

THE CRANFIELD BUSINESS CHALLENGE FOR LOCAL SCHOOLS

*"It's been a great privilege to sponsor The Cranfield Business Challenge. We are always keen to develop the capability of our existing and up-and-coming leadership team. So sponsoring the teams was an easy decision for Novacraft. Every Novacraft mentor has gained a **greater commercial understanding of what it takes to create and grow a healthy and sustainable business along with overcoming challenges along the way.** Mentoring teams is a microcosm of the challenges faced in an organisation(...) **how to encourage and motivate participation, understanding the skills gap, decision making, communication** and much more. Our mentors have returned invigorated and inspired and as a result have made a measurable difference to The Novacraft Group growth plans."*

Debra Charles, Founder and CEO, Novacraft

The Cranfield Business Challenge is an annual event run by the Centre for Customised Executive Development (CCED), Cranfield School of Management, in partnership with local schools and is now in its 20th year.

Businesses who become our Sponsors benefit from this initiative not only through interaction with the local community but also from the development of their staff who will be testing their mentoring and communication skills in a high pressure team event. These mentors will also gain valuable business insights from being involved in the business simulation.

The Challenge

The Cranfield Business Challenge targets post-16 (Year 12) students who are taking a business or non-business related course as part of their studies.

In the Challenge, teams along with their mentors, act as the directors of a company which could be a start-up or an already existing business.



**Transforming
knowledge
into action**

The aim is to run the business as profitably as possible in competition with the other teams in their market. The most successful team and their Mentor will receive the Cranfield Business Challenge Trophy and prizes.

Benefits to Mentors

- Improve leadership and team-management skills
- Develop strategic vision and creative thinking
- Improve understanding of group behaviour
- Enhance personal coaching skill

The Cranfield Business Challenge for local schools not only provides an excellent opportunity for organisations to make a contribution to the community, but also gives them business exposure in local and social media.

How to get involved?

We are seeking team sponsorship of £250 per team from interested businesses. The Sponsor is also invited to:

- Provide a Speaker at the opening event or the Award Ceremony;
- Provide promotional gifts;
- Put forward a number of employees in the role of business mentors providing them with a unique personal development opportunity at the Stage 1 of the Challenge on 24 June 2016.



"It's a great opportunity to see things from a different perspective, meet a different demographic ...and have fun too."

**Martin Scudder,
Lynx Networks, Mentor**

Get in touch!

For more information on the Business Challenge or to register either as a business mentor or sponsor please contact:

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