

VIRTUAL INTERNATIONAL CONFERENCE

# EVOLVING EDUCATION & CAREERS

SHARE, LEARN & TRANSFORM

This session will begin at: 10:30 BST

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VIRTUAL INTERNATIONAL CONFERENCE

# EVOLVING EDUCATION & CAREERS

SHARE, LEARN & TRANSFORM

Apprenticeships and VET  
Presented by

Richard Marsh, Sarah Gifford, Fiona McBride, Monique Malcolm-Hay and Joanne Reynolds

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# Kaplan's Career, Information, Advice & Guidance



Sarah Gifford, Head of Financial Services & Management Design  
CIAG Lead



# Inspiring Education

*your Future*



**Utilizing existing platforms & networks** such as Apprenticeship Talks, a podcast to educate, inform and give insight into life as an apprentice.



**Kaplan Learner voices:** Engaging with our Apprenticeship Advisory Panel, sharing their decisions and insights through newsletters & on our website.



**Resilience & Confidence focused:** Reaching new individuals during COVID with Instagram live stream videos on mental health & time management tips.

# Tailored approach

*your Career*

- ✓ Website is impartial & meets the needs of different types of individuals seeking career advice
- ✓ Recruitment Team helping individuals to make informed decisions & preparing them for success
- ✓ Employer engagement from the onset



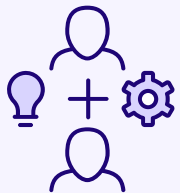
# Career-ready skills *in the Workplace*



Integrated approach to careers within the apprenticeship



Building resilience and confidence, to manage set backs

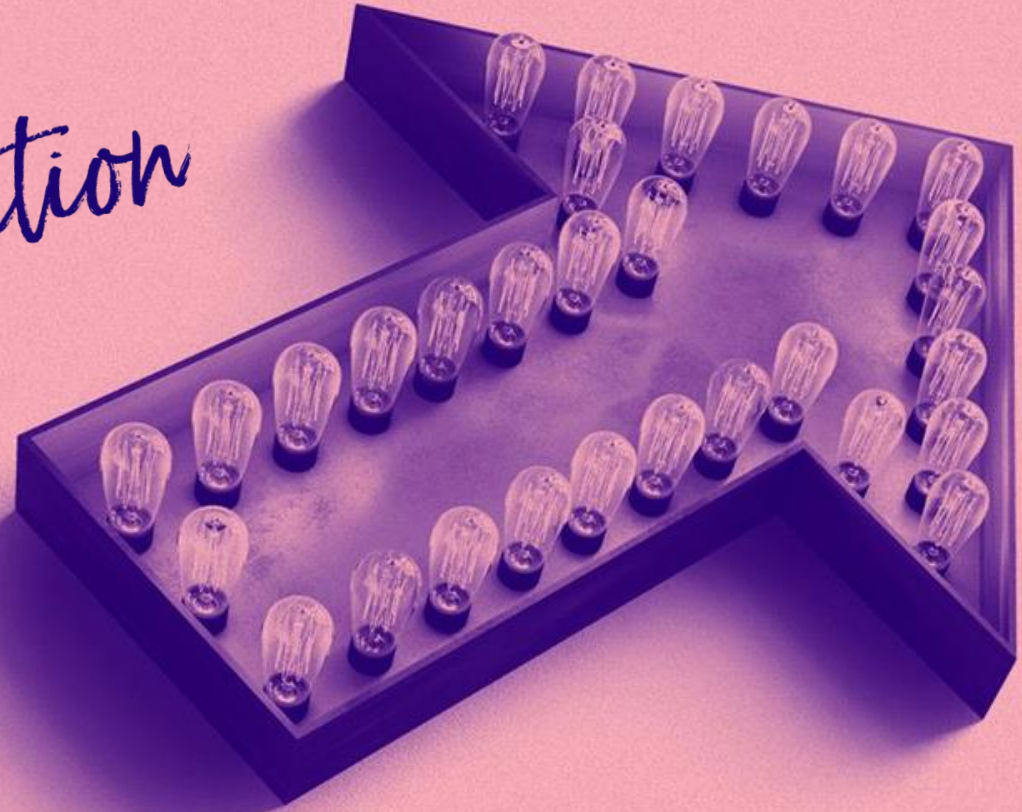


Solutions focused for when things don't go to plan



# Kaplan's Middle East

*Ambition*



Fiona McBride Managing Director Kaplan Middle East



# Supporting the region find *Talent*



The concept of Apprenticeships versus the need for a skills based program



The younger generation - a great resource



The Economics of the regions and how it could work



Employer engagement from the onset



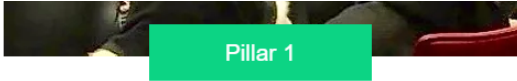


# Introduction: Monique Malcolm-Hay

Chair & Co-founder of New Gen Accountants  
Consultant and ICAEW Chartered Accountant  
Shadow Board Member of ICAEW Tech Faculty

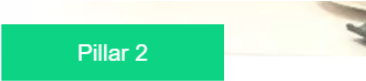
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# What is New Gen Accountants?



