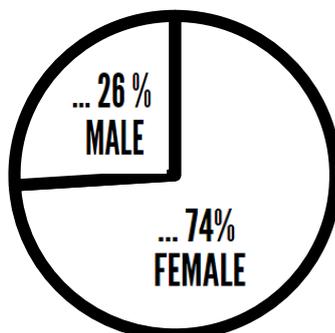
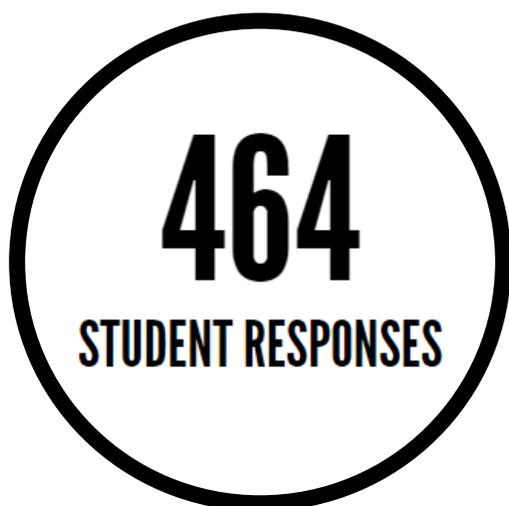


The Lion Foundation Young Enterprise Scheme

Impact Report - Student Survey 2015

The Young Enterprise Scheme has been changing students' lives through real life business experiences for 35 years now. Anecdotally each year, we collect comments from YES students which glow with praise for what YES has done for their future career and skillset. In 2013, we released a report where we surveyed alumni to look at the impact which YES had for them over a long period of time. With this report, we focussed on students who had just completed a year of YES.

We asked a series of questions about the skills they felt they had learnt through YES, whether YES had influenced their decision making for their future, and whether they were happy with their overall YES experience.



The results have been amazing, as they demonstrate exactly what we aim for as an organisation. **Students resoundingly agreed that YES provides them with experience in specific business 'hard skills', and the more transferable 'soft skills'.**

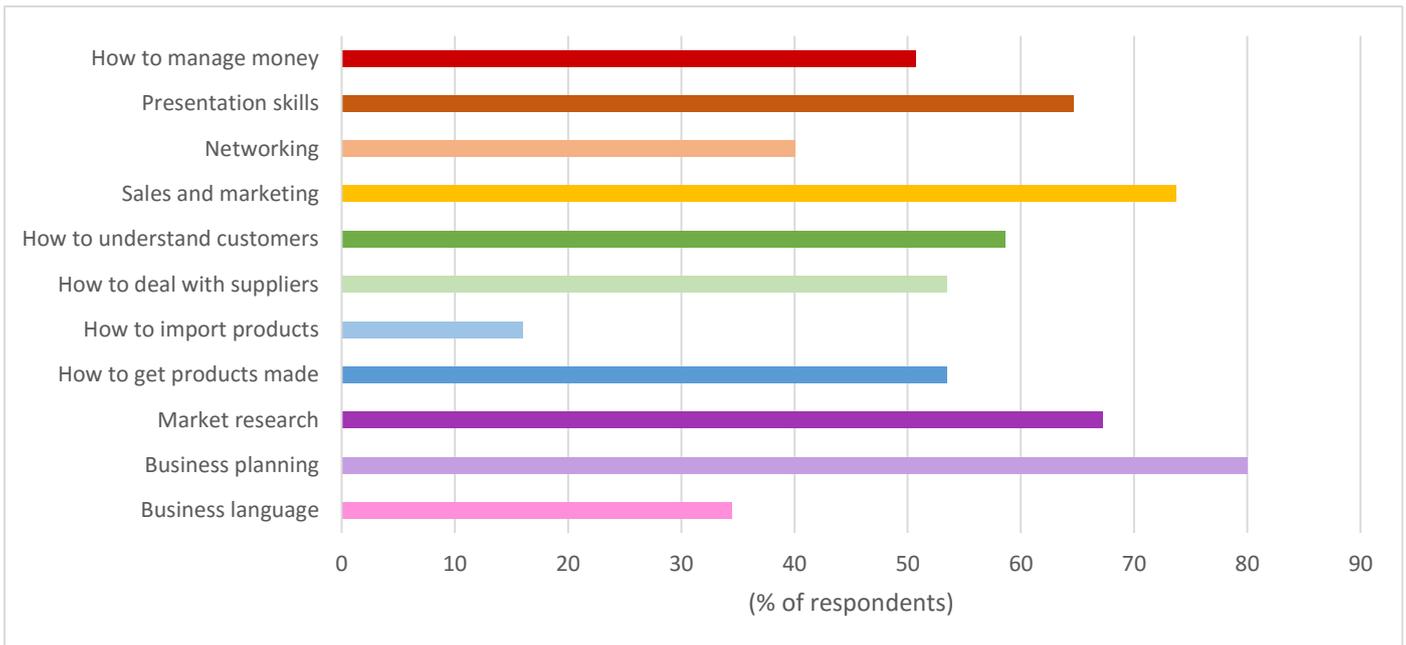
Excitingly, YES students also said that our programme influenced their future choices. **75.2% said that they were more interested in starting a business** in the future thanks to YES. Surprisingly, 37.2% of students planned to continue their YES Company in 2016. Previously, we have seen a massive drop off in students continuing with their YES Companies. However, the number who continue on after YES seems to be increasingly – possibly due to the increase in high quality, scalable business ideas coming to the fore.

