

GET AHEAD OF THE CROWD

Empower students beyond graduation with the
Industry Engagement Programme.



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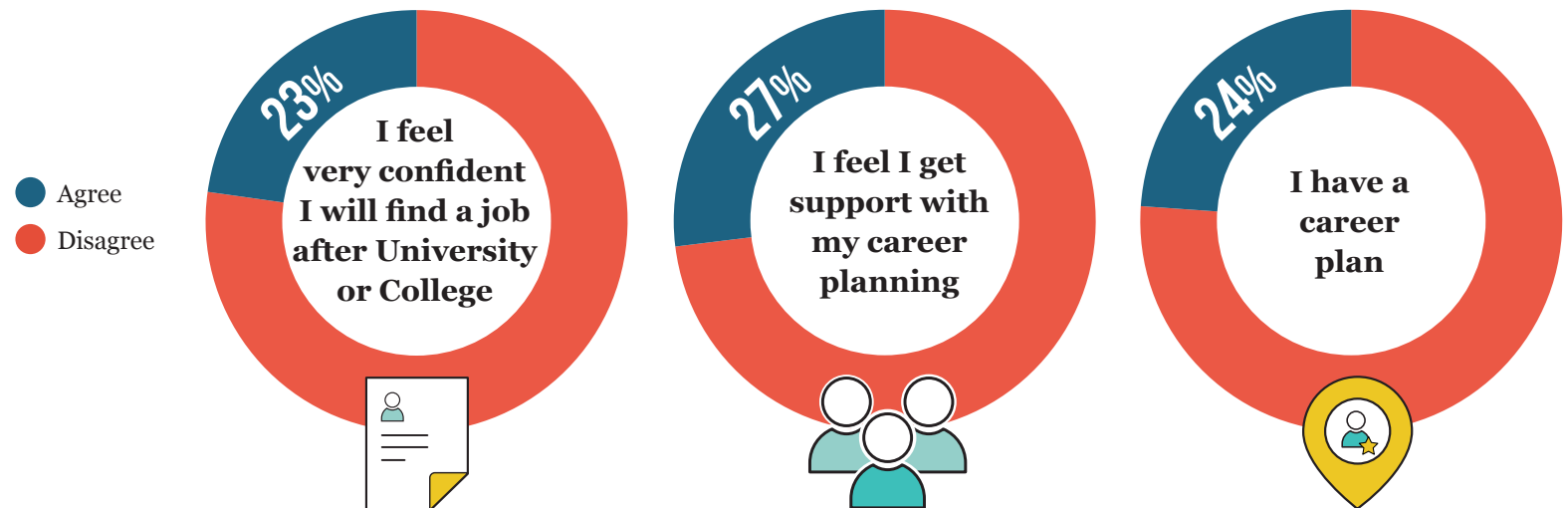
THE PROBLEM

More than 80% of employers believe that young people are ill prepared for the world of work*. Progressing from education into work isn't always as straight forward as students may think, there are lots of highly qualified unemployed people in the world!

Gaining a good academic qualification is a starting point however students also need to consider the value they can add to a potential employer - by making themselves truly indispensable.

Developing skills for work and career planning can be confusing for many people and students need help through this critical journey.

A recent survey we conducted highlighted some of the challenges students face:



*Evidence is taken from the British Chamber of Commerce Workforce Survey conducted in July 2014 which received 2,885 responses from businesses.

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THE CHALLENGE

We understand the challenge for many institutions today reaches far beyond ensuring students pass their courses and leave with a qualification.

How to make your institution stand out from others, making it more attractive to industry leaders and potential students, is difficult today.

Providing education beyond qualifications will help demonstrate the benefits of your institution.

However, given budget restraints, competition from other institutions and economic development targets, education institutions are increasingly being forced to look at innovative ways to attract and expand new sources of funding and students.

Curriculo can help you to deliver the Skills for Work agenda through our skills development course, the Industry Engagement Programme.