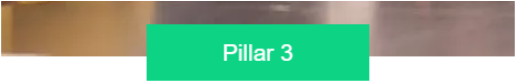
### 1) PROSPECTIVE ACCOUNTING QUALIFICATION STUDENTS

*Providing advice to those who are considering a career within accountancy*






### 2) ACCOUNTING QUALIFICATION TRAINEES

*Supporting those who are working towards becoming a qualified accountant*

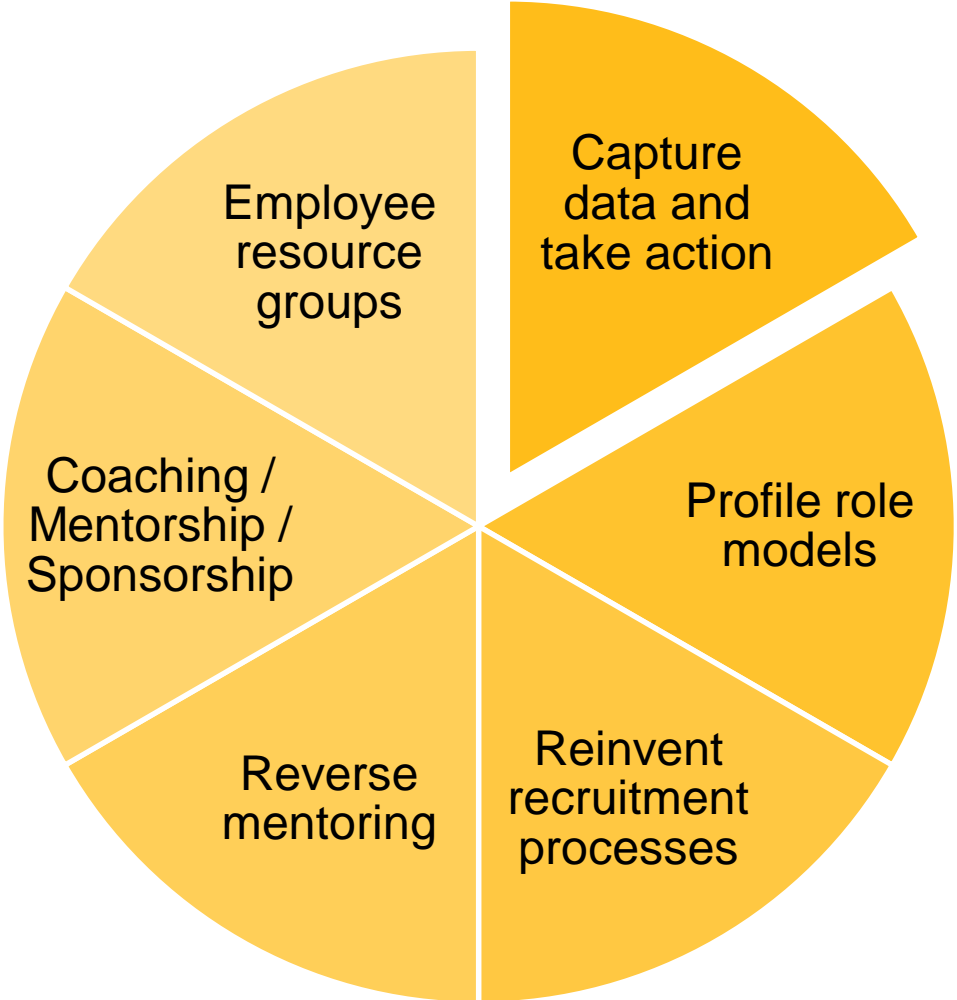


### 3) QUALIFIED ACCOUNTANTS

*Equipping qualified accountants with the resources needed to progress in their career*

 Search: New Gen Accountants  
 @NewGenAccount  
 @NewGenAccountants  
#MyAccountancyJourney

# My 6 point action plan for improving ethnic diversity in the workplace



# HSBC Emerging Talent



## Attraction & Recruitment



INTERNAL - Together we thrive

# Emerging Talent – Attraction & Recruitment strategy

To help people to realise their potential and achieve their hopes and ambitions

- **To promote our programmes to ALL**
- **To support candidates from disadvantaged groups with employability skills**
- **To work with third parties, charities, communities etc to reach those furthest from education/employment**
- **Life skills work shops to support the transition in to the professional world of work**
- **Minimal entry criteria to allow more applicants**
- **Open to all subjects and education establishment**
- **Blind selection process**
- **Stength based selection process – not competency**
- **Adjustments available**



# Our 7 distinct programmes

1

Work  
Experience

2

Traineeships

3

Foundation  
Apprenticeships

4

Degree  
Apprenticeships

5

Industrial  
Placement

6

Internship

7

Graduate  
programme

# The candidate application process

Programme	Application Form	Online Assessment	Telephone Interview	Face to face interview (competency & strength based)	Assessment centre (strength based)
Work Experience	✓	✓	✓		
Foundation Apprenticeship	✓	✓	✓	✓	
Degree Apprenticeship/IP/ Internship/Graduate	✓	✓	✓		✓

# Diversity & Inclusion

We are one of the world's largest, most diverse and international banking and financial services organisations.



Age

Disability

Carer

Ethnicity

Gender

LGBT+

Social mobility

Faith

Disadvantaged groups



## Early Careers – Successes

We are one of the world's largest, most diverse and international banking and financial services organisations.

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**92%**

said their career prospects had improved

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**97%**

would recommend the programme to a colleague

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**>95%**

Retention rate

(97.4% for programme completion)

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**26%**

BAME

Way above national averages

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**50/50**

Gender split

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**33%**

Recruited from high social deprivation areas

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## EVOLVING EDUCATION & CAREERS

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Audience Q & A

Thank you for joining us for this session.

Talk about the conference [#EducationandCareers](#) [#CareerChat](#)

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