

You're Hired!



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- The session begins with the tutor inviting members of the class to draw straws to see who will be 'THE BOSS'
- THE BOSS then picks two people to be his/her assistants
- The rest of the class are divided into two mixed-ability teams by the tutor
- THE BOSS then reads out the 'task' card and sets the teams to work
- Each team elects a team leader and moves into a separate area to begin their work.
- An assistant goes with each team and makes notes using the 'Assistant' sheet
- THE BOSS, meanwhile, reads the instructions provided and answers the questions set for him/her in order to prepare to judge the task
- When both groups return, THE BOSS explains the next stages of the process, before ultimately 'hiring' an apprentice
- The winning apprentice will receive a prize at the end of the game

Tutor notes:

Be sure to support 'THE BOSS' in reading his/her instructions and when he/she reads the 'TASK' page out to the group, in order to ensure that everybody understands what to do.

If possible, it's good to set the classroom up in such a way that you have a top table with three chairs, and then a boardroom-style row of tables in-front, in keeping with the Apprentice theme.

Ideally, it's good to laminate the task card. This means that it's reusable, but it also makes the game feel more professional.

Lastly, I'd recommend creating three envelopes: one for THE BOSS and one each for his assistants, so that the relevant instructions/worksheets can be easily handed over. It also adds to the fun of it all a little bit.

This resource was originally used in Manchester. All occurrences of "Manchester" in the following pages have been replaced with _____ so the tutor can fill in with a suitable town or city.

Alternatively, you can obtain an editable Word version of this resource by uploading a resource you would like to share on www.skillsworkshop.org

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THE TASK

Your task is to sell _____ to tourists. To do this, you must work closely with your group to create an exciting advertising poster, before coming back into the boardroom to 'sell' _____ to me and my assistants.

Each team will vote to elect a team leader who will lead the task, but everybody is expected to contribute to the process in some way. My assistants will be keeping a close eye on you to make sure that everybody plays their part.

Your poster must:

- Be eye-catching
- Have pictures **and** text
- Use lots and lots of persuasive language
- Point out the key features of the city
- Have a fun and easy to remember slogan or saying (such as, "It's time for a Diet Coke break" or, "For mash get smash" or "Autoglass repair, Autoglass replace")

And, most importantly of all – it must make people **want** to come to _____ !

Your first step is to brainstorm with your groups to gather ideas. You may use the internet to help you.

Then, you must create a plan and, using scrap paper, do a rough plan of your poster.

Next, you must draw a poster on the large paper provided, using any markers and coloured pens you require.

When the poster is complete, you must select a member of your team to pitch your poster to the boardroom. Make sure that this person writes down at least a few notes on what they should say about this poster.

The pitch is, basically, a brief presentation telling me and my team why your advertisement should win. You have around five minutes to make your presentation team, and you should use this time to tell me two things: firstly, what your campaign is all about, including how you came up with it, and, secondly, why _____ is a good place for tourists.

When both teams have presented their posters, we will have a short break whilst I decide which team is fired. After that, I will pick an overall winner. There will be a prize for the overall winner.

You have an hour and a half to complete this task.

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THE BOSS

Your job is to 'hire' an apprentice at the end of this process. In order to do this, you have set two teams a task. One of your assistants will go with each team to monitor their performance, and they will then report back to you later with their findings.



The task for the two teams is to 'sell' _____. To do this, they will need to come up with an advertising slogan, a bright, colourful poster and be able to pitch their advertising campaign to you by the end of the day.

When this is complete, you, along with your assistants, will leave the room and vote in secret for the winning team. You must then return to the room and tell the teams of your decision. Then, ask the losing team to leave the room.

Next, you must explain to the winning team why they won the task. Also, give feedback to people who you feel have done particularly well. When this is done, ask the team to leave the room whilst you make a final decision.

Whilst the other team are out of the room, you must discuss with your assistants which member of the winning team should be hired – and why. When you have made a decision, call the team back in and explain to them what helped you to make your decision, before pointing at the winner and saying 'you're hired' in true Sir Alan Sugar fashion!

Some things for THE BOSS to think about whilst the teams prepare their pitches:

Write your answers to the following questions in the spaces below (this will help you to know what you expect from the teams, making it easier to judge a winner).

Why do you think that _____ is a good place to visit?

What are the main buildings/places/features of _____, in your opinion?

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Tick five things from the below list that you think are the most important to a good advertising campaign.

- a colourful poster
- big pictures
- big text
- a catchy slogan
- lots of information on one page
- contact information
- bold text
- hand-drawn pictures
- pictures copied from the internet
- neat handwriting
- correct spelling
- lots of adjectives (describing words)

In the space below, do a rough sketch of what your ideal 'Visit _____' poster might look like. This will give you another good indication of what you should be looking for from the teams.

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THE ASSISTANTS

Your job is to keep THE BOSS informed about what happens during the group-work stages of this process. You are the eyes and ears for THE BOSS, and your opinion will greatly influence his final decision. You are not allowed to talk to the group or make any suggestions at all during the process – you are simply there to make notes and report back to THE BOSS.

Answer the following questions in the spaces below. This will help you to decide whether your team has worked well together or not, and also who you think should be the overall winner.

Who is in the team you are watching?

What is the team's name? _____

Tick three things the team are doing really well

- Working together
- Being creative
- Planning
- Preparing a pitch
- Listening to each other
- Listening to the team leader
- Selling _____
- Creating a good poster
- Thinking about things a visitor would actually want to see

Tick three things the team are doing really badly

- Working together
- Being creative
- Planning
- Preparing a pitch
- Listening to each other
- Listening to the team leader
- Selling _____
- Creating a good poster
- Thinking about things a visitor would actually want to see

Do you like the poster that the team are creating? YES/NO

Do you think that they have worked well as a team? YES/NO

Do you think that the team leader has been a good leader? YES/NO

Who has worked the hardest? _____

What do you really like about their poster?

What do you really like about their pitch?