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THE INDUSTRY ENGAGEMENT PROGRAMME

The Industry Engagement Programme (IEP) is a course, designed by industry leaders with extensive practical experience of recruiting, training and coaching high performing teams. The design ensures that students represent themselves to employers with confidence and clarity.

When it comes to making a real difference in THEIR world, the Curriculo Industry Engagement Programme will help students, undergraduates and postgraduates get a job they'll love, perform better and fulfil their career potential whether they are planning their future or simply going for that first targeted job interview.

With IEP students will be happier, more fulfilled, live up to, and maybe even exceed, their potential.

Students will benefit from developing, consolidating and securing their understanding of their current skills and strengths and those required for work.

Students will learn how to manage their career plan and aspirations as well as developing the skills employers value.

Finally, developing this set of skills will empower students to take control of their career.



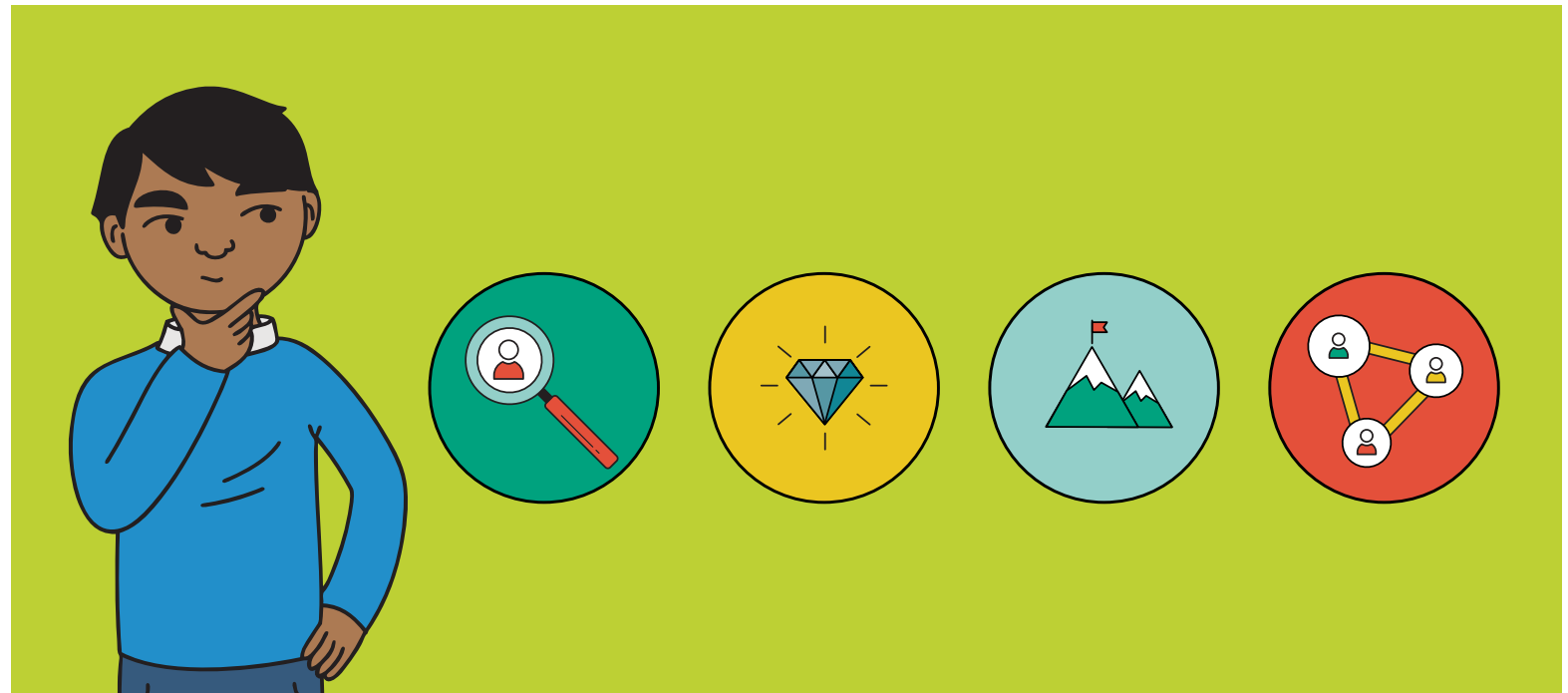
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CONTENT AND STRUCTURE

The Industry Engagement Programme is made up of five levels each containing a series of sessions which feature videos, presentations, resources and interactive learning.

