

Amgueddfa Cymru - National Museum Wales



Enterprise and Employability Challenge

**ACTIVITIES TO DEVELOP SKILLS
FOR THE TRIAL CHALLENGE**

Planning To Work Together

The benefits of working as a team

Using the headings below, rank in order the most important benefits of working in a team. Add any of the class's ideas to this list.

Satisfaction

Skills

Support

Creativity

Speed

Sounding board

1		6	
2		7	
3		8	
4		9	
5			

The qualities of an effective team member

Using the headings below, discuss and make notes on how these qualities help teams work together. How many of these qualities do you possess?

Good listener • Flexible • Takes part • Shares ideas • Reliable
Problem solver • Participates • Committed • Good communicator

The qualities of a team

Using the headings below, work in a team to prioritise which qualities are most important.

(1 **low** importance - 8 **high** importance)

Flexibility

Taking part

Reliability

Sharing ideas

Being creative

Commitment

Solving problems

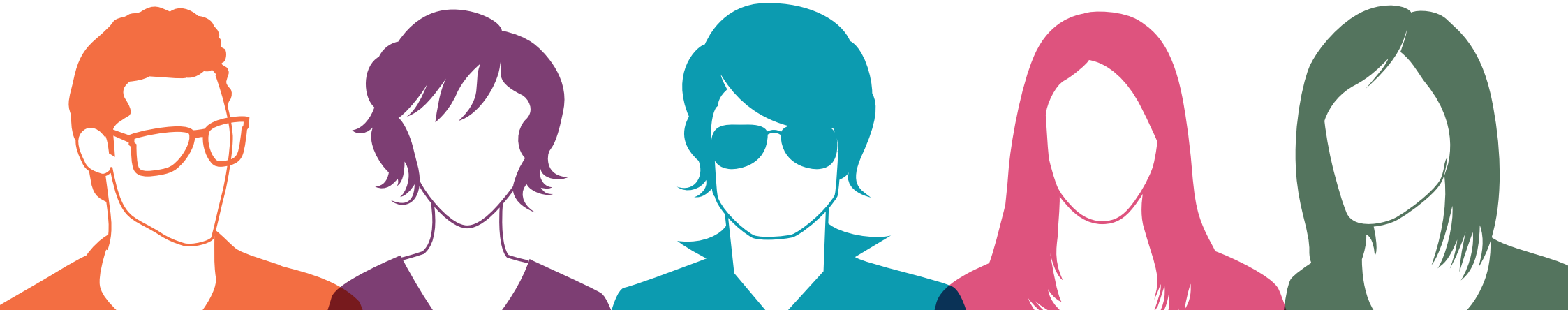
Good communication

1	6
2	7
3	8
4	
5	

Teams can discuss
options and achieve
their goal quicker
by using a **sounding
board** process.



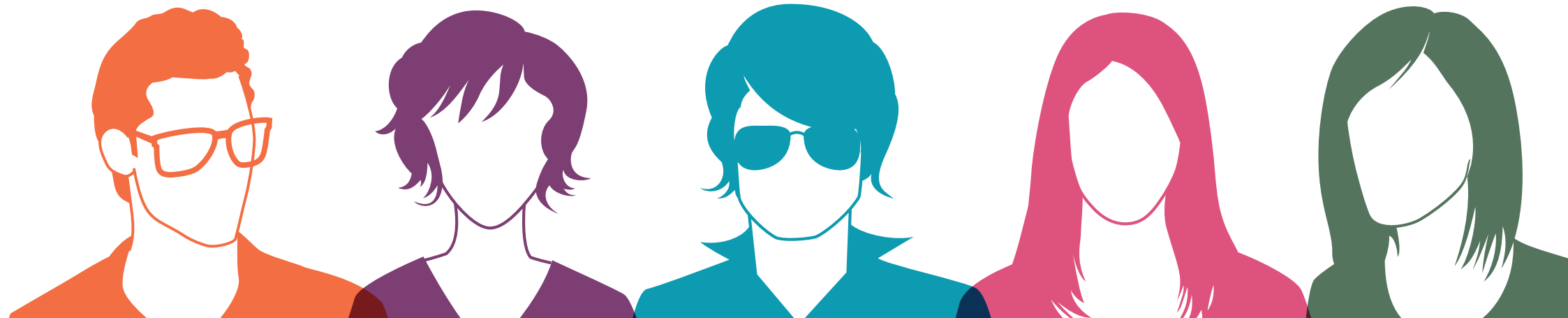
By splitting up the tasks, work can move forward, each person in the team will work on their own task and together the team will **support** each other in achieving the business goal **faster**.



