



Sapphire Project Overview

Three half day sessions culminating in an apprentice style presentation to our managing director.

First Session

The children will be broken into 6 groups of 5. Each team chooses a name and the project is explained to them. They will need to choose a product, decide on the price of it and work out how best to present it. In the first session they will meet people from the marketing team, the accounting team, the sales team and a person in a managerial position. The aim of this is for them to design a logo (marketing), work out the margin of profit for each sale (accounting), and decide how they would like to present it (sales).

There will be a discussion and explanation of the four areas in the company. We will see what the children think each section does. We will go over what questions they could ask to find out what people do in the company.

Game one

We have a list of words that are associated with certain areas in the company and the teams discuss which section the word fits best. I.e. invoice, logo, board meeting, telemarketing, company accounts, website (we can drop these into the explanation of each part beforehand to make it easier)

Game two

We will have six points, one each for the marketing, accounting, sales and managerial representatives and also a bogus man and then one for a feedback/filming session where each team may give feedback to camera about their hopes and thoughts. Each team will have to work out what section our representatives work for. At the meeting points there will be a flip chart and each team will do a spider map recording the answers they get from our five people.

Conclusion of Day one

We all get together and the teams guess what our representatives do. The results are given and there is a further question and answer session. There will be a discussion about and then a decision of which product they are going to present.

During the week

Research will have to be done on the market place of the product they have chosen. They need to find out

- What products are currently on the market?
- How much do the products cost?
- How much do they think it would cost to produce that product?
- What is the sales margin?
- What are the logo's of the companies that are currently on the market?
- How do they market their product – TV, Radio, News papers, direct calling?
- What are the Unique Selling Points of their product?

Second Session

The groups create their logo, create a business plan and decide on their presentation.

The second session will begin with a recap of the first session. We watch the film of the first session and go through the findings of the research during the week.

Each group is given a mentor from Sapphire. They will create a PowerPoint slide or A3 poster with their logos. While they are working on their logos, unique selling points and business plan the groups will separately be taken to another room for presentation training.

First Game

Each group is taken to have presentation training – by me. We will work through all the things that you should not do when presenting – look at your feet – pick your nose – mumble – put your back to your audience – fidget and then we will work on all the good things to do in a presentation – speak clearly – look people in the eye – make little jokes. They will be taught relaxation exercises for presentation jitters. We will have volunteers that are videoed doing bad and good presentations where they talk about themselves for two minutes.

We will go through preparation for the presentation. Have three points. Say what you are going to say – say it – say what you have said.

At the end of the session they should have a logo, know the unique selling points of their product, the cost, sale and margin of their product and have an outline of how they would like the presentation to go.

Conclusion of day two

The video diary is continued, giving each team a time to reflect on the decisions made and how they think their product will be received. They will be encouraged to record feelings and thoughts on the activities.

During the week

They create a PowerPoint presentation with the logo and practice the presentation, which should include a business plan. They will decide how they are going to present and what they are going to present.

Third session

This session should be in the main hall. Each team should have a chance to practice their presentation and get some last minute tips from their mentors. The children could be encouraged to wear “business dress” for the presentation.

This will be a production. Music, lights – our MD treated like Alan Sugar. Their pieces will be presented on the stage whilst the other teams watch from the audience. Ian will then give two stars and a wish feedback for each presentation. There could be prizes – all up to the school. We have a small budget.

Conclusion of Day three

Each team will be asked to do a video diary of reflections on the process.

After the project

The video diaries will be edited to show the progress of each team and the final presentations. This will give the children an opportunity to reflect on what they have learnt and also a chance to see how good they are and how great they look – improving self image and giving them confidence.

Further options

It is possible that they could actually create their product. It could be recycled t-shirts, photo frames, decorated plant pots or cards. If they create their product we could invite other Sapphire staff and members of the community to a fair to buy them. This would be good for community cohesion and possibly could raise money for the school.