



Inspiring the Future gives every young person in state education the opportunity to be inspired and motivated by real people doing interesting jobs which opens their eyes to a future of possibilities. We do this by connecting schools with volunteers quickly, easily and for free through our national online match-making platform.

Find out more online via:

 www.inspiringthefuture.org

 [@InspiringTF](https://twitter.com/InspiringTF)

 [@inspiringthefuture](https://www.facebook.com/inspiringthefuture)

Education
and Employers
Working together
for young people


Bank of America
Merrill Lynch 

A background image showing a group of diverse young people in a library or study area, looking at a laptop screen with interest and engagement.

**How Inspiring the Future
can help schools and
colleges to meet the
Gatsby Benchmarks**

Inspiring the Future is run by the charity Education and Employers
(Registered Charity No. 1130760) www.educationandemployers.org

INSPIRING STUDENTS ABOUT THEIR FUTURES



“Advice and guidance delivered by someone in industry – particularly if they are quite young themselves – has much more impact with young people.”

CAREERS LEAD FROM STATE SECONDARY SCHOOL

Bring real value and support to your careers provision with our workplace volunteers

Education and Employers, the charity that runs Inspiring the Future has been working with schools and colleges to provide quick, easy access to volunteers to support their careers provision for nearly 10 years.

In fact, it is our research around employer engagement in schools that has been cited frequently in the Careers Strategy 2017 published by the Department for Education and the Industrial Strategy 2017 published by The Department for Business, Energy & Industrial Strategy and contributed to the development of the Gatsby Foundation Good Career Guidance report. This enables us to help schools align with what is required from them to meet the Gatsby Benchmarks.

Inspiring the Future offers you volunteers to support with many aspects of careers provision. Our pool of around 50,000 volunteers is huge, diverse and covers all sectors,



professions and levels, and because our online system is self-managed, you can search for volunteers who meet your particular needs – quickly, easily and for free.

HELP IS ON HAND

Don't forget our schools support team are on hand to help you – just call **020 7566 4880** or email enquiries@inspiringthefuture.org

The Gatsby Charitable Foundation believes every young person needs high-quality career guidance to make informed decisions about their future. Our programme both subscribes and builds on this ethos.

Helping you to achieve the Gatsby Benchmarks

3 ADDRESSING THE NEEDS OF EACH PUPIL

You can easily search for volunteers who can best meet your student's needs. We have a diverse pool of volunteers keen to talk about a huge range of topics such as working with a disability or inclusion. Through our successful Inspiring Women campaign we have secured many women volunteers who have chosen career paths traditionally associated with men – and are keen advocates of challenging stereotypes in the workplace. Our self-managed online system means that you can apply filters on a number of key areas to identify volunteers who best meet your student's needs – and invite them in directly.

4 LINKING CURRICULUM LEARNING TO CAREERS

You can search for volunteers who use specific school subjects in their jobs. And to keep it interesting for you students too, why not

invite someone who uses STEM but as part of a theatre's backstage production crew, or uses business studies but works in the NHS?

5 ENCOUNTERS WITH EMPLOYERS AND EMPLOYEES

Inspiring the Future is all about helping schools set up encounters with employers and employees quickly, easily, regularly and for free. It's our team at Education and Employers Research that helped make the economic case for employer engagement in schools. Use our interactive mapping to search for local volunteers and invite them in to a range of activities or cast your net a bit wider and publish your events to attract volunteers outside your locality or if you want more unusual roles of sector. With around 50,000 volunteers from apprentice to CEO available nationally, there is sure to be someone who meets your needs.

6 EXPERIENCES OF WORKPLACES

We offer out-of-school activities for schools and volunteers to choose from. This includes work place visits, work experience and job shadowing. We also regularly run events at our employer partners offices that schools in our network can attend.

7 ENCOUNTERS WITH FURTHER AND HIGHER EDUCATION

You can select our volunteers based on what career pathways they took, so you may wish to invite volunteers to talk about apprenticeships, university, further education or another route into work. We also have many volunteers working at universities, from Sheffield Hallam to the University of Exeter. Volunteers can also give insight into vocational routes through our apprenticeship project.



Our programme builds on the eight Gatsby benchmarks of Good Career Guidance:

- 1 A stable careers programme
- 2 Learning from career and labour market information
- 3 Addressing the needs of each pupil
- 4 Linking curriculum learning to careers
- 5 Encounters with employers and employees
- 6 Experiences of workplaces
- 7 Encounters with further and higher education
- 8 Personal guidance

Our advice to schools

Based on our research findings, here are our top tips on how schools can get the best out of employer engagement activities.

MORE IS MORE

Schools and colleges should give students the opportunity to take part in as many interactions with employers as possible. Inspiring the Future enables schools to self-manage this quickly, efficiently and for free.

MIX IT UP

Teachers say that doing a range of different employer engagement activities will achieve the best outcomes for young people. Inspiring the Future can help schools find volunteers willing to do a range of activities including career networking, assembly talks, career fairs, one to one or small group discussions, mentoring, work experience and much more.

