

# Lord Alan Sugar



By Oliver Elford, 7P

# Which employability skills did Alan Sugar show when setting up Amstrad?

## Entrepreneurship, Enterprise & Calculated Risk

- Purchased a van, a large investment, to sell electronics from.

## Creativity, Innovation & Resilience

- Stock market crash of 1987.
- Set up lots of businesses to spread his risks - when one product suffered, others succeeded.



Amstrad CPC 464

# What does Lord Sugar do now?

Owns many companies including: Youview (on demand TV), Amsair (executive air travel) and Amsprop (runs with his son) (investment).

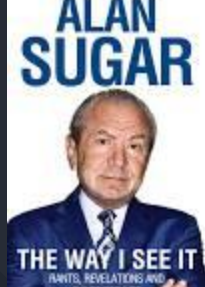
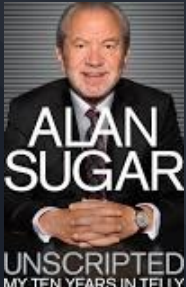
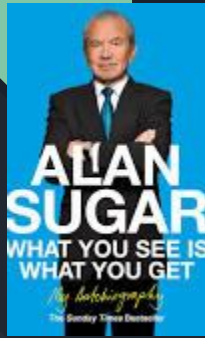
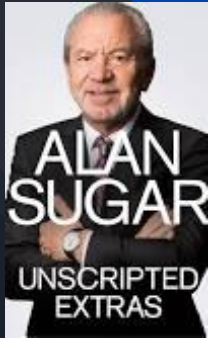
1991 - 2001 - Chairman and co-owner of Tottenham Hotspur Football Club

2005 - present - presenter of The Apprentice

2009 - present - awarded life peerage, member of House of Lords

Author of:

- Unscripted: My Ten Years in Telly
- What You See Is What You Get
- The Apprentice: How to Get Hired Not Fired
- The Way I See It: Rants, Revelations, and Rules for Life
- Unscripted Extras





## Quiz - on some paper jot down the answers ...

1. Name one of Lord Sugar's companies.
2. What was Lord Sugar's first major investment?
3. When did Lord Sugar join the House of Lords?
4. What key employability skills does Lord Sugar possess?



# Quiz - Answers

1. Name one of Lord Sugar's companies.

Amstrad (now Sky), Amsair, Amsprop & You View

2. What was Lord Sugar's first major investment?

The van he sold his first computers from.

3. When did Lord Sugar join the House of Lords?

2009

4. What key employability skills does Lord Sugar possess?

Enterprise, entrepreneurship, resilience, creativity and innovation