



# NPA Enterprise & Employability

## Engaging with Employers



- To provide some practical hints and tips on how to potentially engage with employers or your local community to support learning and development of your young people.
- Identify what support you may need.
- Identify which businesses can offer you the best support solutions.
- How to develop “soft skills behaviours” in our young people.
- How to develop effective networks which can allow access to greater business involvement.
- What do you do next?

- Scotland is currently facing the toughest economic conditions in over 15 years.
- All sectors of industry are finding trading challenging.
- 16 – 24 year olds are the employment group which face the greatest challenge.
- Many businesses and employers are looking for more from candidates when recruiting other than academic achievement.
- There are far more applicants for jobs now than at any time in the last 15 years.
- Curriculum for Excellence does present young people with the opportunity to have varied and balanced learning in the coming years.
- Employers no longer have financial resources to support or sponsor school activities as in previous years.

## Identifying needs

- What do you have in place at present and how effective is it?
- Have you identified from your course program what type of support your school or college needs to enhance students learning?
- Do you do any personality profiling of your students? E.g. Vak
- Do you target businesses that can offer specialised skills e.g. interview techniques, graphic design, marketing, retail, customer service?
- What types of businesses would you like to be in partnership or collaborate with that can offer something different?
- Is there a dedicated coordinator within schools/colleges who manages this area? Potential development opportunity.

- Do you have a list of businesses that support your work experience or work placement programs?
- Can they be explored?
- Do you know the skill set of your students parents?
- Is this on a data base to target them?
- How many grandparents have well established skills that can help and support learning?
- Does your Parents Council or PTA have contacts and influencers within it to help?
- Have you identified what a business would gain from working with you?
- Do you have success stories to get in your local paper that may help demonstrate the benefits to a business?
- Are there local training organisations that can supplement learning?

- The majority of employers are looking for candidates with established and developed behavioural skills.
- Employers are now looking to “hire for attitude ,train for skill”.
- Developing key behavioural skills in young people essential.
- Many businesses can offer this practical support e.g. Human Resources for CV preparation or interview techniques. Retail for Customer Services, Financial sector for money management.
- On line behavioural solutions.
- Role play – getting employers in to work with students
- CV preparation or Personal Statements – how to balance academic achievements alongside activities undertaken away from education.
- Personality profiling in S1 and then again in S4/5 can help track changes in individuals behavioural styles.

- The majority of SME businesses in Scotland rely heavily on effective business networking.
- This is often their greatest source of business.
- Are you members of any networking organisation?
- If you are how effective is it for you?
- Identify business networks near you and visit to see if there are collaborative opportunities for you.
- In business , people buy people first, then services second, thus networking is an established and proven way of doing business.
- You choose who you want to work with.
- Do you have established links with your local Business Gateway provider?
- If you want to meet business people then you need to do this in a business arena. Businesses may not have access or get exposure to education thus you need to go to them.

- Cumbernauld College – BNI
- Enterprise project in Aberdeenshire
- SPS Leadership program in Falkirk
- Retail Skills for Work – Grangemouth
- Personal Statements – Tesco, Aberdeen
- Product design for food industry – Sainsbury, Lanarkshire
- Graphic designers being used in Aberdeenshire.
- Fraser Doherty - Edinburgh

- Identify a person to coordinate Employers Engagement.
- Evaluate where you are at present.
- Identify your needs for the next 3 years.
- Look at businesses who have worked with you in the past for support.
- Target businesses or key people who can help you.
- Identify skills of parents and people currently associated with your school or college.
- Clearly identify “what is in it “ for businesses to support you. Use previous success stories to support this.
- Identify local business networking opportunities.
- Develop a collaborative strategy that supports the learning & development of students which gives businesses the opportunity to “give something back” to society. This will tick the social responsibility box for businesses

- Engaging with Employers to support the learning and development of our young people is critical to achieving continued success in Curriculum for Excellence.
- Education needs to become more creative at how it uses its local business resources more effectively, thus benefiting long term learning.
- Many employers are willing to support Education however are unsure on how to help or what is required.
- Students enjoy working with people from outside education as it gives them breadth of learning.
- Businesses can help students make a successful transition from education to the world of work.
- Effective business networking and how to get the best from it, is a proven way of developing learning for students, education providers and businesses themselves



Thank you.  
Questions ?

