



CREATING A CAREERS CULTURE

Caroline Green,
Founder of The Talent Cycle,
RCDP



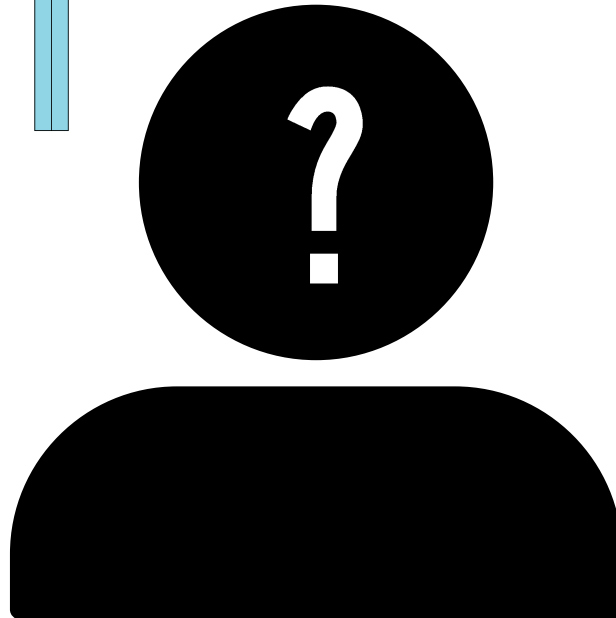


**“CAREERS IS
EVERYONE’S
RESPONSIBILITY”**



NO MAGIC WAND





**WHAT IS OUR
IMAGE?**



UNDERSTAND YOUR AUDIENCE

- What is their agenda? What is their why?
- What do they care about?
- What will 'speak' to them - type of data?

And whatever approach you take, start with what is in it for them.



Jake Richings

BRAND AND COMMUNICATIONS

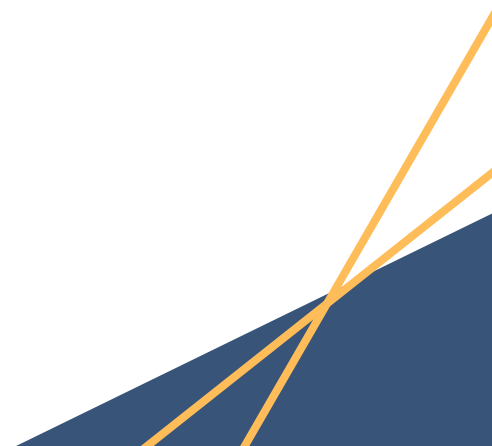
- Often the issue is a complete lack of identity
- Set your brand; people know what it is and engage
- It also helps to connect career learning and join the dots
- Exciting and engaging - WOW
- Keep everyone up to date - enablers
- HOY/HOD - meetings, invite yourself
- Get a seat at the table, not an after thought, be involved with curriculum decisions



John Ambrose



KNOW YOUR AUDIENCE: SCHOOL & PARENTS



ALLIES AND AMBASSADORS



Who has influence? Who are my allies?

- Who else do you need on board? e.g reception
- PTA - more influence than governors?
- Parents generally - keep them updated, collaboration is key!
- Who will your staff audience listen to?
Alumni - testimonials - how you helped
- Give staff options of how to engage
- Student ambassadors
- Other CDPs - local/online - support, best practice
- Collaboration is crucial



Janet Colledge

DATA

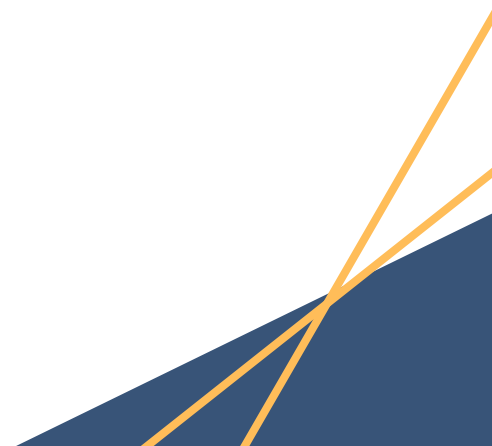
- You need to prove/evidence your impact
- Go beyond statutory duty or Gatsby
- Win hearts and minds - what type of data speaks to them?
- Research data that already exists
- Careers Impact Stories
- Testimonials - alumni/current students
- Take a 'test and learn' approach
- Listen to feedback of young people - improve where necessary



Chris Targett



KNOW YOUR AUDIENCE: YOUNG PEOPLE





SELLING THE BENEFITS

- Don't call it an interview!
- Getting staff/parents engaged (and vice versa)
- Build rapport/psychological safety from the start/long before activities start
- Bring work to life for them
- What 'data' will work for them?
- Listen to their feedback
- Remember what Jake said - start with what is in it for them

BIGGER PICTURE



- What The Talent Cycle does
- We ALL need to get involved in shouting about what the profession does
- And safeguard the profession - quality, timings
- CDI - Values Campaign





GET IN TOUCH

Join me in celebrating the
work for the sector and
building the talent pipeline

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The
Talent
Cycle