

CASE STUDY

NHS staff are business mentors for a day



Dragons' Den at Normanton Common Primary School – summer 2014

Yorkshire and Humber Commissioning support (YHCS) is an expert award-winning provider of commissioning and business support services.

A team of five YHCS staff based in Wakefield spent a day at Normanton Common Primary School to act as business mentors to groups of year six pupils. The task the pupils and their mentors were set was to develop a product and pitch to a panel in the style of the popular TV show, Dragons' Den.

Business mentors supported children to think of an idea, think about how much it would sell for, and how they would advertise and market their product. This was done through brainstorming sessions on a one to one basis and collating all the ideas, ready to produce the end strategy. If that wasn't scary enough for the pupils, they then had to pitch their ideas to a panel of Dragons.

The results

After a day of working alongside staff and pupils the YHCS business mentors were drained and exhausted, but when asked if they would volunteer again it was a resounding "YES!"

This project is part of YHCS's commitment to being a socially responsible employer. As a transformational leader, the CSU is proud to have been part of the project. It was a fantastic opportunity to work with the pupils, help build their confidence and show them that if they put their minds to something then the sky's the limit.