

YEAR 10: YOU'RE HIRED!

At the end of the Summer Term, the current Year 10 girls took part in an Apprentice-style challenge under the watchful eye of Sir Alan Sugar (well, a photograph of him glared down from the wall...)

Divided into teams, the girls investigated the two major downfalls for the contestants on the television show - their inability to collaborate effectively and their poor creative and logical thinking skills. After identifying their own team's potential strengths and weaknesses and gathering evidence about a range of useful thinking tools, the groups were ready to compete.

Two different challenges were posed. For each event, only one team would be hired.



Put your best foot forward

Teams within forms 9B and 9EZ battled to put forward a new and innovative way of selling shoes - designing a retail outlet, coming up with a name and slogan and producing advertising material.

Will you bottle it?

The girls in forms 9M and 9K faced quite a different challenge: to produce a re-branding and marketing strategy to help mineral water companies fight back in the face of the current threats to their businesses.

In both cases, the quality of the ideas put forward was extraordinarily high. The team presentations were varied and very carefully planned, offering a wide range of highly creative suggestions - many of which we feel sure would not have been remotely out of place in the major London marketing companies.

Feedback was offered by the 'spies' (many thanks to Mrs Brown, Mrs Gray and Mrs Norris!) and the groups were scored for teamwork, use of thinking tools, the creativity and practicality of their proposal and their final pitch. It was a tough decision, but in the end one team from each pair of classes was 'hired'.

Congratulations go to:

Nemesis - who created a 'modern, unique upmarket outlet', Belles Chaussures, and who not only used the thinking tools provided, but also invented a new one of their own - the 'RISE' which helped everyone to express their ideas.

Team members: Nikita Graham, Rhiannon O'Connell, Ujala Patel, Liberty Cannon, Sonam Lotay and Karishma Sakhrani.

Fastidious - who lived up to their company slogan 'You can't compete with perfection!' with a carefully planned and designed product 'Splash' and a lively presentation.

Team members: Ayman Dhanji, Brogan McFadden, Ellyn Ronchetti, Karina Patel, Tove Hubbard, Gisele Payvandi and Alexia Stylianou.



*Mrs C J Simister
Director of the Cognitive Development Programme*

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