

The Alchemy Exchange

Felicity Mendoza and Lucy Skowron (SBS)



The Alchemy Exchange

- A unique and cost-effective way of accessing the latest business and management thinking, offering an alternative to outsourcing work or commissioning costly professional consultants.
- Helps you to find solutions to your business problems or gain an understanding of your markets by working with an Alchemy Exchange project team.
- Associates - (Undergraduates or Graduates) are recruited via a competitive selection process.
- Associates are supported throughout the project by academic staff and professional project managers.

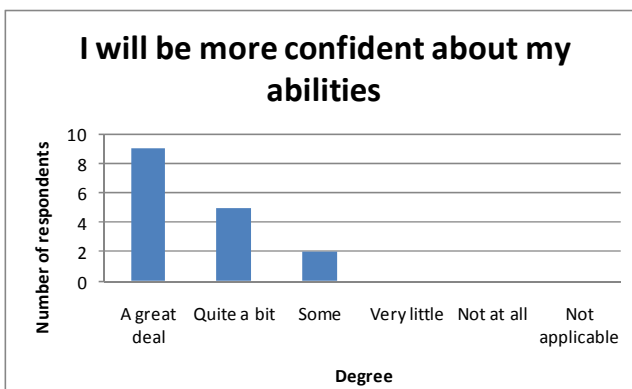
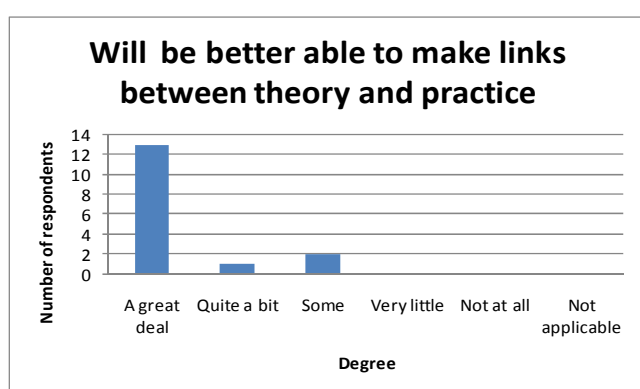
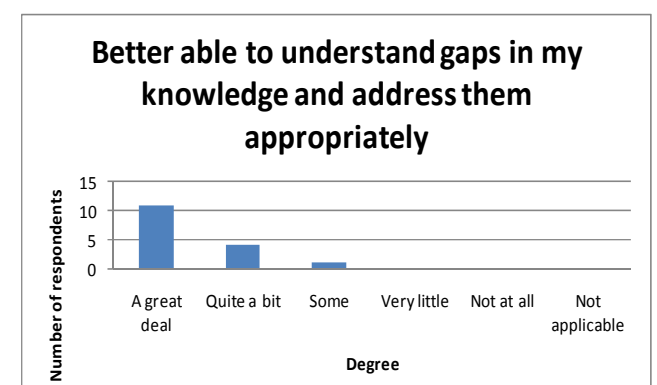
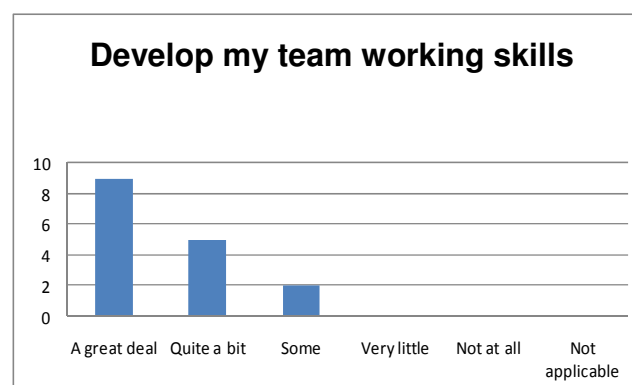
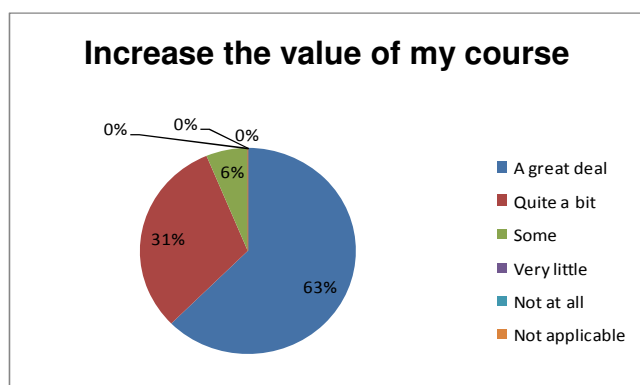
The Associates

There are currently 22 students in the talent pool. The Associates are from a range of courses including; Business Studies, Economics, Food, Events and Media. We recently ran an Induction Event for the Associates to gain an understanding of what they wanted to gain from being part of The Alchemy Exchange.

Areas Associates felt their skills needed developing further are:

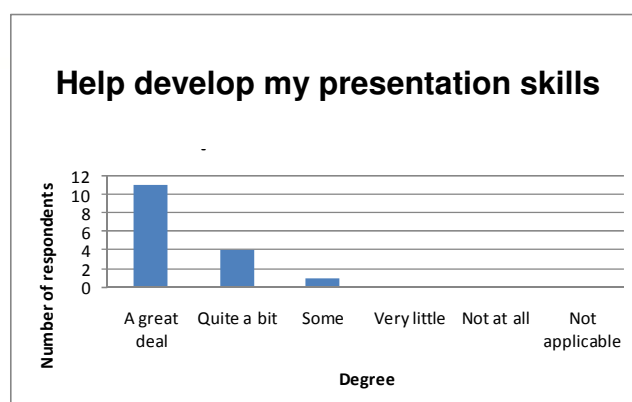
- IT skills
- communication
- research methods/skills
- presentation skills
- team work

Associate Expectations



What's not going well

- The Alchemy Exchange is a new unit, so we had no students in the talent pool.
- We had projects agreed before we had the Associate pool—not knowing if the students who applied had the adequate skills and ability.
- Students from non-SBS courses may not see the relevance to their course.



Future Plans — Associate Training

Aims of the training events are to:

- enhance their employability
- provide extra knowledge and confidence in areas that they feel need developing
- enhance their skills to complete projects for the Alchemy Exchange
- develop presentation and report writing skills

Contact: Felicity Mendoza x3613 or Lucy Skowron x3344