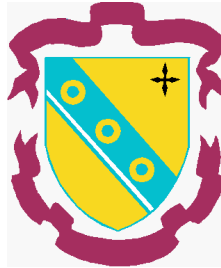


**Clayton Hall
Business and Language
College**



Tomorrow's Managers Today

DATES

On 29 and 30 April 2008 over 200 fourteen-year-old students from Clayton Hall Business and Language College participated in a management exercise called 'Tomorrow's Managers Today'.

PARTNERS

The event was supported by business mentors from Britannia Building Society, HSBC Bank, The Business Broker Project, North Staffordshire Chamber of Commerce, The Altogether Group, NVE Galleries, Hanley Economic Building Society, Newcastle College of Further Education, UK Leafleting, and local business representatives.

BACKGROUND

The event was organised by teachers and staff at Clayton Hall to meet their enterprise agenda and the Business Broker Project assisted by engaging business volunteers, and one of the business brokers was a mentor for the day.

OBJECTIVE

The aim of the day was to give fourteen-year-old pupils a taste of working in a business, and the roles involved different positions from financial controller to marketing manager. The day aimed to encourage:

- Teamwork
- Role play
- The importance of enterprise
- How businesses operate
- How the global market affects businesses
- The opportunity for students to meet and work alongside people from the business community

THE ACTIVITY

The exercise featured students running rival companies, which had to meet contract deadlines to strict quality control standards.

The simulation gave the ten students on each of the twenty teams the opportunity to run a business for the day, gaining valuable skills in teamwork, communication, planning, decision-making and working under pressure, giving them an insight into the manufacturing industry of the twenty-first century and preparing them for the future world of work.

The students faced all kinds of problems, ranging from fierce competition, shortages of materials, faulty parts, design changes, computer crashes, changes in government policy and customers only able to speak French or German, whilst also being challenged to make their business profitable.

The mentors played an active role as consultants to each student company or by setting up dealerships to buy the vans the companies manufactured.

IMPACT

Over 200 fourteen-year-old students from Clayton Hall Business and Language College participated in a management exercise. More than 14 business volunteers acted as business mentors on the day, each volunteering 6 hours of their time.

QUOTES

"Just to say thank you for yesterday, we were helpers on the Business day. We all enjoyed it, they all did a really good job. If they are our business men/women of the future we had better watch out. Thank you again!"
Ann Yoxall
Schools/Employer Link Co-ordinator
Newcastle College

"I also enjoyed the day. Although we "oldies" can't put the clock back, it's good to gain a brief measure of how the young people are shaping up. From Wednesday's experience I don't think we need to be too concerned about the future of UK Ltd."
Derek Newport
Kondratiev Business Development

"Just wanted to say thank you for inviting me to support your event yesterday. Even though our team (Clayton's Barmy Army) didn't win - I am sure there was a lot of cheating - I thoroughly enjoyed the day. I believe some of the guys in my team really got their teeth into the game - potential entrepreneurs of the future. I hope I can help you again in the future. I am sure to encourage other colleagues from Britannia to get involved as Business Mentors."
Zainul Sachak
Change Management
Britannia Building Society

"I really enjoyed the business day. It was a really useful day – a chance to work with new people, learn new skills and have fun rather than be in lessons!"

Lily Martin Year 10 Pupil

“...we made it to £163,000 by the end. We were so pleased all of us even our advisor who stuck by us all the way. To sum up we got best teamwork award and a box of chocolates, it was a cracking day.”

Adam Myatt Year 10 Pupil

