

AN INTRODUCTION TO YOUR ROLE AS A **BUSINESS ADVISER**

The role of the Business Adviser (BA) is to **develop** the potential of the young people you work with, to help them run a successful student company and to reflect and learn from the experience.



Your role as a Developer

Research shows that career success is not just about what you know (employability skills) but also who you know. The opportunity to connect and interact with potential employers is crucial for young people as it provides them with an opportunity to learn about the realities of the world of work. By taking on the role of a Developer, both Business Advisers (BAs) and Centre Leads (CLs) can support young people in a number of different ways including being an **Expert**, a **Navigator**, an **Inspirer**, a **Connector** and a **Champion**. Your role as a Business Adviser is crucial in preparing young people for the future world of work and successful futures.

Your role aligns with the Young Enterprise values:



One Team

You will help to inspire and champion strong teamwork amongst the young people as well as working collaboratively with the Centre Lead (CL) to maximise the young people's experience.



Unlocking Potential

You will play a key role as a Developer in identifying and unlocking the potential of the young people, by acting as an inspirer, expert, navigator, connector and champion.



Creating Great Impact

You will have a memorable impact on the young people and be a key part of their development and path to career success. You will support the young people to understand their strengths and areas for development which will give them an advantage for success in the world of work.



Enterprising and Resilient

As a champion, you will provide young people support to achieve their goals through mentoring. You will help them to embrace change, be innovative and respond effectively to the challenges they encounter.

Fulfilling your role

Over the course of Company Programme, a Business Adviser can expect to fulfil their role as a **Developer** in a variety of ways:

As an expert

- Providing insider knowledge of the world of work, specialist advice, knowledge and skills.
- Safeguarding the quality and safety of all products and services.
- Ensuring that the student company abides by the YE Operating Framework and adheres to Programme rules and business matters such as intellectual property copyright and trademarks.

As an inspirer

- Providing personal stories of overcoming barriers and achieving career success, acting as inspiration to young people.
- Using examples from your personal experiences can be an effective way of helping young people understand business challenges and possible solutions; providing an insight into roles and jobs they may not have known about or considered previously.

As a navigator

- Providing support on how to manage the process of running a student company.
- Supporting the experiential learning opportunity, providing structure to meetings and suggesting problem-solving techniques.
- Helping teams understand trade-offs and helping to assess progress against team and personal objectives. Often, this requires the adoption of a devil's advocate approach, posing the right questions rather than offering too many answers. Sometimes, the BA needs to instil a sense of urgency when deadlines approach or the student company's momentum drops.
- Facilitating reflection at all stages of the programme to help the young people consider the skills they have used and developed. There are videos available in the YE Online BA toolkit to support you in facilitating the experiential learning process.

As a connector

- Providing opportunities to meet other employers and community members who can support the young people to achieve their personal and student company goals.
- Teams will have questions in a wide variety of areas; production, sales, marketing, finance, human resources, IT etc. BAs cannot be expected to know everything, and they may need to go away and draw upon expertise outside their speciality areas, connecting the young people.

As a champion

- Providing both practical support and helping young people to identify their strengths and areas of development to achieve their goals through mentoring.
- Helping young people to overcome tricky issues and helping to maintain morale and team spirit when they encounter various setbacks.
- Supporting young people to identify what they would like to achieve by the end of their experience and encouraging them to engage in activities that will build knowledge, skills and attitudes.
- Supporting young people to reflect on what they are learning from the experience and how these examples can be used in the future.

