



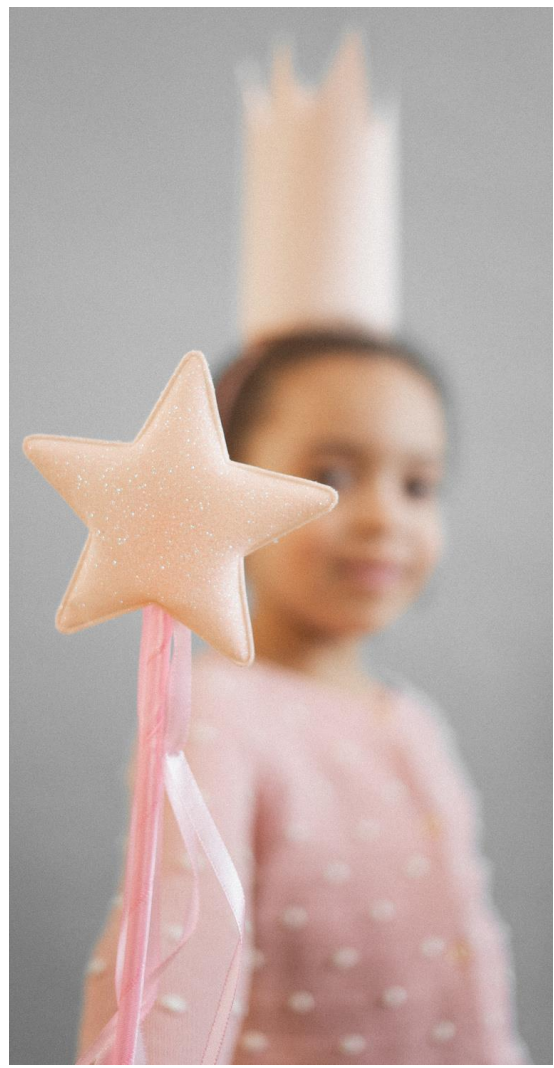
CREATING A CAREERS CULTURE

Caroline Green,
Founder of The Talent Cycle,
RCDP



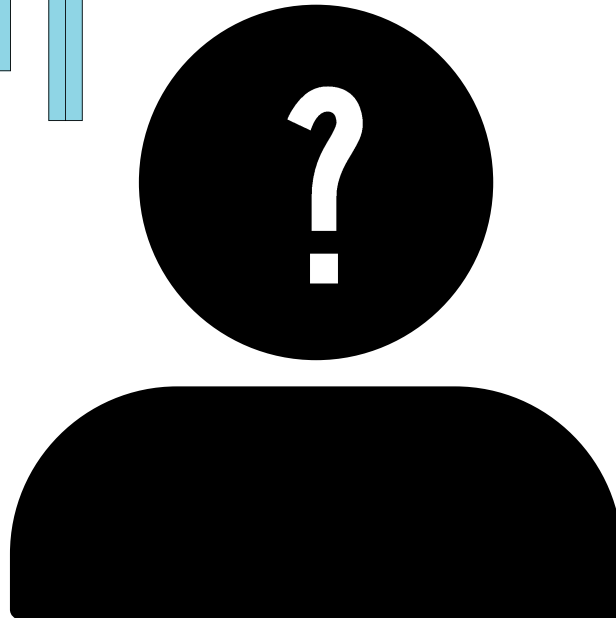


**“ CAREERS IS EVERYONE’S
RESPONSIBILITY”**





WHAT IS OUR IMAGE?



TAKE YOUR SEAT AT THE TABLE





**WHAT ARE THEIR
PAIN POINTS?**

**AND HOW CAN WE
SOLVE THEM?**



STEP 1 - SELL HOW WE SOLVE THEM

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



Jake Richings

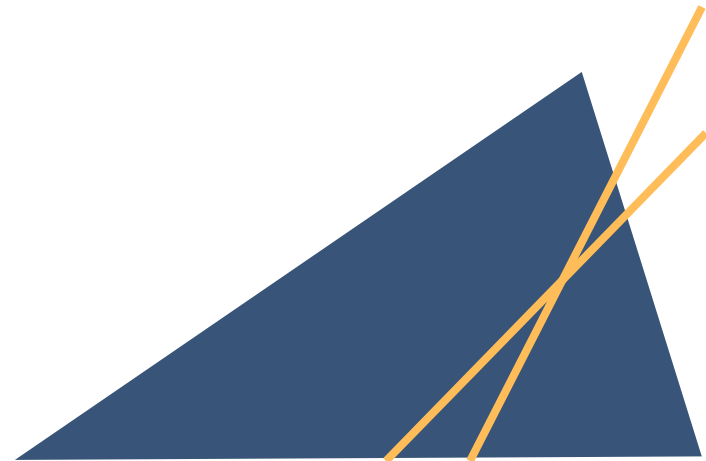


STEP 2 - MAKE SURE THEY KNOW IT

- Brand and communications.
- Easy way for people to get involved.
- Make it exciting - WOW!
- Often the issue is a complete lack of identity.
Help join the dots.



John Ambrose

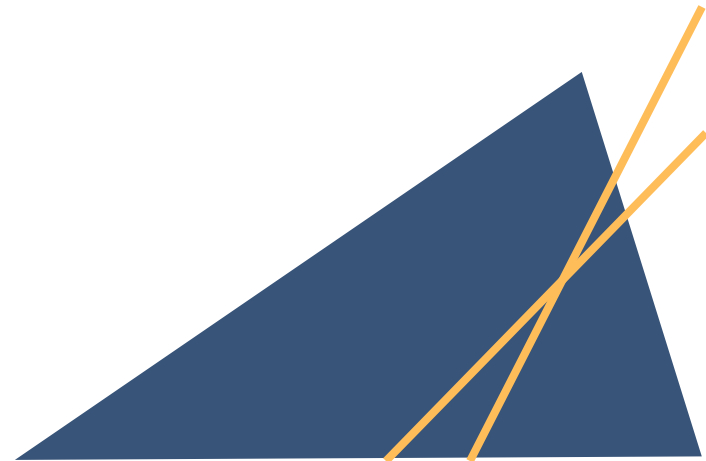


STEP 3 - USE DATA TO FURTHER EVIDENCE

- What data speaks to them?
- Take a 'test and learn' approach.



Chris Targett



STEP 4 - GET HELP TO REALLY PUSH THE POINT

Who has influence? Who are my allies?

- Staff who can help - SLT, NQT, Receptions
- Parents
- Student ambassadors
- Wider CDP network
- Collaboration is key



Janet Colledge



STEP 5 - DON'T FORGET THE YOUNG PEOPLE

- Don't call it an interview!
- Getting staff/parents engaged (and vice versa).
- Build rapport/psychological safety from the start/long before activities start.
- What 'data' will work for them? Bring work to life.



BIGGER PICTURE

- We ALL need to get involved in shouting about what the profession does.
- Join The Talent Cycle for #CareersFest and 'The Year of Careers' in 2025!
- Safeguard the profession - quality, timings
- CDI - Values Campaign.



UK CAREER
DEVELOPMENT
AWARDS 2023

WINNER



GET IN TOUCH

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



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