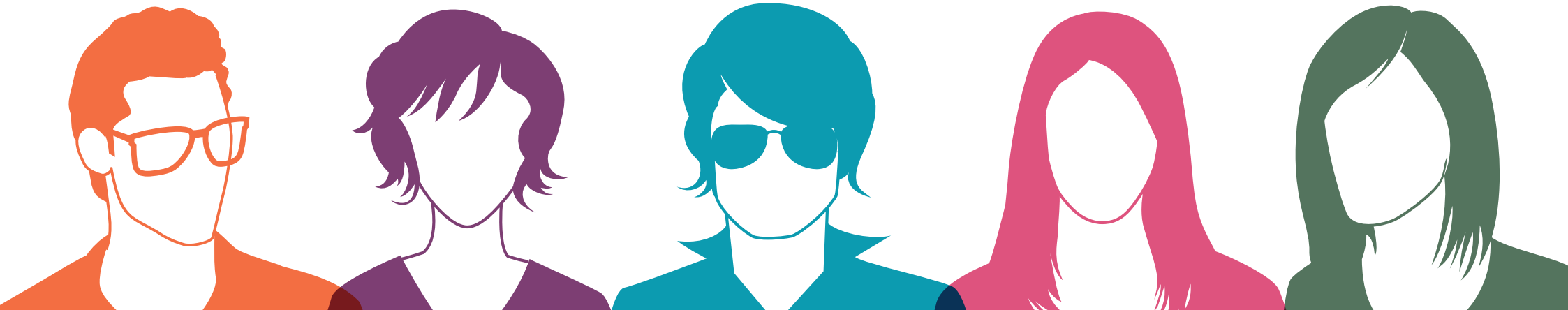
Working in a team
creates more energy
and enthusiasm giving
more **satisfaction.**



Creativity in a team is
generating more ideas
through having a range
of skills in the team.



The key point is that when a team works together, it has a huge range of **skills** available that it can use to run a succesful enterprise.



Team roles and responsibilities

All teams require team members to fill specific, defined roles.

Match each of the five team roles on the left, to the correct job responsibilities on the right.

Moves the team to achieve its task.

Don't have specific responsibilities, but their participation is critical to the team's success.

Keeps everybody on track.

Monitors how long the team is taking to accomplish its tasks.
Provide regular updates to the team on how well or poorly they are using their time.
Work with the team leader, facilitator and others to make new time schedules if the agenda has to be adjusted.

Keeps notes, records decisions.

Leader

Facilitator

Timekeeper

Recorder

Team member

Team roles and qualities

Who would take on which role in your team?



Leader

Name:

Skills:



Timekeeper

Name:

Skills:



Facilitator

Name:

Skills:



Recorder

Name:

Skills:

Skills test

Do you possess the attributes needed to succeed in enterprise?
Take the following free skills test and find out!

www.enterprisecatalyst.co.uk

Once you have completed the test, hold a discussion about the attributes needed to succeed in enterprise. Agree what you would consider to be the three most important attributes needed. Record them in order of importance, in the table alongside.

THE TOP 3 ATTRIBUTES INDIVIDUALS NEED FOR SUCCESS IN ENTERPRISE

1	
2	
3	

What is an enterprise?

An enterprise is another name for a business

Enterprise describes the actions of someone who shows some initiative by taking a risk by setting up, investing in and running a business.