After each level there is an opportunity for the student to review and cement their understanding of the key learning points and concepts.

Before starting the course, students are advised to identify, approach and confirm a coach to support them throughout. A suitable coach could be a colleague, a peer, a tutor or a parent.



Watch the introduction video online:

<https://curriculosolutions.com/curriculo-industry-engagement-programme>

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CONTENT - LEVEL ONE

Level one is a journey of self-discovery which will help students to understand themselves better and to understand how others may perceive them and vice-versa.

We also begin to stimulate longer-term thinking around career management and as a result students will be better able to consider their personal work and career interests and the value that they can add to a potential employer.

This level includes:

Career Management and Career Growth Process.

Self Assessments:

- Career Management Skills
- Team Strengths Profile

Building your knowledge and ability to work with others in a team.

Review of Learning.

Team profile understanding

TEAM ROLES

We can identify eight team roles and their positions relative to thinking/feeling and introvert/extrovert.

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The Supporter

INTROVERT OR EXTROVERT?

The supporter is an ambivert, they have a balance between introversion and extroversion.

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The Analyst

CHARACTERISTICS

- ✓ Sober, unemotional, prudent.
- ✓ Consistency of performance with a capacity for following through.
- ✓ Analysis judgement, discretion and hard headedness.
- ✓ Administration excellence.
- ✓ Lacks inspiration and ability to motivate others.
- ✓ May be indecisive.

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The Visionary

ENGAGING WITH A VISIONARY

To engage more effectively with a Visionary, behave more like them. In other words:

- ✓ **BE MORE**
 - Disciplined
 - Formal
 - Thoughtful
 - Logical
 - Structured
 - Incisive
- ✗ **BE LESS**
 - Friendly
 - Supportive
 - Trusting
 - Personal
 - Responsive

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LEVEL 1
PERSONAL SKILLS
AUDIT AND WORKING
IN TEAMS

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CONTENT - LEVEL TWO

Level two builds understanding of the need to plan your career while considering exactly what employers look for in the context of skills for work. Additionally, we emphasise the benefits of professional networking as a practice to identify and remove potential barriers to career and job prospect opportunities.


This level includes:

- Skills for Work / Organisational Needs
- Ambition and Career Planning
- Networking
- Review of Learning

LEVEL 2 ALIGNING PERSONAL AMBITIONS WITH EMPLOYER NEEDS

Networking

PROFESSIONAL NETWORKING, WHY BOTHER?




BUILD YOUR CAREER **PLAN FOR THE FUTURE** **HELP YOU DECIDE WHAT YOU LIKE AND DON'T LIKE**

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Networking

NETWORKING - WHAT TO DO



Introduce yourself
clearly and confidently.


Develop the conversation
asking relevant questions.

Politely close the conversation
by sharing contact details and agreeing follow up.

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Networking

ACTIVE LISTENING



Validates the value of others and shows respect.

VERSUS

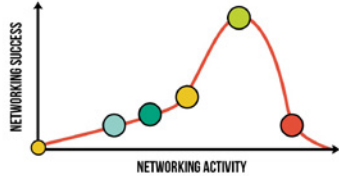
Talking too much is rude, dominating and not reciprocal.

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Networking

THE FIVE NETWORKING TYPES

Can you identify which type of networker you are?



THE FIVE NETWORKING TYPES

- The Passive Networker.
- The Conservative Networker.
- The Reactive Networker.
- The Proactive Networker.
- The Hyperactive Networker.