Inspiring students to reach their potential in business and in life



HARD SKILLS

As an authentic experience where students run real business, it makes sense that YES students would learn hard skills relating to business. Survey responses appear to bear out this logic. The most commonly cited hard skill learned through YES was **'business planning' at 80%**. Next was **'sales and marketing' at 73.7%**, followed by **'market research' at 67.3%**. Least common was **'how to import products' at 16%**, which makes sense as many YES students either pick New Zealand suppliers, make products themselves, or create a service which would require no importing skills (see graph below).



“Getting to know fantastic people and building my network. Achieved many things that I once though was impossible or something only 'adults' could do.”

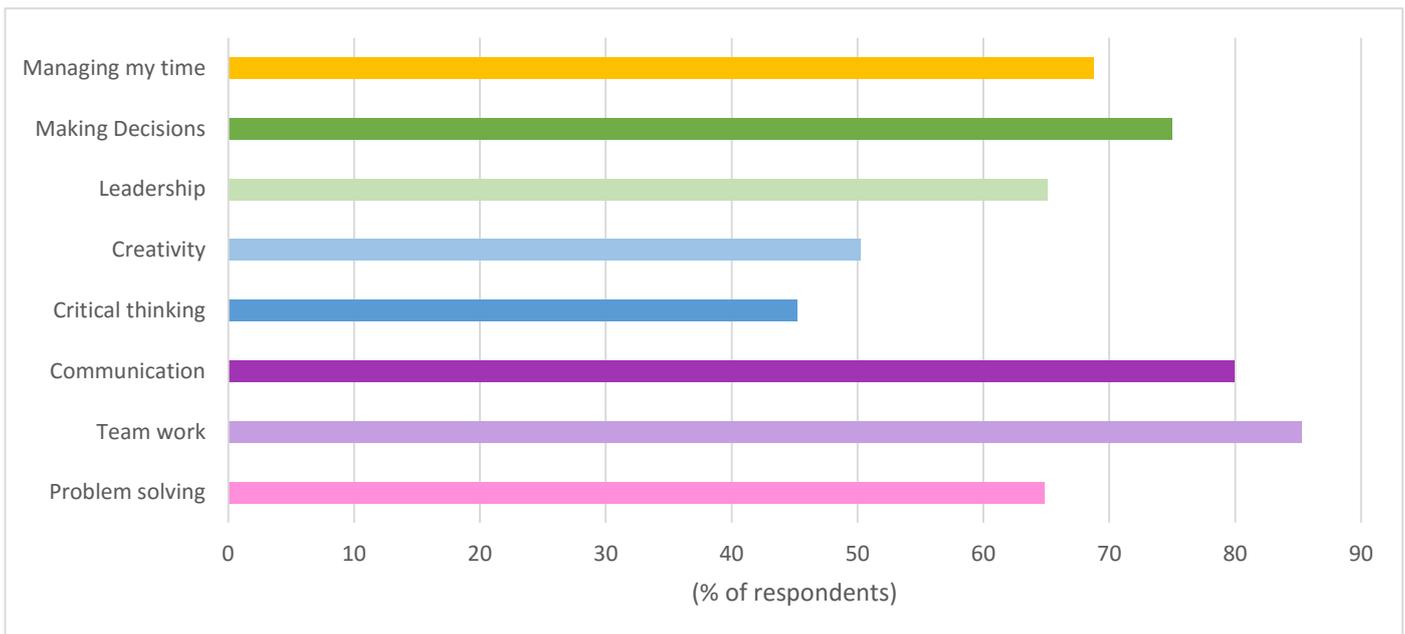
“I have had an insight into the world of business (which I kind of already had) and I was able to make my own mistakes with a business without it causing horrific damage or there being too much liability.”





Research often notes how we are preparing our students for jobs in their futures which may not actually exist yet. In this context of uncertainty, soft skills are incredibly important – both in terms of employability, and in terms of preparation for the responsibilities of adulthood. **Team work (at 85.3%)** was the most-learnt soft skill amongst our respondents. Close behind was **communication (at 80.0%)**, and **making decisions (at 75.0%)**.

These skills are transferable across any industry or career which these YES Students may enter in the future, and are becoming some of the most sought-after skills for modern employers.



“The things that I have learnt throughout the year have been so helpful. No matter what field I go into later in my life these skills will be helpful.”

“YES means... Learning real life skills that you can't gain from sitting in a classroom. It taught me the importance of networking and hard work.”

