



During this project, pupils will:

- develop their problem-solving and creative thinking skills;
- make decisions and choices about products and advertising;
- learn to work effectively as part of a team and manage a team;
- use persuasive techniques to sell effectively;
- research aspects of a task, which may help them to perform better
- develop confidence and techniques when talking to an audience;
- invent a totally new product.

What should I already know?

- A range of different persuasive techniques (for example, hyperbole)
- How to be an effective team player
- How to be resilient, reflective, self-motivated, creative and a good communicator



Sir Alan Sugar is looking for the next group of apprentices to help him run his multi-million pound business empire. Has your team got what

Vocabulary

Advertising	To publicize and make known
Apprentice	A person learning a trade from a professional
Creative thinking	Showing imagination and thought as well as skill
Design	The way something is made or arranged or a drawing showing how something is to be made
Interview	A meeting with someone to ask them questions
Invention	A thing that has been made or designed by someone for the first time
Persuasive techniques	Able to make someone believe or agree to do something
Sales	The selling of something
Slogan	A short, catchy phrase used to advertise something or to sum up an idea

