

What is an industry insight placement?

A placement within industry for influencers – teachers, career advisers and lecturers – which would involve active participation as well as an insight into your sector/ business.

Suitable for any size or type of business.

So.....why host?

- An opportunity to influence the influencers
- Enhance the image of your business
- To enthuse and increase understanding of your business/ sector and career opportunities
- Development opportunity for internal staff
- Placement date and time to fit with your business
- Potential to develop a sustainable link with education and influence the curriculum
- Ultimately to better prepare young people for the world of work
- Low cost investment with potential for wide spread impact



So.....what's involved?

- Hosting a placement of up to one day for a teacher, career adviser or lecturer
- Overview of your business – objectives, functions, targets, roles etc.
- Tour of the workplace
- Introduction to key people from within your organisation from managing director to modern apprentice
- Hands on activity or work shadowing

So what do educators want?

- Support in bringing the world of work into the classroom
- Understanding of developments within the sector in relation to subject area
- Potential to enrich teaching through employer links
- To increase confidence in offering advice and guidance on careers and pathways available



How to make the best of the opportunity

- Agree a suitable date for the placement taking into account activities which would be good for the educator to experience or avoid
- Allocate a member of staff to oversee the placement, could be a recent school leaver or senior member of staff
- Plan the placement – ensure a good mix of discussion, observation and hands-on experience
- Ask in advance if there is anything they particularly want to see in relation to their subject area which may help direct what to include
- Make the experience as real as possible and encourage the educator to ask questions
- Avoid reinforcing misconceptions about your industry e.g. retail is all about stacking shelves
- If appropriate discuss future partnership working

Suggested timetable for a 1-day placement

9am	Introduction to the business <ul style="list-style-type: none"> • Overview of the business e.g. vision, values, sector, performance, customer base, suppliers, competitors • Company structure including number of employees and job roles
10am	Tour of the workplace <ul style="list-style-type: none"> • Health, safety and fire procedures
10.30am	Meet and greet with employees if applicable with modern apprentices or school leavers
11.30am	Practical hands on experience completing a task or work shadowing
12.30pm	Lunch with staff members
1.15pm	Meet with HR/ Manager <ul style="list-style-type: none"> • Outline company's recruitment process • Discussion around skills (Soft and technical) required for roles
2pm	Practical hands on experience completing a task or work shadowing
3pm	Placement review

Evidence of success

I believe it was a great opportunity for Oregon to help bridge the gap between school and industry. It is hoped this placement will ensure school pupils have a knowledge and understanding of what local employment opportunities are available to them and what they need to do to undertake a career in their chosen field.

Oregon

SoConnect

Overall a useful exercise to allow the teacher to increase awareness and understanding of our type of business and to raise awareness of the type of skill sets we require from young people entering our business, agreed we would be happy to engage further and the teacher will get back to us on this.

Felt it went really well and the teacher got an idea of what All Awards offered by completing a hands on project and understanding how these types of activities can benefit pupils.

All Awards

BSW/ Tilhill

Excellent idea. Needs to happen a lot more to show educational suppliers what opportunities are available on their doorstep.

Helping to get teachers to understand that a university career is not the only goal for students and also highlighted the importance of employability skills for school leavers.

Plexus

Asda

Think it was great to dispel some myths of certain industries, for me it is about how we use that in schools in the future.