KEEP IT REAL

Students and teachers agree that it matters who delivers information within careers events. People drawing on personal, first-hand experience of professions have the biggest impact.

CHALLENGE ASSUMPTIONS

Young people make assumptions about what they can do in later life. Assumptions shape attitudes. Attitudes guide decisions. The assumptions teenagers have about jobs are often very deeply held but exposure to people from different roles and backgrounds is a perfect way to challenge often unspoken assumptions, as well as build confidence through speaking and listening.



LEVEL THE PLAYING FIELD FOR DISADVANTAGED STUDENTS

Young people can't aspire to be what they don't know exists, so if your school has students from a disadvantaged background, employer engagement activities are especially important. Where a pupil is from - socially, economically or geographically - influences their access to the business community but with Inspiring the Future, schools can facilitate these encounters regularly and help young people accumulate more social capital and improve their understanding of their own capabilities and skills.

LISTEN TO YOUNG PEOPLE

Students who find employer engagement activities helpful, earn more in later life, and are less likely to become NEET, so ask them what activities they find most interesting.

PREPARE

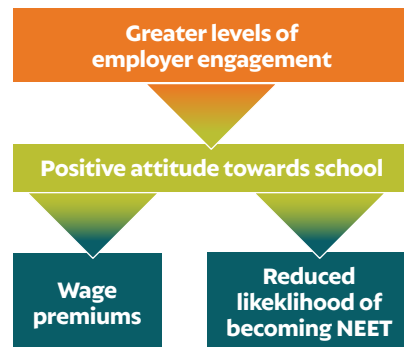
Students find employer engagement activities more useful if they have had time to think about their wider ambitions and prepare themselves first. Schools should consider preparing students and contextualising any careers activities they run beforehand.

Education and Employers research team lead the research which makes the case for engaging organisations with schools. Key findings, some of which have been used to inform the careers strategy and other education policy further demonstrate that Employer engagement is a good idea for your school.

Research findings

OUR RESEARCH FINDINGS SHOW THAT STUDENTS WHO MET A NUMBER OF WORKPLACE VOLUNTEERS IN SCHOOL WERE:

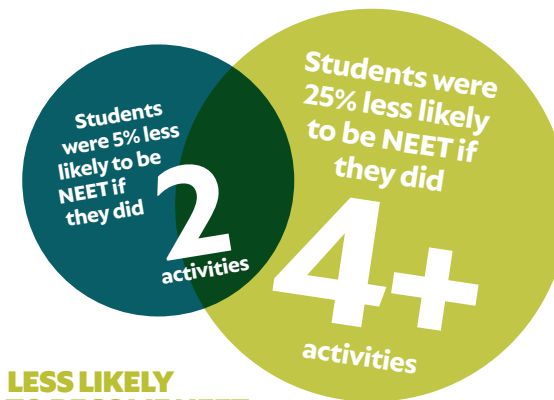
MORE LIKELY TO FORM MORE POSITIVE ATTITUDES TOWARDS SCHOOL WHICH HAS AN IMPACT ON THEIR FUTURES.



Our study tracking thousands of young people through adolescence to adulthood, found that teenagers, who agreed that 'school was a waste of time' earned on average 16% less at age 26 than those who disagreed. Additionally, teenagers who agreed that 'school is a waste of time for me' were two times more likely to be NEET than those who disagreed.

ABLE TO EXPLORE, CLARIFY AND CONFIRM CARER CHOICES

A high number of brief employer engagements with varied types of experience play a significant role in helping young people to explore, clarify and confirm career choices and give young people the chance to access 'relevant, trusted information' about the availability of economic opportunities and their suitability for a potential job.



LESS LIKELY TO BECOME NEET (NOT IN EMPLOYMENT, EDUCATION OR TRAINING)

And this increased with the number of interactions they had.

LESS LIKELY TO BE NEGATIVELY INFLUENCED ABOUT VOCATIONAL ROUTES INTO WORK

Talking to people with experience of apprenticeships and other vocational routes into work helps students move beyond traditional, embedded and often prejudicial advice that favours higher education paths over vocational.

FIND OUT MORE

Visit our website to see all our research into employer engagement at www.educationandemployers.org/research-main/

*2017-18 SURVEY OF 1099 SECONDARY STUDENTS

WHAT STUDENTS SAY AFTER ENGAGING WITH THE PROGRAMME

45% of students felt more confident in what they wanted to do in the future after attending their event.

83% of students agreed that they learnt something new and useful about a potential job or career at our event.

3 out of 4 of students said that their event helped them gather more information about their options after education.

90% of students agreed that our career activities were helpful in thinking about their future. This increased to 99% for Sixth Form students.

One third of students said our event changed their mind about the subjects they might study.

