



THE BOURNE ACADEMY

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Inspiring the next Generation How to profit from working with schools



BOURNE
FUTURES

Introductions

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- Deputy Careers Lead at The Bourne Academy
- Founder and Director of Future Thinkers Consulting (FTC)
- GC Index Consultant
- Careers Advisor at The Bourne Academy
- Ex-School Principal for 17 years
- CDI, Level 6 Careers Advisor & Level 7 Careers Leader
- Director of Advertising Agency in London
- Set up and run two businesses myself

What Employers are Saying



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“young people lack passion”

“they know how to use their phones but not their digital skills”

“students lack the basic people skills”

“they turn up and just expect to get a job without any research”

“they don't stay long, we need local employees”





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What Schools are Saying

"we need to make our curriculum more relevant"

"employers want skills but won't offer work experience to develop them"

"do employers want capable young people or just cheap labour?"

"it is unclear what employers are looking for"

"our students are worried about their futures"

"most employers don't seem to want our (local) students"

Education Business Partnerships



Benefits to Business

- Build brand/organisation/CSR awareness in local market
- Find best local recruits before competitors - long term plan
- Influence what students know at school e.g. case studies
- Save money on recruitment

Benefits to Education

- Prepare students for later life e.g. OFSTED requirement
- Encourage students to aim high
- Liven up teaching e.g. real case studies
- More motivated students
- Less NEET students



How to Make it Happen

RAM FAILURE AT IC14, 17, 20
RAM FAILURE AT IC13, 16
CMOS RAM FAILURE AT IC19

Area of Help	Industry Role	Who Education Needs
Advisory Panel	<p>Advising on:</p> <ul style="list-style-type: none">• Employability skills• Curriculum/ strategy• Parental engagement• General careers tips	<ul style="list-style-type: none">• Business Leaders• School Governors• Senior Leaders• Careers Leaders
Mentors	<ul style="list-style-type: none">• Conduct school visits• Assist with staff projects• Employer site visits• Teacher work experience	<ul style="list-style-type: none">• Professionals and Industry experts e.g. middle managers• HR managers
Ambassadors	<p>Advising on:</p> <ul style="list-style-type: none">• Industry & university,• Apprenticeships• Careers pathways• Work experience• Volunteering/shadowing	<ul style="list-style-type: none">• Professionals and Industry experts e.g. junior managers or apprentices• HR training managers

C+R : select the tools to the next region
C+R : kill current region
C+R Q : kill all regions but the current one
C+R N : show the number and title of the current window
C+R C-k : kill the current window
C+R A : enter the title of the current window
C+R @C+ : enter copy/scrollback mode, allows vi-like way to move and copy
C+R z : suspend screen.



How can we increase profits?



RAM FAILURE AT IC14, 17, 20
RAM FAILURE AT IC13, 16

By engaging with education...

- Free market research
- Know future employees, save recruitment costs & reduce staff turnover
- Win brand loyalty & increase sales
- Training costs offset by recruitment savings & increased sales

C-h N : kill all regions not the current one
C-h M : show the number and title of the current window
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