



Micro
LionHeart
Challenge

'THE MICRO LIONHEART CHALLENGE '

HILBRE HIGH SCHOOL

Thursday 8th July 2010



EVALUATION FEEDBACK REPORT



Micro
LionHeart
Challenge

A SELECTION OF FEEDBACK FROM THE
JUDGES

'IN-SCHOOL LIONHEART CHALLENGE'

Mr. Alistair Noakes

Careers Development and Guidance Coordinator, Hilbre High School

"The pupils have gained confidence/self-esteem from participating at The Micro LionHeart Challenge. They learned to work in teams with new people...we would like to do it again next year!"

Miss. S. Brooken

Teacher, Hilbre High School

"An excellent experience. The children have excelled at The Mico LionHeart Challenge and it has held their interest very well. The LionHeart Business Coaches did a great job. "



Micro
LionHeart
Challenge

EVALUATION REPORT FROM THE PUPILS

`THE MICRO LIONHEART CHALLENGE`

HILBRE HIGH SCHOOL

8th July 2010

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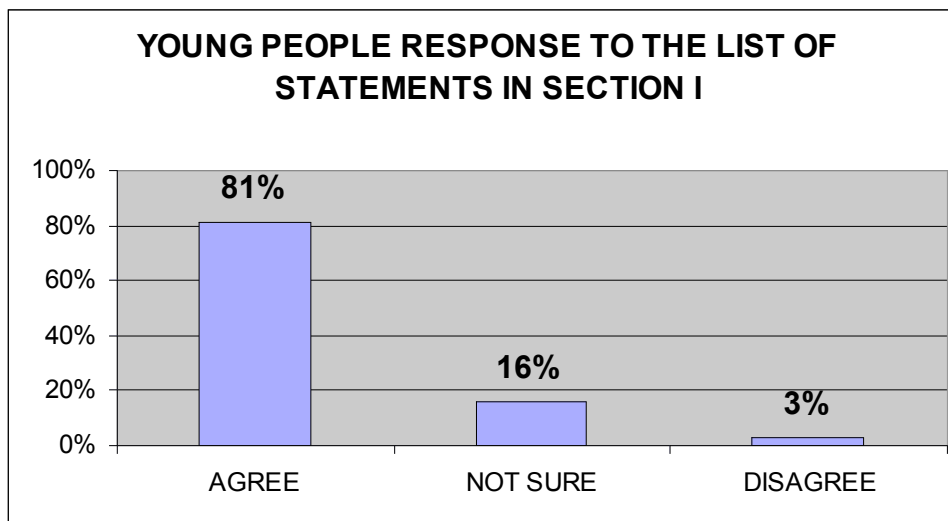


Micro **LionHeart** Challenge

HILBRE HIGH SCHOOL

TOTAL NUMBER OF FORMS RETURNED BY PUPILS = 143

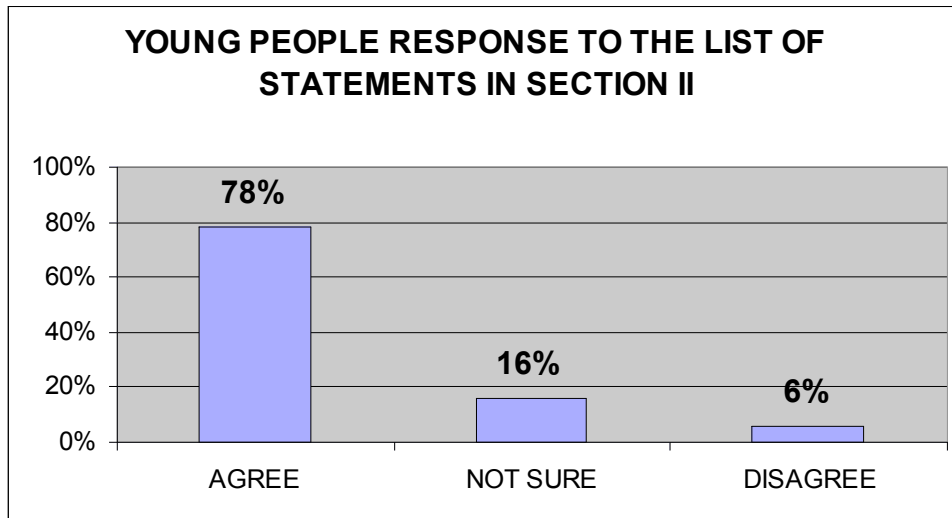
STEPS 1, 2 and 3: OF STUDENT STORYBOARD DIARY **Creating and Developing New Ideas for a Product or Service**



