

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME



CASE STUDY

JUDE MONSON

AWS Ocean Energy

Commercial Manager, MIT EDP 2012 Alumnus

THE COMPANY

Jude took part on EDP 2012 whilst Commercial Manager at AWS Ocean Energy. AWS is a leading company in the wave energy industry, developing innovative technologies in harnessing renewable wave power. Jude is currently Commercial Manager at 4C Engineering.

WHY EDP

Jude's chief executive had attended EDP in 2011 and come back buzzing. Which motivated her to experience the **EDP learning, energy boost and buzz** for herself so that they were on the same page and could then cascade the learning throughout the company. Jude had set goals for the next 36 months which she specifically hoped EDP would help her achieve. Entrepreneurship is about creating or recognising opportunities and making the right commercial decisions regarding those opportunities. AWS as a technology developer has a clear business strategy which drives the direction of core business activities. However, development of new technology within a new industry undoubtedly uncovers many new potential opportunities of which AWS may seek to be part of in future.

With this in mind Jude said "I hoped EDP would help me to **develop my ability to recognise or create opportunities** and to **make the right commercial decisions when evaluating** how best those opportunities could be developed."

"EDP would help me to develop my ability to recognise or create opportunities and to make the right commercial decisions when evaluating"



THE PROGRAMME

Jude recalls that the programme was very intense but Jude made the most of every minute. "I was exhausted when it finished but just felt like I had learnt so much." For Jude, the most enjoyable part of the week was working with the team to develop their "business" for the business plan competition. "Being thrown together with such a mix of personalities, people with different approaches and skill sets was a real challenge, but that is all part of the learning experience and I learnt that you've just got to get on with your team members and find a way to get the best out of everyone and get the job done."

This was a great learning experience in how to **identify the strengths and experience of each team member** and learn how to use that to best advantage.

THE BENEFITS

Two of the things Jude learned at EDP that she introduced into her own business is the concepts of **flexibility and opportunity spotting**. Setting clear goals and objectives and then finding the best path to achieve those.

In Jude's view EDP has much more effect on leadership than management and it pushes you to examine your own leadership style. In a small company, having a clear vision is essential and then **empowering people to achieve** that vision. In a bigger company, life becomes much more about managing a series of parallel activities and the flexibility to adjust to opportunities is reduced.

The course really brought home to Jude that **networking is vital** and that you should surround yourself with people better than you.

Jude came away realising that **getting the right people on your team is critical** to the success of her company. Another key learning was understanding that with a lot of things, the opportunity is now, wait and the opportunity will pass. Also, there are many paths to success – if at first you don't succeed then try and try again.

SHOULD I DO IT?

Jude's advice to anyone considering applying to MIT EDP is emphatic.

"It's incredible – jump at the chance!"

"I was exhausted when it finished but just felt like I had learnt so much."

FOR FURTHER INFORMATION CONTACT:

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