

How To: Enactus UK Script

Why write a script?

It may seem like a strange concept to write a script for a presentation, but this isn't just any presentation! This is a presentation that could potentially be the difference between you being announced as the Enactus UK National Champion, or simply impressing the judges enough to potentially gain funding, mentoring, and even a job offer! With only 12 minutes to play with you want to ensure it is concise, impactful and tells the judges exactly what you want them to know.

Getting Started: Which Project(s) to present?

Our suggestion when deciding which project(s) to present is to first understand how each project has worked towards hitting the Enactus UK criterion this year. This will allow you to make a clearer judgment on which project(s) will give you the best chance of success in the competition based on the judging criterion given. As a reminder the judging criterion can be found below:

Which Enactus team most effectively demonstrated entrepreneurial leadership to drive business and innovation for sustainable positive impact to benefit people, planet and prosperity within the last year?

To support you in deciding which projects to present, use a table like the one below to understand how your project(s) address each criterion specifically.

Entrepreneurial Leadership

- How have you identified a need?
- How have you managed risk?
- How have you managed change in a dynamic environment?

Innovation

- How have you improved on existing services or technologies?
- What have you done differently from other services already available?

Use of Business Principles

- How is your project financially sustainable?
- How have you applied a sound business model?

Sustainable Positive Impact

- How have you demonstrated a measurable lasting improvement for:
 - People?
 - Planet?
 - Prosperity?

Getting Started: Preparing to Write

Simple and concise is always the best approach when presenting the impact your team and projects have created this past Enactus year. From a judge's perspective, they are keen to watch a presentation that is clear and understandable as they will be focussed on identifying which criterion you have achieved to support their decision-making when choosing their final rankings.

To support you in doing this, we suggest you spend some time before you start, thinking about the 4-5 critical messages you would want the judges to walk away with after listening to your presentation.

This could be the answer to questions like the following:

- **Why** is your project needed?
- **Who** is it specifically that you are helping and why?
- **What** is it that your project does? (think about the key interventions)
- **Why** did you choose to do your project this way?
- **How** is your project sustainable? (financially, economically, socially)
- **What** does your project mean to the people it supports?

Writing: Suggested Structure

- **Set context:** The bigger picture - Why is your project needed?
- **Explain the problem/opportunity:** What specifically is the problem/opportunity (THE NEED) that you are trying to tackle?
- **People/Needs:** Tell the story of your beneficiary group. To focus on one person and their story is powerful.
- **The Approach:** How did you approach the challenge? What did you do?
- **The Solution:** What interventions have you created? What solution did you create? How is this innovative? Entrepreneurial?
- **Impact:** What did you achieve? People? Planet? Prosperity? USE TESTIMONIALS
- **Sustainability (Financial and ESG etc):** How are you sustainable? What is your business model?
- **Future Plans:** What is your projection for what difference your project could make in the next 5+ years? What do you hope to achieve? Be BOLD!
- **Conclude and restate impact:** Tell us all about the great impact again!

Writing: Using the Criterion

As a judge, the Enactus UK experience can often be an incredibly inspiring opportunity, but equally overwhelming with so much information being presented in such a short space of time. Similar to how you approach an essay or exam that is being marked, we would suggest that you make the job of a judge as easy as possible in giving you well deserved marks by signposting and referencing the criterion throughout your presentation.

A recap of the Enactus UK criterion is below:

Which Enactus team most effectively demonstrated entrepreneurial leadership to drive business and innovation for sustainable positive impact to benefit people, planet and prosperity within the last year?

If we look at the individual elements you may choose to add lines such as...

- We used entrepreneurial leadership and identified a need within our community
- Managing change in a dynamic environment meant our project started like this, and then changed to this
- Throughout our project process we had to mitigate the risk of X, but doing Y.
- We took an innovative approach by doing X, Y and Z
- We innovated around existing processes by X.
- Our project has demonstrated innovation by doing X differently to other leading competitors
- We developed a sound business model for our project by doing X
- We have ensured the financial sustainability of our project by X
- Our project demonstrates a measurable lasting impact on people, planet and prosperity by X

Writing: Telling the Story

Keeping your audience (judges) engaged whilst trying to clearly deliver your key messages can be difficult. A helpful way of doing this is by telling stories where you take your audience on a journey and appeal to their emotions.

Often this can be done by telling the story of your project development, the importance to your beneficiaries, and the impact of what you are creating for the people are you supporting.

Storytelling Tips

Understand your audience: What are the judges looking for? Using colour insights you might assume the judges will be a combination of red, yellow, green and blue personality types. This knowledge might help you appeal to the different types of judges throughout your presentation.



Know your message: Ensure that you understand what you're trying to tell the judges and how your story is linked to your call for action. Think about how you want the audience to feel about your message. For example, you might need to share facts and figures but try to deliver this in an engaging way so they will be remembered.

Be Authentic: Tell real-life stories to build trust. If your story is not genuine this will work against you. Share testimonials, quotes, pictures, and videos of your beneficiaries (where appropriate) to share the real story.

Use a conversational tone: When presenting, speak in a conversational tone as this will sound more natural and friendly. To help with this pretend that you're telling the story to friends or family and simplify your messaging.

Be visual: Use your presentation or video to support your messages. Reinforce with pictures, graphs, iconography - whatever helps to simplify and make your story more powerful.