The Statements in Section 1 were:

1. I enjoyed working as part of The Team;
2. I felt I was able to take part in the discussions and tasks carried out by the team;
3. I took part in the Team Brainstorming Session to come up with some Ideas for a Product or Service;
4. I was able to think about and compare different ideas for our Team's Product or Service and then after discussions, agree to the final Chosen Product or Service for our Team;
5. During the Session, I could work through the Questions being asked in the Storyboard Diary;
6. I was able to understand and use 'The SWOT Analysis' as a tool for looking at the strengths and weaknesses of our Team's Idea
7. Having the Storyboard Diary as a guide helped take away some of the fear of taking part in the Challenge
8. At the end of each Storyboard Step, I felt more confident to tackle the next step of the Storyboard Diary.

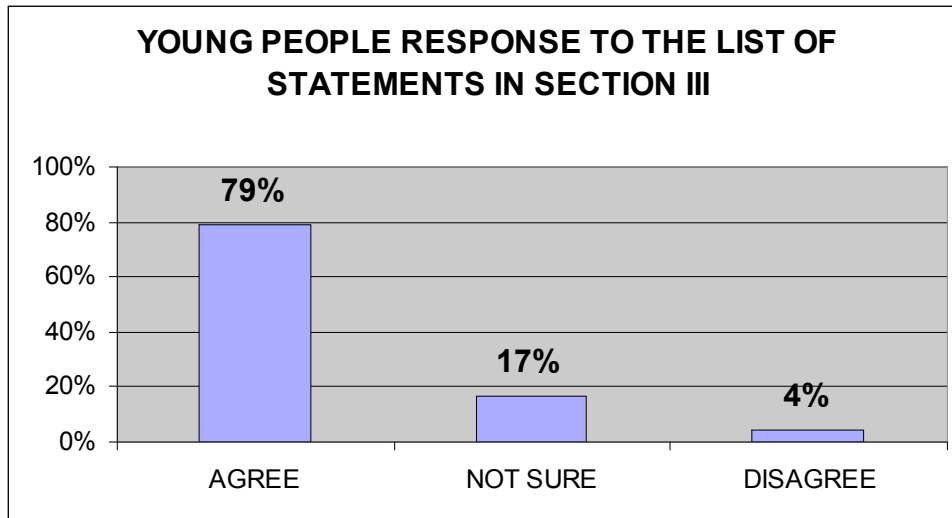
STEP 4: OF THE STUDENT STORYBOARD DIARY: **Marketing Your Product or Service**



The Statements in Section 2 were:

1. I felt that the information provided, helped to explain what 'Marketing' as about.
2. I learnt about the concept: i.e. 'The 4 Basic Marketing Mix Tools'.
3. I was able to take part in the discussions about the Unique Selling Points (USPs) of Our Team's Product or Service.
4. I enjoyed hearing the views and opinions of others during discussions and brainstorming.

STEP 5: OF THE STUDENT STORYBOARD DIARY: **Business Finance**



The Statements in Section 3 were:

1. Following the Example, showing how material, labour costs and selling price are worked out, I was able to join in discussions about this and then input figures into the Storyboard Diary.
2. Using the Storyboard Diary, I was able to understand the concept of 'Profit and Loss Per Unit'.
3. Using the Storyboard Diary, I was able to understand the concept of the Profit and Loss Account and to calculate a Profit and Loss Account for our Team's Product/Service for Year 1.
4. Myself and Our Team felt a sense of responsibility and commitment to get the Final Business Report completed.

