuss and develop, you can make gaming a positive experience that can be rewarded and recognised as part of your child's enterprising development.



### 10. Measuring Reality

*'Give your child big truths they will grow into rather than light truths they will grow out of.'* - Tedd Tripp

As your child grows, it is important to help them define reality and explore the difference between possibility and opportunity so that they can begin to develop their dreams and aspirations for the future.

### 11. Analysing Risk

*'The more risks you allow children to take, the better they learn to take care of themselves. I like the type of child that takes risks. Better by far than one who never does.'*

Roald Dahl

When our children are young, we tend to protect them from every potential risk they could face, but as they grow it is important to discuss and analyse risk with them, helping them learn how and when to take chances, favour new experiences so that they can grow, develop and learn.



### 12. Capturing Curiosity

*'There are not seven wonders of the world in the eyes of a child, there are seven million.'* - Walt Streightiff

Letting children's imagination have free play is really important, as is helping them experiment and explore the world around them - science, nature, and cultural diversity. Learning through simple activities such as role play can be encouraged, and made a fun part of everyday life, capturing your child's curiosity, inquisitive nature and imagination.

### 13. Vision and Ambition

*'Rather than standing or speaking for children, we need to stand with children speaking for themselves.'* - Sandra Meucci

Developing ambition and raising aspirations in our children is important to ensure they have aims, dreams and goals they can work towards. Taking time through everyday play to notice what interests them, what things they seem particularly good at, can give you an insight into learning more about the talents they may be developing, plus provides an opportunity to give them feedback, helping them recognise and celebrate their own special talents, as well as develop their sense of leadership through both team work and play.



To fully understand the Enterprising Child Philosophy and access tips and tools to use with your child, you can buy the [Enterprising Child on Amazon](#).

## Praise for Enterprising Child

*"Mark Twain said that life does not consist mainly, or even largely, of facts and happenings. It consists mainly of the storm of thoughts that is forever blowing through one's head. Enterprising Child and the journey Lorraine wants to take us on as parents, guardians and/or teachers of the next generation will help make those thoughts imaginative and educational without being hard work. She also gives us additional tools, and in some cases acts as an aide memoir to things we know instinctively from our own childhood, that work."* **Tim Campbell, MBE** - Winner of The Apprentice and founder of The Bright Ideas Trust.

*"We live in turbulent times of change and financial upheaval. Adults rarely nowadays have just one occupation, job or single career. Enterprising Child is a fascinating and practical book which will support and empower you as a parent to understand the mindset and attitude necessary to teach your children the all-important skills for life, in the world of work. With over a hundred structured ideas according to your child's age, and plenty of inspiration along the way to help, you will have a roadmap for successfully encouraging, nurturing and understanding your child's entrepreneurial characteristics so you can feel relaxed, positive and confident in your adventure to unlock your child's true potential."* **Sue Atkins** - ITV This Morning Parenting Expert, Parent Coach, Author of Parenting made Easy.

*"I was delighted to support Lorraine in a small part of this book because I am always so inspired by children and their potential for the future. I passionately believe that the first few years of life set the pathway for most people's life story - whether its nurture, and how a child is brought up, or nature in what parents pick up from their children's natural attributes, interests and skill sets. Our lives are clearly products of both and this book helps parents navigate to spot interests in their child, encourage them and hone their natural skills. It's a fascinating look at what could make a difference and help us better establish a cultural mind-set of delivering the British Dream for our children, just like our US cousins believe in their American Dream. Most importantly it's another small step in helping some children have a better chance to achieve their potential"* - **Paul Lindley**, Founder of Ella's Kitchen.

For more information about enterprising child visit [www.enterprisingchild.co.uk](http://www.enterprisingchild.co.uk)

For more information about the author visit [www.lorraineallman.com](http://www.lorraineallman.com)