



Written for apprentices, by apprentices

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Welcome to the IAS Newsletter!

The IAS newsletter has been put forward as a new venture to initiate an up to date documentation of apprentice's experiences in their placements. Each week will feature new stories, and up and coming events which may be of great use to an apprentice's development. Furthermore we hope that this newsletter will be of use to any future apprentices participating in IDEA.

The contribution of all apprentices is essential to the future production of this newsletter, so please, contribute in any way you can by sending in your stories and personal experiences.

The big idea - Apprentice Project

A very ordinary day, somewhat lacklustre compared to the previous day's entertainment. Twenty-four hours earlier Ben Fosh had been on camera, albeit in a dark meeting room with 5 other colleagues. Nick Holland was again filming the IDEA guys, this time in one of our customary meetings. Wise words of wisdom from Nick about 'thinking outside the box' planted a seed in Ben's

head, one which triggered his creative edge.

Fast forward one day and the wheels had been set in motion. Ben was a man with a plan, a plan to build relationships and trust between colleagues. This plan needed no fancy words or technical expertise, it was simply, team building. Ben's feeling was strong and somewhat vindicated,

communication needs a boost, and collaboration needs to take place. The advice and assistance of fellow apprentices has become rather like the Holy Grail, a gold seal of approval. So it was that Ben introduced the idea to two apprentices, both of who can be a little picky. However there was no 'don't do this, do that' this time around, all heads nodded in full agreement.

The next step of the plan was to create a business plan, explaining Ben's thoughts, what the idea is, and how it can improve communication. By now a pool of advice of had formed. Ben jumped head first into this and created a mini team building team. The business plan document

was supplemented with help from Nick Holland and the apprentices. Throughout this period in time significant research into team building activities was being done, when anyone had a spare moment it was dedicated to more team building research.



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The bee in bonnet for this project however was pro's and con's, and the way in which the TB team could propose a balanced argument. Collective thinking and constructive criticism wiped away that particular problem.

Meetings with senior managers can be daunting, an expectation

that you will get barraged with questions and awkward silences while you try to think of the best answer to the latest brainteaser. Not wanting the potentially deflated ego of Ben on our hands it was decided that the team of 3 would pitch the idea together. Forgetting any earlier misgivings, the proposal

went like clock work, with a promise that the idea would be discussed at a further meeting of all senior managers, oh impressive! The team did not get off Scott free thought; the challenge posed was to create a document which clarified the possible team building scenarios the team would like.

In an attempt to impress, and because the team was asked, two scenario documents were created, one which detailed the lower end market type activities, and one which did the opposite and detailed the higher, tugging more on the purse strings activities. The type of activities included ranged from a

crime scene investigation academy day to an old favourite, a quiz night.

Counting the cost of this was ongoing and not particularly enjoyable, no matter how important it was. When all the figures had been finalised the documents changed hands with the senior managers.

A few long days proceeded to follow until the team got their second dose of feedback. The team received strong appreciation for the all the hard work and time dedicated towards the project, and for the professionalism of the proposal. All well and good, but what the team really wanted to hear was

if the proposal had been successful, were they about to see a quiz night or CSI comes to Ipswich? In the short term, no. The agreement between the senior managers and budget holders was to first roll out the project to individual teams, like a testing ground to gauge opinion and the outcome of any event. For the team this was almost a

win -win situation, their project was in the works, and the decision makers could sleep easy.

Conclusion on page 6

Aim high and enjoy the journey!



FONZ'S BOOK LIST

Mr. Jones' Rules For The Modern Man – Dylan Jones

A witty, stylish and indispensable guide to being a modern man. It is tough being a man in the twenty-first century. How to get a pay rise and how to suck up to your boss. How do you beat jet-lag? How do you stop your trousers sliding off their hangers? How to make the perfect Martini, how to tie a Windsor knot... the list goes on. It will be the must-have present for every husband, boyfriend, son and friend this Christmas.



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“I wish I could see in 3D all the time!”