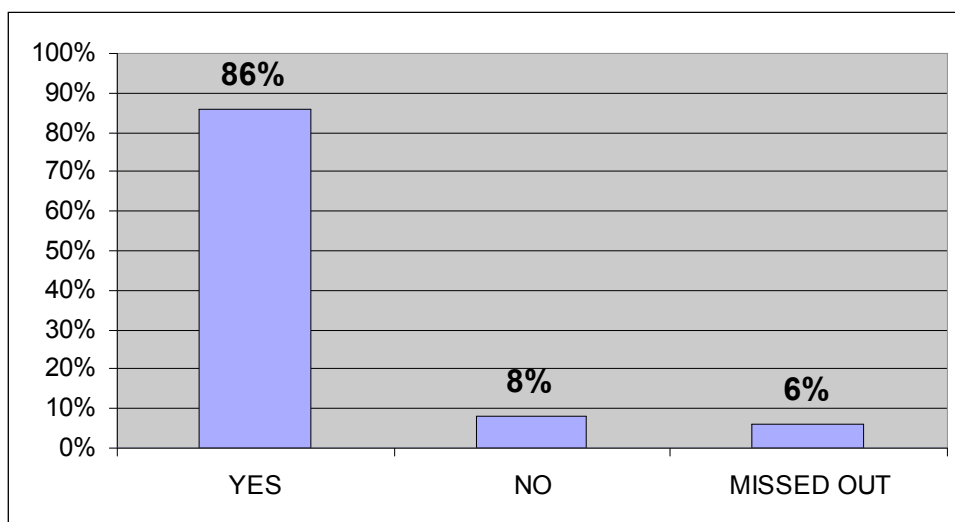
Question 4

Having used the Storyboard Diary as a Guide to undertaking the activities of the Challenge, did you feel it was of help to you?

86% YES

8% NO

6% Question Missed out



Some Comments given as reasons alongside Pupils answers to Question 4:

- Yes because it took us through the day step by step
- Yes because if you needed help during any of the session you could look in it and it would help you
- Yes, the diary helped us for the presentation
- It gives us the basic structure if the project
- Because it made it easier to work as a team
- The diary made the task easier for our team to complete
- It was very useful for us
- Because every step helped to build up the presentation

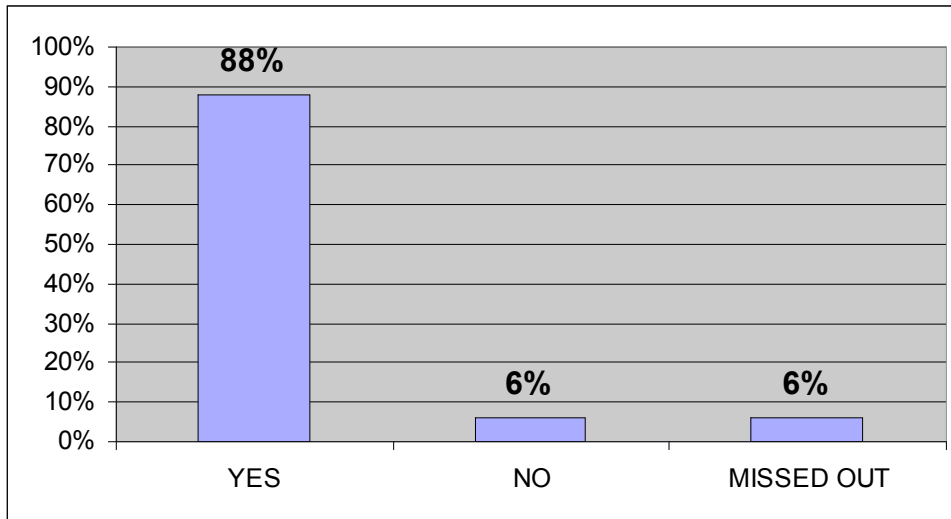
Question 5

Do you think most School Pupils of your age would benefit from taking part at the Micro Lionheart Challenge?