Services and products

Which of the following do you think are products and which services?



Cakes

Product ☐

Service ☐



Guided Tour

Product ☐

Service ☐



Conservation

Product ☐

Service ☐



Cafe

Product ☐

Service ☐



Events

Product ☐

Service ☐



Bread

Product ☐

Service ☐



Demonstrations

Product ☐

Service ☐



Blankets/Cushions

Product ☐

Service ☐

What are your business ideas?

As a group, think of as many ideas as possible for your business enterprise.

What is the best way to do this?

Business
ideas



Market research

Produce a short questionnaire to find out who will use this service.

Find out:

- Age range
- Male/Female
- **What** they do. Teacher, student
- **Which** of the three business ideas they would buy
- **How** much they are willing to spend on the product/service



Team meetings

You will need to agree the answer to these questions.

Who will run the meetings?

Where will the meetings
take place?

How often do the team
need to meet?

What is the point of having
the meeting?

How will the team let everyone
know there is a meeting?

Who needs to come to
the meeting?

Recording a meeting - checklist:

Names of those attending



Date and time of the meeting



Review of progress so far



Decisions made



Main points



Actions and who is responsible



Date for the next meeting



Names of those attending:

Purpose of Meeting:

Date / Time:

Topic	Discussion	Action	Person Responsible
1.			
2.			
3.			

Help and assistance

Identify who to ask for help (if you need help) to run the business enterprise.

Website

Teacher

Careers Advisor

Form Tutor

Parent/Guardian

Entrepreneur

HELP!



What is a promotional campaign?

List a range of ways of promoting the business enterprise.

Promotional activity

Match the promotional activity to the promotional definition.

Offering a free gift or the chance to enter a competition when you use a service.

Displaying your service in an appealing way to encourage people to buy.

Talking to the customer about the service and why they should buy it.

Also referred to as i-marketing, web-marketing, online-marketing or e-Marketing, is the marketing of products or services over the Internet.

Communicating with customers through television, radio, newspapers and leaflets.

Getting the business in a local paper for free by making a news story out of the business.

Funding a local event or team to make sure everybody knows your businesses name.

Personal selling

Merchandising

Advertising

Sales promotion

Public relations

Sponsorship

Internet marketing

Promotional materials / Campaign:

Discuss the advantages and disadvantages of each of the activities shown on the previous slide, which can be used to promote a product or service. Complete the table below, identifying the main advantage and disadvantage of each.

	Main advantage	Main disadvantage
Personal selling		
Merchandising		
Advertising		
Sales promotion		
Public relations		
Sponsorship		
Internal marketing		

Cost and price the service or product

Understanding the pricing behind a new, original idea is an important step on the road to launching a successful business. Everything costs money, but good ideas make a profit.

Example: costs relating to a bake sale

Materials/Ingredients

*These are costs that will increase the more you produce.
Also known as variable costs.*

Item:	Cost (£)
Flour	0.20
Butter	0.30
Chocolate	1.00
Sugar	0.20
Eggs	0.20
Icing	0.20
Cake Tin	1.00
Total:	3.10

Other Costs

These are costs that will not change, regardless of how many products / services you produce.

Item:	Cost (£)
Staff wages	12,000
Rent of shop	10,000
Heating and lighting	5,000
Insurance	2,000
Gas & electricity	3,000
Advertising	500
Total:	32,500

Cost and price the enterprise activity

Running a business costs money. To be successful in business you need to plan your finances.

You need to determine how much it will cost you to produce your product or service.

- Do you need to buy / hire equipment?
- Do you need to buy materials?
- Will it cost Amgueddfa Cymru more in overhead costs such as heating, wages etc?

Cost and price the product or service

Estimate the costs of producing and selling a service for Amgueddfa Cymru. You could use the costing menu to help you complete this activity.

[illegible]

What have you been able to learn about working together?

What are the challenges of working together? Identify and discuss the top six challenges.

[illegible]