About Inspiring the Future

Education and Employer's free service – Inspiring the Future – helps schools and colleges connect with a huge range of volunteers who can be invited in to take part in a range of activities designed to inspire, motivate and broaden the horizons of young people.

It's free for schools to use, gives them control over the range and frequency of activities they wish to do and helps them to manage employer engagement efficiently in their schools.

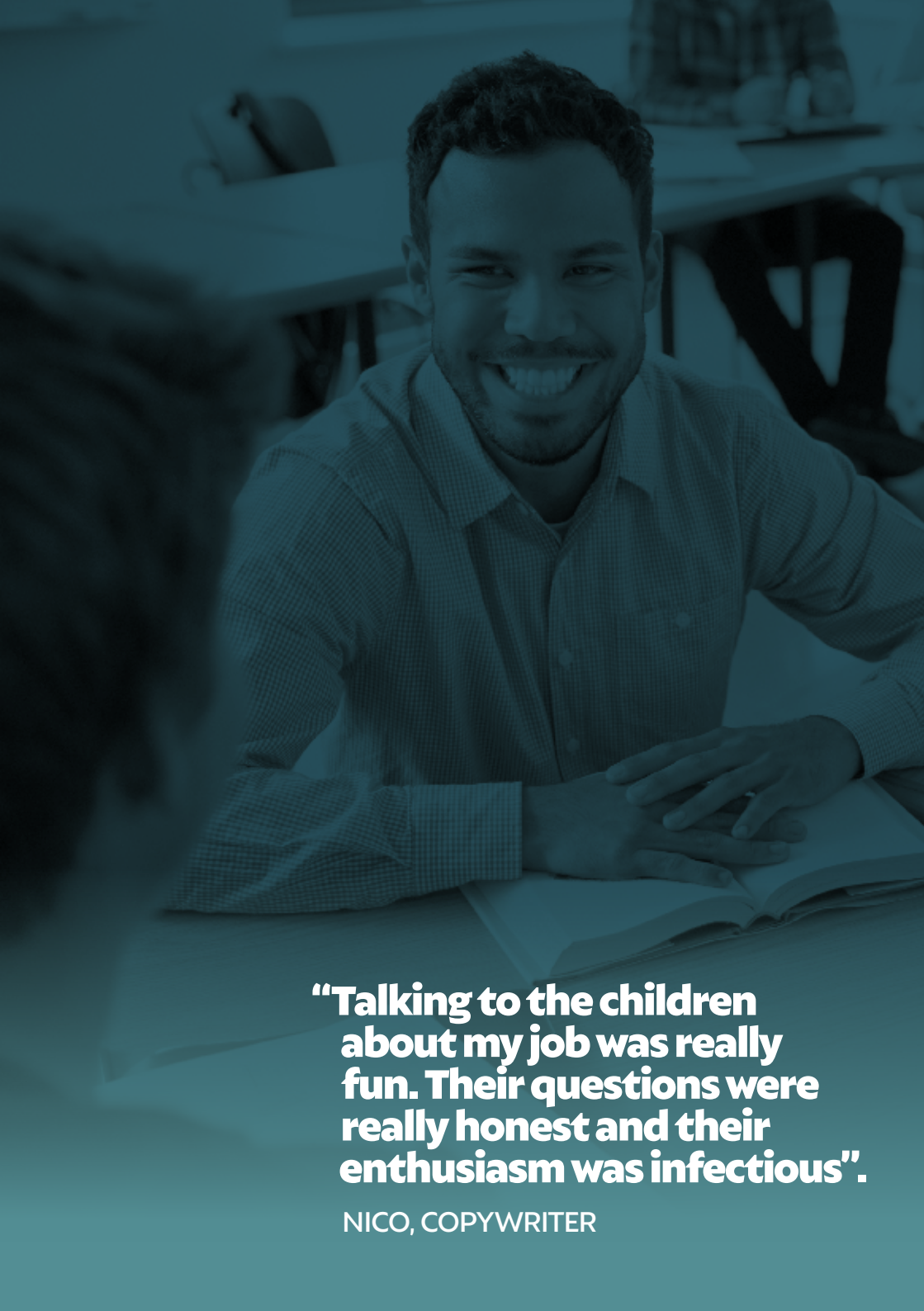
IT'S AS EASY AS 1-2-3 TO CONNECT WITH OUR WORKPLACE VOLUNTEERS...

- 1 Register and add opportunities
- 2 Search and invite local volunteers
- 3 Create inspiring experiences for your students

www.inspiringthefuture.org

**inspiring
the
future**

Education and Employers volunteering programme Inspiring the Future helps state primary and secondary schools and colleges connect with volunteers from the world of work to take part in activities to inspire, motivate and broaden the horizons of young people. It's free for schools, and allows them to self-manage employer engagement activities in their schools easily and efficiently. www.inspiringthefuture.org @InspiringTF



“Talking to the children about my job was really fun. Their questions were really honest and their enthusiasm was infectious”.

NICO, COPYWRITER