

GUIDE 13

MANAGING YOUR TEAM



BRONZE LEVEL

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1. Why is Managing a Team so important?



Managing a team is important in the successful running of your school business. You want your students to get as much business experience as possible and also generate income to support the school or charitable cause you have chosen.

Making sure your team of students and staff members are happy, means a more productive working environment and better chances of running a sustainable school business.

2. How to Manage your Team

Keeping your team motivated

Your team of committed students and staff need to stay motivated and inspired for your business to continue running well. There are many ways you can keep your students motivated. Here are a few suggestions you could consider:

Enterprise Ambassador Award

If your school has a big business team, you could pick one or two students each month to be ambassadors for the business. These students could be awarded a special certificate and have additional responsibilities. This will make them feel valued. To award this position, you could either:

- Award the position to a student who has made a big contribution in terms of time and effort in the school business or
- Ask the students to vote for the ambassadors.

Presentations from potential employers on the value of business

This can be especially helpful for secondary schools. If you or your school has connections with local businesses, then ask business leaders to come in and talk about how important is to gain entrepreneurial skills for future employment opportunities. This will encourage students to consider how being involved in the school business can positively benefit their future! Making links like this also has the added benefit of showcasing your school business – they might want to invest in your business later!



Students at KIIT World School listening to a prominent local business person.

For example **KIIT World School in India** invited local business leaders who conducted interactive sessions with students looking at ‘What goes into the making of a successful entrepreneur’, ‘Entrepreneurship as an emerging career option’ and ‘Business Dynamics’. Students at KIIT World School felt that these workshops introduced a new life into the subject and helped them plan for the future.

Visiting local companies could be another motivational boost for your students, as they will have the chance of seeing a real production process directly! For example, once the students from **Escuela Concertada Solaris** in Perú came up with their business idea, they visited two organisations to understand the production process related to their business!

The students first visited ‘Capriccio’, a company who trained them on how to make jams. Then they visited ‘Laboratorios Portugal’, who taught them how to make ointments and about the importance of having good hygiene practices during the production process. Since then, they have been successfully running their jam and ointment business (Qallarikuy) and were the Latin America Regional winners in the 2013 School Enterprise Challenge!



Qallarikuy team members learning about the jam production process



Students listening to one of the company’s experts on ointment making

Hold an Assembly

This is one of the fastest ways to spread the message about the business you have built and will guarantee getting more students on board. It is a great way as well of establishing the business at the heart of the school and creating excitement about it!

Presentations and case studies are great tools to use in assemblies; asking the students who are running the business to present all the positive achievements of the school business can serve as a great confidence and motivational boost! Other students are more likely to get involved if they see models of successful school businesses elsewhere.



One of the students at DAV Pushpanjali School in India advertising their “Stand Tall” enterprise during assembly

Sharing your achievements with the School Enterprise Challenge team

Sharing your achievements with our global community on social media (Facebook page, Twitter, Blogs, etc.) is another way of keeping your team members motivated! This is a great opportunity for your students to show off their success and share their experience with other schools from all over the world! Remember you can share your photos, blogs and comments on our [Facebook](#) page.



School businesses should be a **student-led activity** and it is really important for its success that the students feel they have ownership of the business. Although in general businesses are overseen at the very top level by school staff, when planning the daily running of the business, **it is essential to allow the students to be involved in the day-to-day activities across all areas of the business** (sales, marketing, accounting and recordkeeping, production etc.).



Lesson Activity: Personal Development Training for Students

Below you will find an exercise to get your students think about their skills and the areas they would like to work on/improve. During your class you could:

1. Ask all the students involved in the school business to sit together in groups of two or three.
2. Ask them to brainstorm the skills they have gained by setting up a business.
3. Once they have highlighted skills they have gained in their group, draw up a list of them on the board or on a piece of paper.
4. Ask one of the students to present a skill chosen and ask the rest of the class to raise their hands if they have chosen the same. Repeat this activity for as many of the skills as possible.
5. Finally, give the students some time to write down on a paper a list of individual skills they have worked on while being involved in setting up the school business.
6. Then, ask them to reflect on these and write down two or three skills they haven't yet built on and write down the reasons they would like to.

Reflecting on what positive attributes have come out of this process is a great way for your students to recognise what they are achieving while being involved in the school business. It also shows they are constantly challenging themselves!

Now let's look at some of the skills learnt by **Secondary Technical School Number 59** students while taking part in the 2014 School Enterprise Challenge!

Case Study : YUCADN Regional production of Dips and Preserves, Secondary Technical School Number 59, Mexico
Secondary Technical School Number 59 in Mexico set up a business selling three lines of food dips (traditional, gourmet and innovative).

Among some of the abilities the students learnt, they mentioned the following:

- **Decision making skills:** for example, as all the business tasks are split among the team members, everyone has the same responsibilities, is familiar with all the business areas and is responsible for taking business decisions.
- **Negotiation skills:** no matter the role the students have in the business, they are always practicing different negotiation techniques in order to increase their sales.
- **Strategic thinking:** they practice this skill by seeking to see the "big picture", medium and long-term.
- **Business expertise:** Team members are always up-to-date with everything related to their business (e.g. new ingredients for the dips, etc.).
- **Basic administration skills:** from getting suppliers' quotes, to sending electronic invoices, including managing the petty cash.
- **Cooking skills:** combination and preparation of various dips and nibbles for tasting.
- **Teamwork:** all students are constantly ensuring that information is reachable to every team member; decisions are taken by the team democratically.
- An **Entrepreneurial attitude.**



**YUCADN business team members
preparing their products for tasting!**

The students mentioned on their Annual Report that overall they learned to be tolerant in situations where creativity, flexibility, knowledge skills and positive attitudes were required!



Lesson Activity: Deciding on the school business' rules

To run a successful business, everyone involved in the school business should follow the rules set by the Supervisory Team. During your class you could ask all the students involved in the school business to think about the rules they want to have in your school business and draw up a list of them on the board.

Once you came up with a list of rules, ask the students to vote for their three favourite ones and then write the most voted ones on the board. You could ask one of the students to write them down on a notebook that will be, from now on, use only for taking notes during the business team meetings. You could also frame those rules and post it in the classroom for everyone to see and follow them.

Deciding the rules as a team will encourage your students to take ownership of the business, developing their leadership, communication and team work skills.



This is an opportunity to collect evidence and information that will help you complete **'Section D: Achievements, Challenges and Solutions'** on your **BRONZE Annual Report Template**.

Well done! You have now *learned about the importance of managing your team and how you can keep your team motivated*. In the next guide, you will be looking at Sustainability and Business Development.