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CONTENT - LEVEL THREE

Level three builds on self-awareness and understanding of strengths, limitations, ambitions and employer needs. This prepares students to be able to articulate the benefits that they bring to a potential employer in writing and face-to-face.

This level includes:

- Communication Skills
- Creating a Personal Brand Matrix
- Creating a Compelling CV
- Review of Learning

Communication Skills

PERCEPTION GAPS

The difference between how you believe you are perceived by others and how you are perceived in reality.

I THINK...

I come across as professional.

IN REALITY...

Gossips about clients and colleagues.

I am well organised.

Misses trains, late for meetings, keeps people waiting.

PERCEPTION GAP

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Communication Skills

BUS STOPS

Listen carefully to the following story and answer the question that follows.

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Communication Skills

COMMUNICATION TYPES

There are two basic communication types:

#1 VERBAL

What we say to each other.

#2 NON-VERBAL

Body language and written communication.

Work through the following communication skills exercises to test your skills.

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Communication Skills

NON VERBAL EXERCISE

Watch the following silent videos and decide the following:

- Do the people in the video demonstrate agreement or disagreement?
- How do you know?
- What were the signals?

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**LEVEL 3
BUILDING A
PERSONAL PROFILE
THAT APPEALS TO
EMPLOYERS**

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CONTENT - LEVEL FOUR

Level four helps students to prepare and articulate what it is that makes them who they are along with the benefits they bring to a potential employer. This content and application of learning will help them appear irresistible before, during and after the job selection process.

This level includes:

- Introduction to Interviews
- Types of Interviews
- Preparing for Interviews
- Interview Questions
- STAR Technique
- Post Interview
- Review of Learning

LEVEL 4 SELLING YOURSELF AT INTERVIEW

STAR Technique

WHY BOTHER?

The star technique is a way of answering competency based interview questions. Competency based interviews are used by many business both corporate and public sector as a way of :


- ✓ Making interviews more objective.
- ✓ Making interviews more consistent by asking all candidates the same questions.
- ✓ Finding out specific information about candidates.
- ✓ Assessing the experience of individuals and evaluating their potential contribution in relation to business requirements.



STAR Technique

THE STAR TECHNIQUE IN ACTION

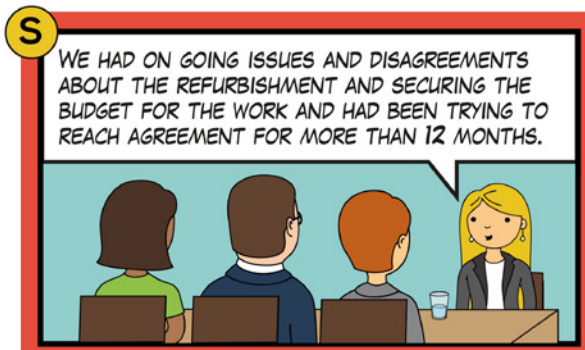
Read the following comic closely to see each stage of the model in use. Each stage is highlighted on the page with the S.T.A.R letters.



S	T	A	R
SITUATION Set the scene.	TASK Explain what was asked of you .	ACTION Reveal what you did.	RESULT Explain what happened as a result of your involvement.

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STAR Technique




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STAR Technique

TIPS FOR USING THE STAR TECHNIQUE

- #1 Make your answers specific.
- #2 Always use 'I' not we.
- #3 Give detail, but don't waffle.



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CONTENT - LEVEL FIVE

Level five consolidates learning from the programme and helps students to create a career template which serves as a route map to ensure that they achieve their short, medium and longer-term career goals and ambitions.

This level includes:

- Work Based Assignment
- Report Writing
- Career Plan

LEVEL 5 RESEARCHING AND DEVELOPING YOUR PERSONAL CAREER PLAN

Work Based Assignment

THE FINAL REPORT

Your final report will contain:

**STAGE 1
YOUR AMBITION**



This will look at where you hope to be in your career five years from now.

**STAGE 2
THE INDUSTRY**



The Industry or Sector which provides an opportunity to realise your ambition.

