

## **Executive Summary**

This Entrepreneurship Skills Project Report introduces Show & Tell – Sri Lanka’s first presentations agency. The writer is the entrepreneur or project leader, and the project was implemented in Colombo, Sri Lanka between October and December 2015.

The entrepreneur used a blue ocean strategy (Kim & Mauborgne, 2005a), introducing a new industry to Sri Lanka. Show & Tell is a presentations agency which tackles three dimensions of effective presentations: message construction, slide design and presentation delivery. Each dimension requires unique skills which the Show & Tell team is well-equipped to deliver.

Such an agency is needed because while Sri Lankans have significant technical knowledge and ideas, they often lack softer skills such as conceptualisation, communication, design and public speaking. The value of a powerful presentation to a company can be millions worth of sealed sales opportunities, millions in funds raised, an energised workforce, an embraced change initiative, satisfied partners, corporate awards, and more. For an individual, it could be a promotion, a powerful personal brand, contributions to a cause, etc. Yet often these opportunities are lost due to poor communication. Show & Tell was conceptualised to overcome this problem.

The project sought to achieve the following outputs by December 2015: completion of seven projects, securing three clients, obtaining revenues of LKR 300,000, delivering workshops to at least 100 people and attracting 1000 followers on social media.

The key outcomes expected for the entrepreneur included greater pride and pleasure in daily work, a stronger network and reputational enhancements. Other stakeholders were anticipated to benefit from outcomes such as enhanced reputations, sales, funding, etc. for customers, significant monetary value for investors, and the ability for Sri Lankans to showcase ideas in an impressive manner internationally.

The project components were: conducting test marketing, registering the company, preparing assets and resources for production, establishing a partner network, preparing marketing communication material, conducting a marketing campaign and conducting workshops.

In executing the project, a number of management techniques were adopted including strategic management, project planning, risk management, time management, personnel management, sales management and financial management.

The project outputs were the completion of seven projects, securing five new clients, obtaining revenues of LKR 245,000, delivering four workshops to over 100 people and attracting over 1100 followers on social media.

Conceptual skills were displayed in recognising an untapped business opportunity, envisioning possibilities for growth and success, developing a creative branding and marketing strategy, and designing compelling products. Interpersonal skills demonstrated included networking to acquire leads, customers and partners, negotiating, conflict management and team building. Meanwhile, technical skills in digital marketing, branding, sales and presentations were enhanced.

Key conclusions derived having completed the project include that the need to bridge the gap in soft skills present in Sri Lanka represents a major business opportunity for entrepreneurs, the scope for positive change is wider than previously anticipated, however awareness generation is a critical success factor.