

# Case Study

## Meadowhead's Entrepreneur Surgery



For teachers, keeping students enthused and interested in the BiG Challenge is one of the most vital elements of being a BiG team mentor. Meadowhead School called upon expert help in the form of Sheffield entrepreneur Faye Smith.



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When taking part in a project which spans several months it is possible to lose some of the initial excitement and enthusiasm, particularly during frustrating or different tasks. The BiG Challenge is no exception.

Clive Lightburn, Enterprise Champion at Meadowhead and Jo Allen, Enterprise Co-ordinator at the school, decided to bring in the help of local businesswoman Faye Smith. Faye has experience of business support, marketing advice and project management and runs business consultancy Keep Your Fork.

Clive says, “Keeping a team motivated is one of the most tasking elements of business. You could have a very talented team but, without the right motivation, the work won't be at the standard it could be. This is possibly more relevant with BiG teams. It is important to keep students motivated to try their very best during the BiG Challenge. It is the responsibility of the BiG mentors, the teachers in the schools, to keep their teams enthused.

“Bringing in experienced and knowledgeable entrepreneurs such as Faye Smith can give teachers a lot of ideas and insight into keeping teams interested in the Challenge.”

Faye visited the school to talk to teachers and host workshops on how to motivate BiG Challenge teams.

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Faye says, "We focussed on two areas; personal profiling and making money. It's important for every member of the team to be working in an area ideal for their skill set. If they enjoy creative thinking then giving them a marketing role will keep them motivated and, similarly, if you have someone who is passionate about selling – make sure they work in sales.

"Most businesses use the idea of making cash to get the best out of their staff. During the workshop with teachers we also talked about how to get the students thinking of ways to sell and market their business and to look at future ideas and new business techniques."

Jo Allen, who has also arranged for other entrepreneurs to visit Meadowhead, thinks the workshops have also helped the teachers grasp the BiG Challenge better.

Jo says, "The workshops with Faye were invaluable to the teachers who are mentoring BiG teams. She showed us several different techniques for establishing the best roles for each member of the team, exercises to help the students come up with business ideas and alternative methods for making businesses a success. She provided us with worksheets covering techniques and Top Tips for business. All of this can be used to provide students with a lot of support, which will help their motivation to try their very best during the Challenge.

"We have also facilitated an after school workshop for all Meadowhead's Big Challenge teams and mentors delivered by Frances Wells of FWA Consulting, who provided some valuable advice about what makes a successful bid for investment and good report writing skills."

Faye Smith and Frances Wells were both sourced with the help of Entrepreneur Exchange. If you are interested in arranging for an entrepreneur to visit your school please contact Liz Yoxall at Business and Education South Yorkshire on 01709 336738 or email [thebig@be-sy.co.uk](mailto:thebig@be-sy.co.uk)



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