The Apprentice Alumni Innovation Master Class held at BT on the 29th October 2009 was a brilliant opportunity to meet new people and get some new contacts and support in the apprentice network. Unbeknown to us at the time, attendees names were being put in a prize draw for a private screening of the new James Cameron Box Office smash

AVATAR.....in 3D!!
And the winner was.... Chris Jones!
This transpired from a generous offer from the London consultancy firm Deloitte, who were hosting a private screening at the BAFTA centre, Piccadilly Circus. The screening was using new 3D technologies, and the film, AVATAR, was the most expensive production film to date

(James Cameron's third release of "the world's most expensive film, after Titanic, and Terminator 2)
Deloitte have an ongoing relationship with BT, and chief among this is our old friend, Adam Oliver, head of Corporate Social Responsibility research at BT. He graciously extended his "plus one" to the attendees of the Master class event.

By luck, a number of other events on the day fit in to the calendar, so the lucky Chris Jones got a chance to spend some time tailing the legendary Mr. Oliver and get a real taste of London and BT.

The day began with an off peak train (nice lie-in) and a stress-less journey. This was a welcome reprieve, if you happen

to remember Chris's journey to the LGA conference some issues ago. Listen to the song "London Underground" by the Amateur Transplants (Adam Kay and Simon Biswas) if you want to know what it felt like.
But not this time, the train sailed smoothly and Chris met Adam ahead of schedule just outside

St. Paul's tube station and entered BT Centre.

The day began with a quick coffee (espresso for Chris to counter the excess sleep), and straight up to the BT Retail Board room. Here Chris was very lucky to be invited to a BT Lunch with Learners, which is a regular organised event

by the BT TAN (The Apprentice Network) board, whereby the leaders of BT have a lunch and Q&A with current apprentices. The TAN board is made up of the apprentices themselves.

Traditionally the Lunch with Learners has been a solely BT apprentice event, but Chris was honoured to have the

invitation extended to him. To his surprise, two members of the TAN board were in fact two familiar faces from the ICTAF (www.theictaf.org). This particular Lunch With Learners was hosted by Gavin Patterson, CEO of BT Retail. Gavin was a university graduate, with previous employment at NTL/Virgin. He joined BT in January 2004 and quickly climbed the ladder

to his current position last year.

This was a great opportunity to hear from a leader in industry. He gave many points of advice, such as the most important thing you can do in your job role is to take opportunities to shine, and to constantly

The next cohort of apprentices begin end of January, and we feel that they would benefit from our experiences in the placements over the past few months. There are some open slots where we were hoping some would be interested in attending and doing a short 5 to 10 minute talk about their experiences so far. Of course you are more than welcome to stick around for longer than that, and this would give the next batch a chance to talk to us individually.

The following are slots where we could use some involvement from us all:

- Weds 20th 13:00-15:00
- Thurs 21st 14:00-16:00
- Tues 26th 14:00-16:00



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prove yourself good at your job, not just to your employer, but to yourself also. This will give you pride in your work, and will help you stand out in a positive light. He is a strong advocate of Corporate Social Responsibility and believes it is important to do the right thing as a company, and also as an individual. Gavin's favourite

and like mobile phones, they need to appeal to all ages in order to sell.

This lunch was finished by a post lunch chat with the apprentices, where Chris got to discuss what they felt worked in their apprenticeship at BT, and what could perhaps be incorporated into the

running of the apprenticeship is something that is in play in the IAS, but is not often acted upon. We all feel at the IAS that more of us should speak up and take active roles. C'mon guys, we want to listen! After the lunch and drinks, Adam took Chris on a tour of BT

moments in BT have been the evolution of mobile phone technology and broadband technology. He looks forward to the super fast broadband release. He fears that the current cellular networks are not fit for purpose to the requirements of today's Smartphone's, apps, and mobile internet, and this is going to be interesting in the future developments.

IAS to help the apprentices. The main consensus was that the networking and contact with other apprentices was the glue that held the scheme together. The other point was the involvement from above, how the "big players" in BT are willing to spend time with the apprentices to help further their

Centre, beginning with the London version of the Customer Showcase. This was unfortunately mostly powered down for the evening, but there were a number of technologies that were new, such as video conferencing technologies and a cool representation of network activity in a room that looked

He feels that the best way to improve any company is to invest in the future, and that future is irreverently the young and future staff. Apprentices and trainees are the future of a company, so they need to be given the full set of skills early on, so they can contribute to the company from the start. The young offer a different viewpoint to the older generations,

personal development. They also felt that within BT, they can speak their mind about what could be done to improve the scheme or the company, and that they are listened to, and often acted on. This potential for active involvement of the apprentices in contributing to the

straight out of Star Trek. The tour also included the TV Studio Suite that BT is very proud of. If you go on YouTube and search for "Go messenger" you will find a video of Mr. Adam Oliver demonstrating the technology in that very Studio! It's a good video to watch.