Student Profile: Sophia Taing, Kaikorai Valley College

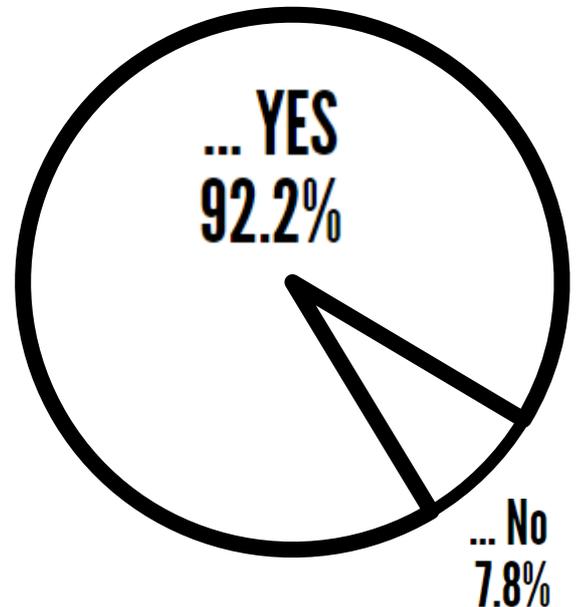
Sophia was CEO of Kaika Energy, an incredibly successful YES 2015 Company. The team collected food waste and turned it into biofuel and liquid fertiliser with their anaerobic digester. They were nominated for the Young NZ Innovator section of the NZ Innovators Awards 2015, and won 2 YES Awards - Unitec Award for Enterprising Technology, and XERO Award for Thinking Big.

“YES has honestly been one of the best experiences of my life, full of excitement and new opportunities that will undoubtedly help me in the near future with any career choice I choose ...YES made it all possible and I can speak on behalf of my company Kaika Energy to say that we wouldn't be the people we are today without it.”





Has YES increased your own level of **CONFIDENCE?**



One specific area which we wanted to measure was confidence. **Confidence is hugely important for young people to realise their full potential.**

Anecdotally, one of the great things about YES is that it gives an opportunity for any students to succeed. It doesn't matter if a student is academically engaged or not – once they begin YES, the playing field is levelled. Success in entrepreneurship correlates to attitude, more than academic grades. This means that YES can grow students' confidence hugely, growing their sense of self-worth and their ability to achieve great things in the future.

Student Profile: James van der Klip



James, a sole trader, took part in YES outside of school in 2015. He ran Quartz Web Services, designing websites for other YES Companies. He won the national Ministry of Youth Development Award for Business Commitment.

"I talked to as many people as I could about YES, and asked my friends if they wanted to try it. But in the end, no one was interested, so I turned up to the information day alone.

Despite this, and other setbacks, I was still determined to participate. Luckily for me, the YES Connect programme was piloting in Waikato, so I was able to still participate in YES without school support.

YES has given me a purpose and direction, and although I've had my fair share of struggles as a solo entrepreneur, I've had massive enjoyment from my successes, and I'm proud of what I've done."

What was the best thing about YES?

"Learning the areas of my confidence in the business world. I know what my strengths are and can acknowledge my weaknesses because of YES and feel confident to develop myself."

"A sense of confidence and knowing that I'm actually good at something - especially the sense of achievement from doing it with minimal support."

YES Student Survey Results – Future Direction

We asked respondents whether YES had influenced their plans for what they would do after finishing secondary school (whether that was tertiary study, starting a business, or joining the workforce).

33.5% said that YES had influenced them to change their decision. Another 45.6% of respondents said that YES had re-enforced their original decision. That means a **total of 79% said that YES had impacted their decision making in some way.**

Did YES have an influence on what you plan to do after school?



- Yes - I changed my decision and YES was the main reason
- Yes - I changed my decision and YES was a minor reason
- I did not change my decision, but YES reinforced what I had already planned
- No - YES had no impact on my decision

In terms of encouraging entrepreneurship in the future, our survey showed a great result. **75.2% said they were more interested in starting their own business as a result of YES.**

In terms of the wider context, this report shows the amazing positive impact which YES had on our 2015 cohort. Employability is a huge issue for young people, and one of our objectives is to help our students feel prepared to reach their potential once they leave school.

The Economist recently produced global research on the top skills which employers are looking for (*Driving the Skills Agenda: Preparing students for the future, The Economist Intelligence Unit*). Interestingly, all of the top 5 skills listed by global employers were 'soft' skills which rates very highly in our survey. The report suggests that teamwork (the most cited soft skill for our YES students) is hugely important to employers, as workplaces move towards a collaborative style of work. Problem solving was hugely popular for employers across industries, from IT to Financial Services to Manufacturing. 64% of YES Students said that YES taught them about problem solving.

We aim to **bridge the gap between the skills that the business community needs, and school-leaving students.** This survey data is encouraging, showing that there is a connection between the skills which employers want, and the skills which YES can provide to students.

We always knew, anecdotally, that YES is a great vehicle for helping young people develop hard skills, soft skills and confidence. Seeing the data back this up is awesome, and the survey of 2015 students validates the work we at Young Enterprise work so hard for.

