

# Making the most of your Enterprise Adviser

London

Careers Leader Conference

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## What is an Enterprise Adviser?

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**What barriers do you think an EA may experience with a school, which may prevent them from helping to revolutionize the school's careers program?**

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# Objectives



The role, purpose and capabilities of your Enterprise Adviser



Interactive cluster discussions & feedback



Reflections & next steps

“It’s about tiny improvements and accumulating those to then make bigger improvements. Our EA joins our meetings, reviews our action plans, and sometimes just sits back and listens. Richard (Enterprise Adviser) has helped us shape our intent but also reviewed our impact. It’s about having that critical friend who can give you that quality assurance without it feeling like an Ofsted inspection.”

Susan Nembard is Deputy Head Teacher at Northgate School Arts College

from industry leaders

-changing labour market

## What is an EA?

- A **volunteer** business professional who comes from any industry sector or professional background
- A volunteer that’s **committed, passionate, strategic, connected** and can **add value** (help put all opportunities with employers at the heart of a young person’s education)

## What an EA isn’t?

- An **education expert**
- Sole purpose to **deliver engagement activities** to young people

# What skills do EAs come with?

**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



How much would this cost in  
consultancy fees?



**71%**

of Enterprise Advisers support the school with their strategic careers plan

## What makes the role unique?

No other network exists like ours. We have a proven a model where business volunteers can shape careers education to meet the future need of industry

The role of the EA is influencing and shaping how schools/colleges deliver consistent, impactful and sustainable careers programmes

And that's the USP, the ability to impact thousands of young people rather than hundreds – its about developing the strategy!

## Where do EAs add the most value?

**Connectivity**

**Coaching**

**Critical  
Thinking**

**Capacity  
Building**

**Capability  
Building**

**Communication**

**Check & Challenge**



## Our Investment at a National Level

- CIPD recruitment
- Rewrite the Story campaign
- Sector bodies and national recruitment support
- EC development: Volunteer Management, LinkedIn, Summer Challenge
- Induction and CEC forums
- Communication: Network Voice
- Resources: Matching toolkit, action plan, roadmap
- Understanding our EA needs: EA survey

## Our Investment at a Local Level

- ECs: Recruitment, matching, induction, on-going training & development
- EA network meetings
- EA buddy scheme
- EA communication/newsletters
- EA reward and recognition
- Careers Hub improvement plans

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**What is your key take-away from this session?**

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