

## Coaches and Mentors wanted

### Counties Manukau Lion Foundation Young Enterprise Scheme (YES)

The Lion Foundation Young Enterprise Scheme is an experiential business programme where students set up their own company, create real products/services, implement real marketing plans, earn real money, and keep real profits. As a company, students are expected to elect directors, gain initial capital, prepare and present a formal business plan, have a product launch, participate in a trade fair, market and sell their products and complete a company annual report. In 2010 over 3500 students and 650 student teams from 160 secondary schools took part in the programme nationally.



### E-Day

E Day marks the start of the YES year. It is the first time that all YES participants come together in their region. This year we are expecting approximately 550 Counties Manukau students to take part in the YES Scheme including YES Technology (an opportunity offered to all Technology students). The purpose of E Day is to inspire and promote YES as well as letting the students know what they are required to do during the year. During the day students are led through the process of brainstorming, developing, and evaluating product ideas for **presenting to Business Coaches**.

### E-Day Business Coaches

At E-Day, we invite business experts to listen to the presentations from the student teams to provide them with realistic views of their business ideas. The coaches spend 90 minutes in the afternoon listening to the business ideas of teams and providing guidance and encouragement to ensure the ideas are fully formed and have the potential to succeed.

**Business Coaches** are critical to the success of E-Day, which is in turn critical to the success of YES 2011. Being a coach is a rewarding and enjoyable activity, which involves:

- A 90 minute donation of your time from 12.45pm – 2.15pm (*please arrive by 12.35pm*)
- An open mind and ability to relate to young people
- A quick analysis of the business idea presented to you by student teams
- Positive, constructive, clear communication to the students
- Guidance on how to improve or refine their ideas
- Suggestions on where to go next for more information if necessary

**If you or any of your colleagues are interested in being a coach at the Counties Manukau YES E-Day on Monday, 07 March 2011 at TelstraClear Pacific Events Centre, Great South Road, Manukau from 12.45pm – 2.15pm, please contact YES Regional Coordinator, Anita Keestra, Email: [anita.keestra@em.org.nz](mailto:anita.keestra@em.org.nz). We need approximately 60 – 70 Coaches for E-Day.** Please feel free to forward this email to your business networks.

## **Business Mentors for YES**

The Lion Foundation Young Enterprise Scheme aims to provide experienced business people (**Mentors**) to help YES directors overcome problems they meet in setting up and running their business. The mentor plays a critical role in YES. It is the mentors input that helps students gain a worthwhile result from this practical learning experience. The mentor links “real business” with the student companies and the school. The YES year runs from March – October and the mentor spends approximately 2 – 3 hours per month with their teams.

### **A mentor should**

- Ensure all business decisions are the students
- Help the student directors to help themselves
- Remember the essential role is to act as coach and sounding board
- Be supportive and open minded
- Use language that can be understood by the students
- Keep matters confidential

**After E-Day on 07 March 2011, should you be interested in mentoring a student team, please email me your details and I will link you with a student team and YES teacher.**

**Through becoming a Young Enterprise Coach/Mentor, you can make a real difference to the lives and potential of young people in your area by helping them to understand the world of business and prepare for their working lives.**

I look forward to hearing from you and thank you in advance for your support.

### **Anita Keestra | Business Advisor & Business/Schools Partnership Manager**

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