

The Apprenticeship

What is it?

A merciless entrepreneurial team challenge.

The business world's 'head honcho' is recruiting, but only has limited placed in his company. However he will be choosing someone in this room. With skin clammy from unbearable nerves, you brace yourself for his decision. Will it be you?

How does it work?

The formidable business guru Adam Saccharine will be putting applicants through a rigorous selection process by setting business-based tasks and challenges. In teams, the applicants will need to work together and put effective business plans into action to impress the big boss and succeed.

How does it work?

The type and number of challenges undertaken is flexible, allowing you to create an event to best match your objectives. The Apprenticeship can be based on a single detailed challenge or several shorter challenges. Simply choose the challenge(s) from the following – or speak to us to design a customised challenge.

Charity Fete to Auction

Scour the local charity fete for potential bargains and then take them to auction. Can the teams make a profit to return to the charity?

Run Your Own

Teams can take on the running of a small enterprise. Bet it a fast food vendor, coffee van, novelty gift stall or newspaper stand; who can reap the most financial success?

Mini Busk Off

Testing the teams' marketing and strategic abilities, this is a battle to reap the most income using street performers. The teams scope out the most profitable locations and plan busking strategies to maximise proceeds.

Charity Retail Challenge

A test of perspicacity and bargaining powers. Given an amount of cash and a designated shopping list, each team is required to purchase as many of the listed items with as little expenditure as possible. The items are then donated to a charity.

Punt a Product

Aim to create the perfect marketing campaign for a new product introduced by Adam Saccharine's company. Design and create TV advertisements, posters and integrated campaigns to be judged by Saccharine himself.

Company Calendar

Teams design, plan and produce a calendar for their company. The most promising creations will be voted on by a senior figure in your company to decide the winners.

After the challenge(s) have been undertaken, the teams reconvene in the boardroom to be assessed.

Adam Saccharine will then decide and declare which teams have not made the grade and will be 'fired', before announcing the winning team which then to be 'hired'.



The Apprenticeship

Who is it suitable for?

- Colleagues
- Teams wanting to develop better communication
- All ages, genders and business backgrounds

What are the benefits and outcomes?

- Effective teamwork
- Ability to work under pressure
- Improved strategic and tactical thinking
- Planning and preparation capabilities
- Logical and lateral thinking

Timing and Logistics:

Number of people	6 - 300+
Duration	2hrs – full day, dependent on number of challenges chosen
Venue / Logistics	Indoor and/or Outdoor
What we supply	All characters, facilitators and equipment necessary for the challenge. Pre event planning and on site management.
Pricing	On application
Health and safety	Risk Assessed & £10million Public & Product Liability and Professional Indemnity Insurance

Enhancements

- Replace Adam Saccharine with a celebrity presenter or speaker
- Provide the teams with transport to match the corporate fat cats: hummer limos, sports cars, even horse and carriage!
- Use a business facilitator to comment on teams' actions and highlight messages to take back to the workplace.
- Extend the event over a weekend or several days. Teams can share accommodation in a 'business HQ' flat/house in the style of the original show.
- Record the days' event on film for a memento and to relive the teams' ordeals.

