

QUESTIONS

Please answer both questions in Section A and any two questions from Section B

Section A

Answer both questions

1. Please write about your own involvement and contribution to your YES programme. Describe your role and the extent, value and impact of your efforts.

Consider the following:

1. Describe your role and its importance to the project.
2. How did your natural talents and effort contribute to the success of the business?
3. How satisfied were you with what you achieved personally? What areas could have been improved? Outline your strengths and weaknesses.
4. What have you learned and how will it be of benefit to you in the future?
5. Has the experience influenced or inspired your career ambitions, if so how?

2. Describe how your team was formed and how the business developed. How was it managed and controlled? What was successful and what could have been better?

Consider the following:

1. Describe how the business was devised and planned.
2. How was the team formed and the roles selected?
3. How effective was the teamwork?
4. Outline the main strengths and weaknesses of the team and the opportunities and treats to the business.
5. What could have been improved overall?

Section B

3. The main goal of all business is to be successful, but the relevant regulations must also be followed. How were your company's finances and legal responsibilities managed?

Consider the following:

1. How were the accounts and banking operated?
2. How was cashflow and funding managed?
3. How was the day-to-day administration and organisation carried out?
4. Describe how meetings were arranged, their frequency and how they were recorded.
5. How was it ensured that all legal and regulatory issues were compliant?

4. Was leadership evident in the project, either within your team or from your support network? What you have learned about motivation, commitment and team building?

Consider the following:

1. Where was leadership evident? What people, either inside or outside your team helped, supported and inspired?
2. What qualities made these people stand out?
3. What do you consider the main qualities and skills of good leaders?
4. Thinking of personalities from the business world, who do you see as the best role model of leadership?
5. What have you learnt that would make you an effective and inspirational leader in the future?

5. How did your company market and sell the product or service?

Consider the following:

1. How were the team confident that there would be sufficient demand for the product or service?
2. Who exactly was the product aimed at, everybody or at a particular customer profile?
3. What was the company's approach to creating an image/ brand?
4. What channels of promotion and advertising were selected and how effective were they?
5. How was the sales strategy decided and actioned?

6. At the heart of every successful business is the business idea itself. How did you and your team generate and develop the idea?

Consider the following:

1. Where did the business idea come from?
2. How strong was belief in the viability and commercial potential of the idea?
3. To what extent was there a focus on originality or innovation?
4. Was the product or service influenced by customer feedback?
5. How did your team adapt to unexpected change?

End of Paper