88% YES

6% NO

6% QUESTION MISSED OUT



Some Comments given by Pupils in support of their response to Question 5:

- Yes because it teaches us an understanding of business and also how to work in a team
- Yes, it will give them confidence
- It helped me to unlock my imagination and it would help them too
- It will give young people confidence to go up on stage
- The challenge is very helpful for developing new skills
- It gives us more opportunities for the future
- It will help them know what work in adult life is like
- Because it was interesting and I really enjoyed the day
- Because it's fun and challenging
- Yes because even though we had to work it was good fun

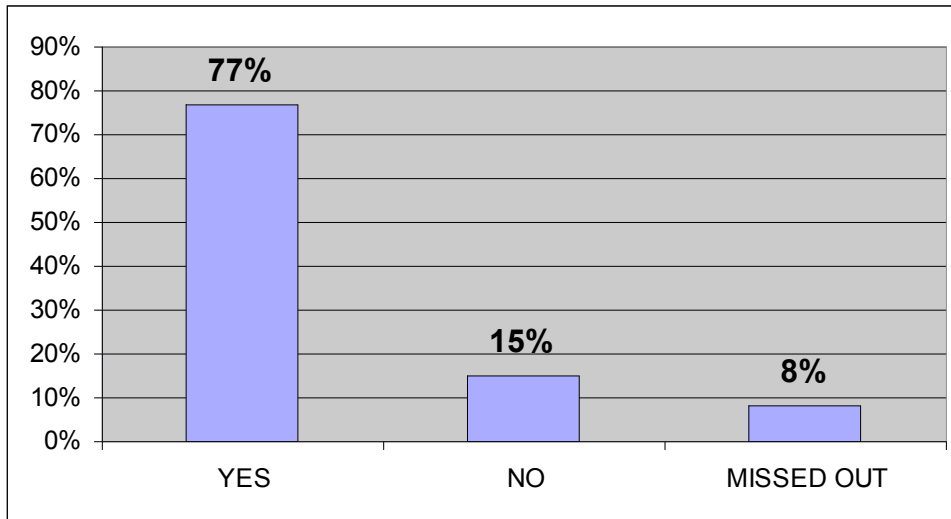
Question 6

Did you find it helpful to have your “Business Coach” there to guide and motivate Your Team with the Tasks?

77 %YES

15 % NO

8 % QUESTION MISSED OUT



Some Comments given by Pupils in support of their response to Question 6:

- Because she explained the questions in an easier way that we could understand
- She explained all of the questions to us and checked over our work
- Because she helped us a lot
- Yes because she made sure we were concentrating on the tasks
- She was motivational
- They really helped us
- Yes because he explained everything

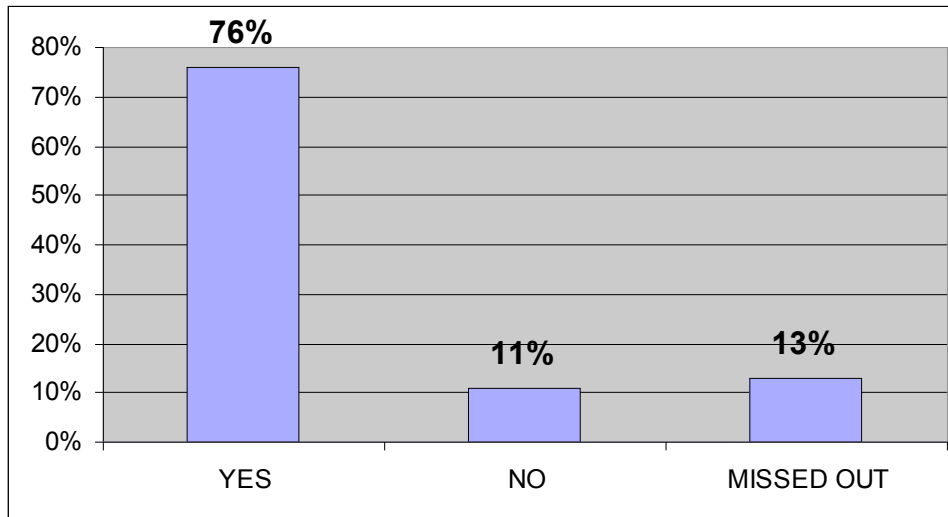
Question 7

Did you feel that working on this type of Project helps to give you a 'feel' for the kinds of Tasks you might be expected to do when you are older (after you leave School or College)?

