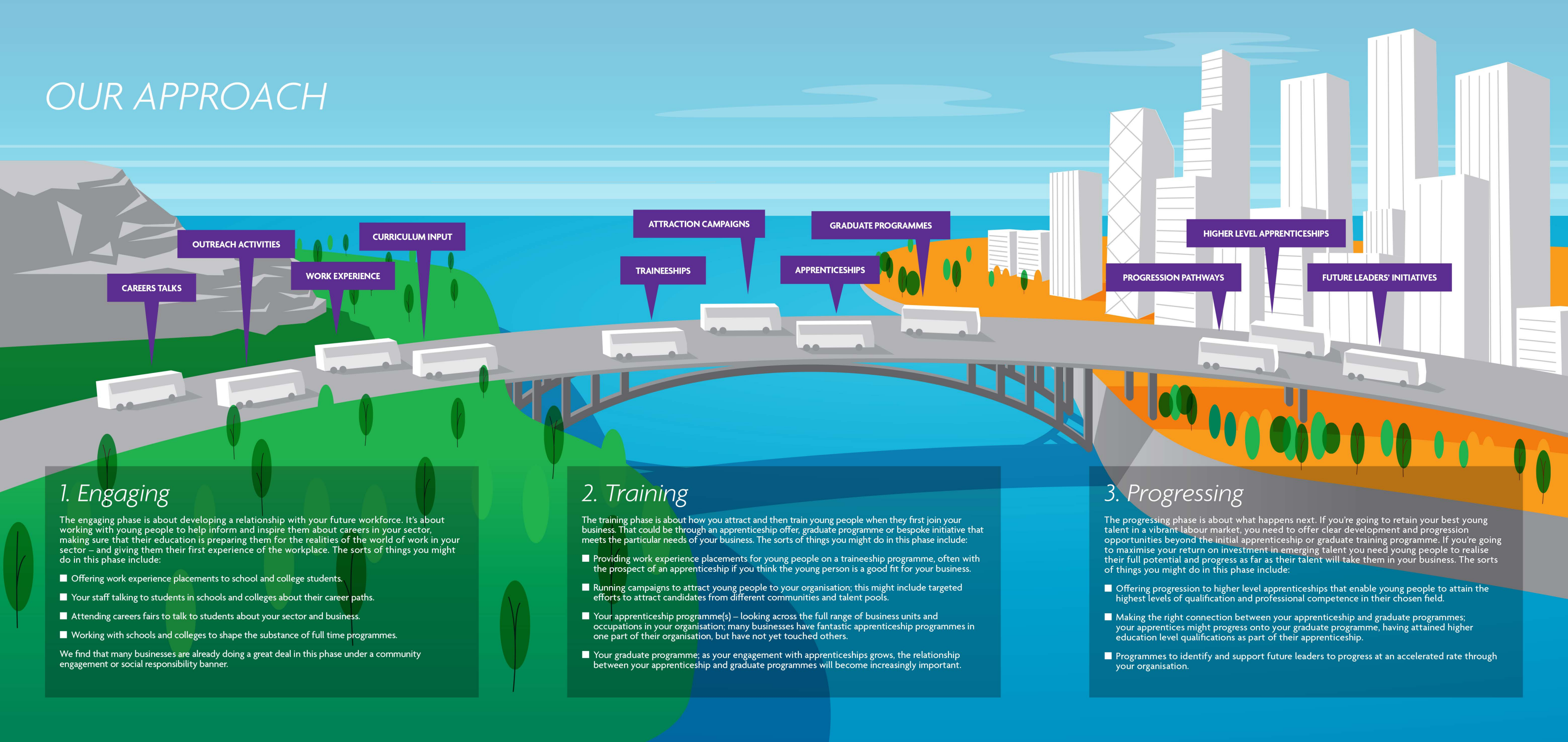


# OUR APPROACH



CAREERS TALKS

OUTREACH ACTIVITIES

WORK EXPERIENCE

CURRICULUM INPUT

TRAINEESHIPS

ATTRACTION CAMPAIGNS

APPRENTICESHIPS

GRADUATE PROGRAMMES

PROGRESSION PATHWAYS

HIGHER LEVEL APPRENTICESHIPS

FUTURE LEADERS' INITIATIVES

## 1. Engaging

The engaging phase is about developing a relationship with your future workforce. It's about working with young people to help inform and inspire them about careers in your sector, making sure that their education is preparing them for the realities of the world of work in your sector – and giving them their first experience of the workplace. The sorts of things you might do in this phase include:

- Offering work experience placements to school and college students.
- Your staff talking to students in schools and colleges about their career paths.
- Attending careers fairs to talk to students about your sector and business.
- Working with schools and colleges to shape the substance of full time programmes.

We find that many businesses are already doing a great deal in this phase under a community engagement or social responsibility banner.

## 2. Training

The training phase is about how you attract and then train young people when they first join your business. That could be through an apprenticeship offer, graduate programme or bespoke initiative that meets the particular needs of your business. The sorts of things you might do in this phase include:

- Providing work experience placements for young people on a traineeship programme, often with the prospect of an apprenticeship if you think the young person is a good fit for your business.
- Running campaigns to attract young people to your organisation; this might include targeted efforts to attract candidates from different communities and talent pools.
- Your apprenticeship programme(s) – looking across the full range of business units and occupations in your organisation; many businesses have fantastic apprenticeship programmes in one part of their organisation, but have not yet touched others.
- Your graduate programme; as your engagement with apprenticeships grows, the relationship between your apprenticeship and graduate programmes will become increasingly important.

## 3. Progressing

The progressing phase is about what happens next. If you're going to retain your best young talent in a vibrant labour market, you need to offer clear development and progression opportunities beyond the initial apprenticeship or graduate training programme. If you're going to maximise your return on investment in emerging talent you need young people to realise their full potential and progress as far as their talent will take them in your business. The sorts of things you might do in this phase include:

- Offering progression to higher level apprenticeships that enable young people to attain the highest levels of qualification and professional competence in their chosen field.
- Making the right connection between your apprenticeship and graduate programmes; your apprentices might progress onto your graduate programme, having attained higher education level qualifications as part of their apprenticeship.
- Programmes to identify and support future leaders to progress at an accelerated rate through your organisation.