

## **Enterprise Day (E-Day) - “Speed Business Coaching”**

### **What is E-day?**

E-day is held near the beginning of the school year in each YES region across the county. It is a scheduled programme for every student participating in that year and is designed to familiarize them with the programme and to set them in the right direction.

The programme is a combination of presentations on areas such as company values, directorships, idea generation and marketing with time for each student company to work together on these areas. The teachers accompany students and it is also a time for students to meet the local YES coordinator.

The most popular part of the day for students is the “speed business coaching”. This is where business people come in and move around the various company groups, spending around 5 – 10 minutes with as many groups as possible over an hour.

Business people provide feedback on the ideas that the students have come up with for their business OR assist the students to generate ideas for their enterprise or to further develop ideas that they have brainstormed.

The point of the day is for students to go away enthusiastic about running their own business with an idea of what their business will be and some feedback on how they think they will get the business to market. The day also provides an important opportunity for students and teachers to connect with real business people and get advice from a variety of people who have “been there and done that”.

### **What skill set is required?**

General experience of the business world – from any background or industry

An interest in helping young people

An ability to communicate with young people

A “glass is half full rather than half empty” outlook!

### **What time commitment is required?**

**This session runs for around an hour at the end of the Eday – this usually means sometime between 1 – 3pm.**

### **What do I do if I am interested?**

Contact the Regional Coordinator for the details of the e-day in your region.

If you are interested in being an ongoing mentor for a team, please advise the coordinator in your email.

**Thank you from Young Enterprise Trust**