A quick tube journey to Piccadilly, and a fantastic dinner and drink at the 5th View restaurant in Waterstones was next on the agenda. Also present was Paul Lee from Deloitte Consultants. Here we discussed the next publication of prediction from Deloitte, which

consisted of predictions of Cellular Mobile technologies and bandwidth issues for on-demand video, particularly when 3D television is released, and even more so when HD3DTV is released in a few years. At this point we were running a little late for the champagne and canapés, but in typical

Chris fashion, he soon caught up! SKY were demonstrating their 3D sports TV, which was a nice reflection on a similar set up to the Customer Showcase tour at Adastral Park during our induction (remember that far back?). At 6.40 we were asked to take our seats in the theatre, and given some 3d glasses that



reminded Chris of the welding glasses he used to wear when... er... running around the woods.

The film was preceded by James Stewart (3D guru) and Andrew Turner (**TOVA WEINBERG**) who gave very passionate speeches on their work with 3D technologies. We also got to see some



of the very few 3D adverts that have been made, only a dozen or so exist across the world.

The film itself was an absolute masterpiece. It is true what they are saying in the tabloids, you really cannot tell what is CGI and what is not (except for the ten foot tall blue people and the big flying



dragon things and the hammerhead cow things). That may have come across sarcastic but it was not intended to, you really cannot tell where the actor ends and the blue screen begins.

“I am sure that the film is brilliant still in two dimensions, but I have never seen such fantastic 3D imaging, it was spot on. There was

none of the over-exaggerated “whoops that long stick nearly hit the back row” stuff, it was just really convincing depth and perspective, even from the side of the row” said an enthusiastic Chris.

Anyway, enough gushing at James Cameron, suffice to say that a brilliant night was had, a fantastic day was experienced, and Chris Jones was immensely grateful to BT, TAN, Gavin Patterson, Deloitte, and Adam Oliver for a day that will be hard to beat. In typical Adam style, he finished the evening with the line “welcome to a normal day for me”.



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Origins of the Creativity continued from Page 1 main story

A singer songwriter, ex drama and performing arts student, Ben has always enjoyed the creative side of life. His view on creating new ideas and products is relatively simple “ I like the theory that ideas that get put together with another can create something new and superior”. It is one of his hobbies that many people may not be aware of, but is obvious to see once you delve deeper into the personality of the man.

“The team building project went very well. Colleagues at my work placement were grateful that I devised the idea with the aim of improving the business. At first it was just a small idea in my mind which then expanded into something bigger. To begin with I thought I would be satisfied as long as other employees liked my idea and if they were impressed by it. However as time progressed I felt more confident in the idea and its possible success. In the end it went very well with great reaction and suggestions on how to improve the plan”.

They said what? *The Illustrious Leaders Speak*

Howard Smith is the new man in town, and a name some of you may not be familiar with. To keep you all in the know and up to speed we have decided to focus on Mr Howard Smith with what we like to call, ‘Howard Smith, in the spotlight’.

So what have you been up to since you started the job?

Getting to grips with the scheme! Finding out what it’s all about while trying to recruit and place employers/apprentices for the January start of the second cohort.

What are your future plans for the IAS?

It’s too early to tell but hopefully I will help establish IDEA and let it be seen as an industry leading apprentice provider in the East of England.

What path did you take to get to where you are now?

Before joining IDEA I was President of UCS Students’ Union, one the UK’s newest students’ unions where I was responsible for establishing the democratic, representative and supporting structures required for a University students’ union. It wasn’t all work though; aside from some of the many issues I dealt with I was also involved in organising the social aspects of the Union. This included comedy nights, the annual freshers’ fair, sports tournaments and end of year parties.

Editors Comment

Our biggest issue yet! Thanks to Chris and Ben’s stories we were obliged to increase our page numbers, but felt that you would all enjoy hearing the full stories in all their glory. Please keep your stories and comments coming!

We hope you had an enjoyable Christmas.

From all at the IAS Newsletter, have a Happy New Year!

Keep Reading ☺

Special thanks to: Ben Fosh, CSD, Chris Jones, Adam Oliver, Deloitte, Paul Lee, and Howard Smith



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