**STAGE 3
THE ORGANISATION**



An organisation within your chosen industry that can fulfil your aspiration.

**STAGE 4
THE ROLE**



A specific role in the organisation that you are interested in.

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Work Based Assignment

THE FINAL REPORT


Continued...

**STAGE 5
STRUCTURE**




The organisational structure and where your chosen role fits.

**STAGE 6
THE ROLE AND YOU**




How you believe you currently 'fit' with this role.

**STAGE 7
GAPS**



What gaps do you have in your knowledge?

**STAGE 8
YOUR CAREER PLAN**



Your Career Plan.

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Work Based Assignment

INTERVIEWS

Interview the following individuals within your chosen organisation, as a minimum, before answering the questions about the role.

HUMAN RESOURCES



LEADERSHIP TEAM



YOUR ROLE




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Work Based Assignment

THE ORGANISATION

Research the organisation you aspire to work for - find out:



- Size, turnover, no of employees.
- Industry it operates within.
- What are the reasons you are interested in this organisation above others?
- The organisational structure and where your chosen role fits within that structure.
- The organisations Key Performance Indicators (KPIs) and how performance is measured.

Note: if you aspire to have your own business in five years time answer the questions above about an organisation similar to the one you wish to start.

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RESOURCES

Students have access to downloadable exercises which contribute towards creating their career plan.



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THREE STEPS TO THE PERFECT PERSONAL STATEMENT

The process of writing a personal statement is easy when you follow our simple three step process.

#1 IDENTIFY EMPLOYER NEEDS

#2 PERSONAL BRAND MATRIX

#3 PERSONAL STATEMENT

DOWNLOAD AND COMPLETE THIS PDF

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Brand Matrix

curriculosolutions.com

#2 PERSONAL BRAND MATRIX

Completing the personal brand matrix will help you to give structure and clarity to what you tell an employer in your personal statement. Here is an example, we will explain this further over the following pages.

#2
PERSONAL
BRAND
MATRIX

WHAT YOU NEED TO PORTRAY TO GET THE ROLE	INTEGRITY <small>How you behave when no one is looking</small>	ACHIEVEMENT <small>If you are going to do something do it well</small>	LOYALTY <small>Doing what is needed on schedule because you want to</small>	SELF DEVELOPMENT <small>No one is the finished article, Learning is for life</small>
PERSONALITY ATTRIBUTES <small>What are the distinctive characteristics that you bring to a prospective employer?</small>	Loyal and hard working.	I enjoy working as a part of a team toward a common purpose.	I understand the role I play in a team and what others might also contribute - the value of diversity.	I understand the value of a mentor and coach in helping me to learn more about myself and my areas for development.
TOLERABLE WEAKNESSES <small>How do your attributes help you to overcome the areas you need support?</small>	I need clarity of direction to help me to ensure that I can achieve my goals.	I may push towards completing a task before fully evaluating what has already been achieved.	I may struggle if members of my team do not pull their weight on a project.	I will need to set aside time to learn from others in order that I can improve.
DIFFERENCES <small>How does this set you apart from other candidates?</small>	I will always do my best to ensure tasks are completed.	I have a high work rate that can drive others around me to set a similarly high output.	If I am asked for help from my peers I will gladly help them so that ultimately we can complete a job.	I know what I know now and am aware that others can help me to strengthen the value I can add to an organisation.
REWARDS <small>What is in it for the employer? What do they gain by employing you?</small>	A loyal worker with ambition to be better.	Someone who will strive to achieve all personal and work targets.	Someone who is keen to demonstrate their capability.	Someone with self awareness, a desire to increase knowledge and ambition to move up within a company.

