

Fresh Tracks team building gives companies a shot at the real Apprentice final

Submitted by: Fresh Tracks

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This weekend sees The Apprentice final take place as Kate and Yasmina go head-to-head in The Chocolate Challenge to decide who will be Sir Alan Sugar's next apprentice. An idea first dreamt up while eating a chocolate desert by team building expert Dan Collins way back in 1996.

Since then thousands of people have taken part in The Chocolate Challenge (<http://www.freshtracks.co.uk/chocolate.html>) with Fresh Tracks team building (<http://www.freshtracks.co.uk/>) including Pepsi, T-Mobile and Barclays.

Participants are divided into teams to undertake various challenges which range from piping names on chef's hats (in chocolate, of course) and creating an original branded box of chocolates.

The Chocolate Challenge is a highly effective business development activity which simulates a complete business process from initial concept through design, production, marketing and promotion. Although far more competitive than the Fresh Tracks version, which is done in a light-hearted and highly creative environment, Sir Alan's finalists will require the same abilities to negotiate team roles and co-operate to get the task complete, not to mention mental and artistic skills (and several kilos of chocolate!).

Dan Collins thinks Alan Sugar's decision to use this task for the final was a good one. He explains: "Chocolate is such a evocative substance, it really gets the creative juices flowing and teams discover they can achieve so much more as a group than they ever could working in isolation."

Watch the Kate and Yasmina take on The Apprentice Chocolate Box Challenge on Sunday the 7th June at 21.00 on BBC 1 or contact Fresh tracks (<http://www.freshtracks.co.uk/enquiries.html>) for a chance for your company to take it on!

For more information or a meeting to discuss this event, contact Tom Vaughton (<http://www.freshtracks.co.uk/contacttom.htm>) on t: 01920 822 220 or view the corporate event days (<http://www.freshtracks.co.uk/teambuilding.htm>) offered by Fresh Tracks.