

Enterprise Advisers – the business benefits

March 2022



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If employers are not positioned to reflect the fast-changing labour market, who else is?

World class careers education doesn't exist without the input and insight from industry leaders

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82% of EAs would recommend the role to someone else

What skills do EAs bring and further develop?

1 | Relationship management skills
e.g. influencing, networking

2 | Analytical skills e.g. problem
solving, interpreting data

3 | Strategic planning skills e.g.
planning, prioritisation, building a
business case

4 | Communication skills e.g. active
listening, presenting, advocacy

5 | Coaching and mentoring skills

Upskilled workforce

- Employees gain or **improve skills which can be used in the workplace**
- Employees have a better understanding of the future workforce
- Employees have a better understanding of the local labour market (insight into other sectors)

47% communication skills & **45%** relationship management skills

Talent & Skills Pipeline

- Employers develop a relationship with local schools/ colleges
- Employers understand the skills/ needs of the future workforce
- **Employers have access to future talent** e.g. recruit apprentices
- Employers play a role in developing the future workforce
- Employers have improved workplace diversity

55% have raised awareness of the sector/employer

Sustainability

- Improved employer brand awareness
- Raised profile of employer in the community
- **Investment in local community**

78% said the EAN is a cost-effective way to improve business engagement with schools

Employee Engagement

- Improved employee wellbeing
- Support employee development
- Improvement in staff attraction and retention

67% of EAs said the role has given them a sense of **purpose** and **mission**

Employers are strengthening their talent pipeline by working with schools and colleges

- 1** | **4/5** employers said that working directly with schools and colleges on their careers education programmes had helped them to develop their talent and skills pipeline
- 2** | **Over 2/3** of the employers said that working with young people helped them attract a more diverse workforce
- 3** | **7/10** businesses providing Enterprise Advisers reported that this improved their access to future talent, such as new apprentices for their business.

Lets work through a real life example

Start point/Background

‘If I reflect back to 2016, it was really difficult engaging with schools and colleges. Just getting hold of the right person to speak to, was a real challenge. Local schools and colleges didn’t know anything about Unipres’

Inputs

‘Working with the team at [North East LEP](#), we can now target students who may not traditionally get the opportunities’.

Outputs

‘Over the last 6 years, we’ve seen a tangible return on our investment. For example, our last cohort of 6 out of 12 Engineering Apprentices came through our school engagement programme’.

Outcomes

‘Our approach to engagement is much more inclusive’.

‘As a business we no longer have a scatter gun approach. We’ve adapted our strategy, for example, our approach to which school we work with is based on need. We have changed when we recruit and the times of year we ramp up our engagement. It’s been a learning experience but so valuable to our business’.

‘During the pandemic as other businesses were adapting their outreach programmes, we were able to offer that insight and strategic advice, therefore others were able to learn from our experiences. This is why being part of a network is so beneficial, we no longer need to work in isolation or as competitors. We have a collaborative approach and don’t mind sharing resources with anyone’.

What does it feel like when its working?



Collaboratively we have driven the careers agenda forward across the college and have worked to add in a strategic dimension. Our EA is a key member of our careers team

I'm constantly learning about young people's needs and the education landscape. This has had a direct impact on our business, which has resulted in us completely reshaping our community engagement and recruitment strategy'

Evidence base

1 | Employer Impact Survey

2 | Trends in Careers Education

3 | EA survey 2020

Thank you

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