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Level 3 - Brand Matrix

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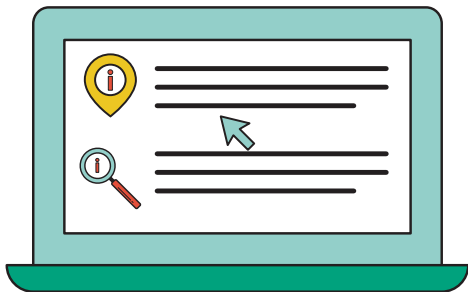
COURSE DELIVERY

We appreciate that learners want options, the Industry Engagement Programme is available in three different formats:

DIGITAL

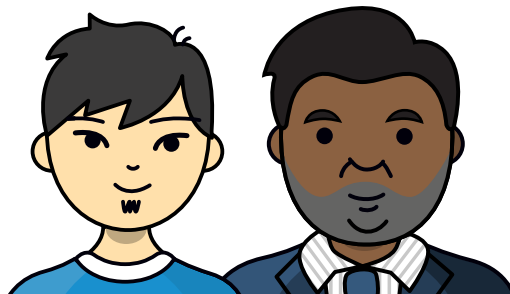
The course can be accessed across a variety of devices meaning that it can be taken anywhere at the convenience of the user giving total flexibility for study options.

This can be purchased with or without ILM accreditation.



FACE TO FACE

Tutor led delivery gives you the option of an immersive, guided learning experience which has benefits for those who prefer learning with others and those who would like to complete the course in a quicker time frame with guidance.



BLENDED

Combining the features of flexibility in the digital programme with supplementary workshops, will be of benefit to individuals who require special focus and guided learning.

Digital Programme plus a one day bespoke workshop based on institution/ student needs.

To find out more about any of our delivery options please contact us using the details below.

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WHY CHOOSE CURRICULO?

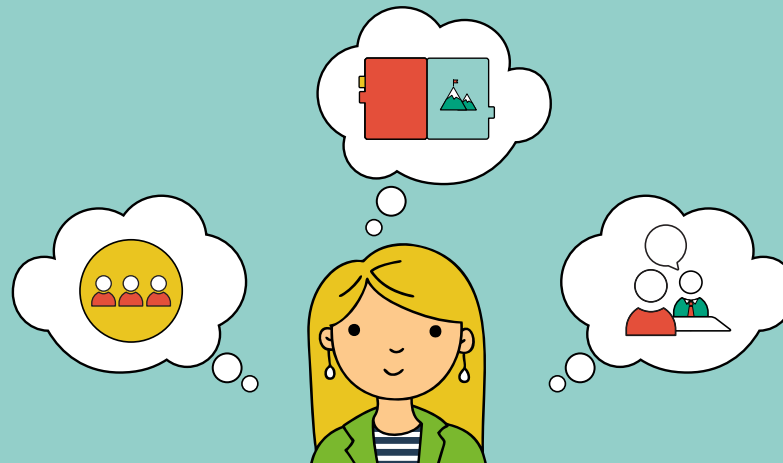
Like you, we passionately believe in empowering each of your students to reach their full potential; making work meaningful for the individual and allowing them to effectively contribute to society.

Curriculo is an organisation of experienced and successful public and private sector leaders, coaches and parents who recognise the difficulties in supporting students to plan their career and secure meaningful employment.

Our team is informed by a mix of younger people, just like your students, and more experienced individuals, who grasp these challenges and have helped us to shape our work readiness and career planning courses.

As you would expect, there is a wealth of experience across the organisation, with a pedigree that spans many sectors, including heading up the national team for careers in Scotland, senior leaders from industry and consulting and training organisations.

“WE’RE ON A MISSION TO EMPOWER STUDENTS BY GIVING THEM THE SKILLS TO MAKE GREAT DECISIONS ABOUT THEIR FUTURE CAREERS.”



The wider team over the last 20 years has worked with hundreds of national and global organisations and leading education institutions. We help them to recruit, benchmark, train and retain the best talent available. We are confident that we have the knowledge and up to date insight on what employers want from graduates.

Our products build confidence and resilience; develop knowledge and self-awareness and help your students to navigate with clarity and a sense of purpose from education into work.

Curriculo programmes enable individuals to make effective and lasting connections with organisations important for their chosen career path.

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