76% YES

11% NO

13% QUESTION MISSED OUT



Some Comments given by Pupils in support of their response to Question 7:

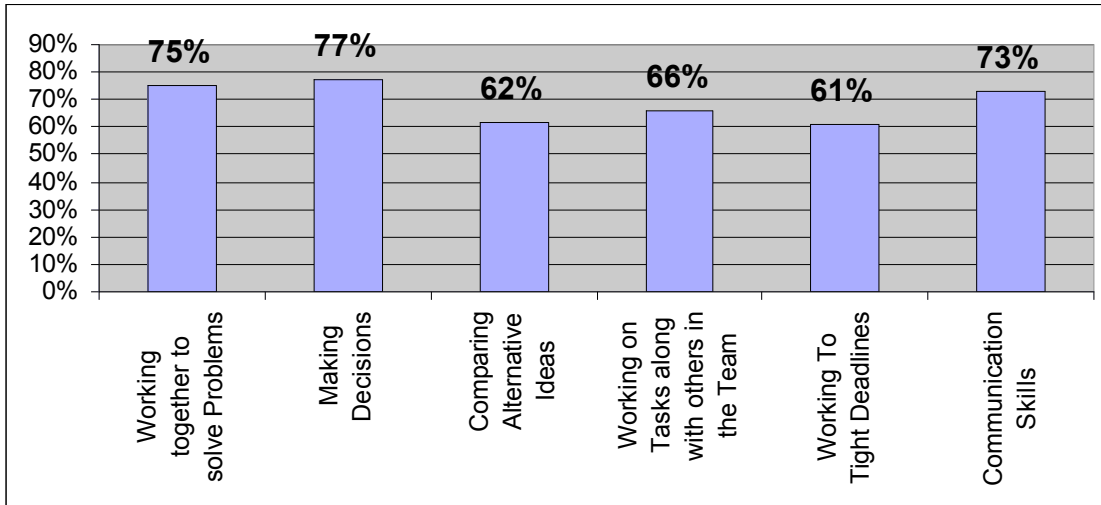
- Because this has given us good experience of marketing which we might use in the future
- Yes it helps us to work with other people and it has given me more confidence for after school/college
- Yes because I will be expected to come up with ideas for a company in the future
- Yes because before I didn't know how to handle money
- Because this is the type of type of thing we'll do in the future life
- Yes because this has taught me how to talk properly in front of people

Question 8

Enterprise Skills can include some of the following: i.e. *Problem-solving, Decision Making, Comparing Alternative Ideas, Working on Tasks along with Others in the Team, Working to Tight Deadlines, Communication Skills which include e.g. discussing, planning, explaining, brainstorming, agreeing, disagreeing.*

Please tick any of the Skills which you feel you have used or learned today.

(% of Pupils ticking the Category Boxes below):



Are there any other useful Skills which you personally feel you have used or learned today?

Useful Skills Learned (answers provided directly by Pupils):

- Yes, this gave me confidence because I went up as the presenter
- Working well as a team and also having fun
- Designing
- Learning how to talk with people in a group
- Speaking in front of people
- Finance skills
- I used maths skills too
- To put forward my ideas

Question 9

Is there anything else you would like to say about your experience of today's In-School Lion Heart Workshop?

Some Comments given by Pupils in support of their response to Question 9:

- It was great!
- I enjoyed watching all of the presentations
- This has helped me to become more confident
- Yes, I really enjoyed it
- It was fun to do something different
- This is a great opportunity to learn
- It was good to work as a team