

everyone.work

An initiative to reach out to a diverse audience of young people, giving them access to real work opportunities.



PHASE 1:
JULY–SEPTEMBER 2018

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There is more and more evidence that not only is a more diverse workforce more productive, but when employers invest in diversity and inclusion it leads to better outcomes for individuals and teams, more loyalty and greater employee retention.

We are partnering to digitally reach over 500,000 young people across the UK to showcase opportunities open to all, whatever background, gender, academic achievement, race or ability.

JOIN US.

***Teams Where Men
and Women are
Equal Earn 41%
More Revenue***
GALLUP Research

INTRODUCTION

Why diversity of emerging talent is so important.

Diversity is not just the “right thing to do” ; it’s not even just a “good-for-society” issue. Diversity is absolutely integral when it comes to quickly developing industries and closing skills gaps, it’s good for always-growing marginalised groups which, combined, make up 20% of the UK’s population (and if you include women, over 60%!) and it’s financially beneficial to companies. Here’s why diversity matters, and why top employers are taking notice of the issue:

- ◇ Skills gaps are growing across all industries, particularly in ‘future growth’ sectors where emerging talent is critical.
- ◇ Companies are ignoring a large pool of talent, and company culture is negatively impacting the growth of that talent in their businesses.
- ◇ Many global employers do not reflect their audience and therefore hold back their effectiveness, insight and ability to grow in the future.
- ◇ Productivity improvements: teams with rich and diverse perspectives to draw from improves problem solving abilities as well as finding innovative solutions.
- ◇ Studies have shown that companies in the top quartile for racial and ethnic diversity are over a third more likely to have financial returns above their industry medians.

The everyone.work partnership

Leading youth and employment organisations GetMyFirstJob, National Citizen Service, The Sutton Trust, Opera Youth Foundation, The Living Wage Foundation and Movement to Work are teaming up this summer to showcase the best inclusive employers, apprenticeships, traineeships and work experience programmes to over half a million young people.

If you would like to be part of this campaign, please get in touch with your contact at one of the organisations listed, or email marketing@gmfj.co.uk for more information.

***Racially Diverse
Teams Outperform
Non-diverse Ones
by 35% – MIT
Research Study***

ABOUT OUR PARTNERSHIP

We are committed to making a difference, and to make more of a difference, together.



GetMyFirstJob is a social enterprise and talent matching platform that helps young people to connect with employers and colleges to find work opportunities, particularly apprenticeships. Helped place over 30,000 young people into apprenticeships in 2017. Over 400,000 young people have registered on GetMyFirstJob.co.uk in the last few years.



NCS exists to help tackle some of the biggest social challenges in our country: Social Cohesion, Social Mobility and Social Engagement. To bring our country together by building stronger, more integrated communities and fostering understanding. To build essential skills for life and work, investing in our country's future talent.



Movement to Work is a coalition of the UK's largest employers, such as Accenture, BAE Systems, BT, Centrica, Diageo and M&S, our members offer high-quality work-experience placements to unemployed individuals, particularly those from disadvantaged backgrounds, struggling to identify and take advantage of employment opportunities.



The MOBO Awards and the MOBO Trust, has a mission to provide life changing opportunities to talent within the creative industries, and has launched a programme of paid internships for diverse talent across the UK.



Young Professionals are on a mission to connect 5 million youngsters to purposeful opportunities by 2022 by upskilling and providing them with the resources and inspiration to land their dream job.



Founded in 1911, UK Youth provides young people aged 9-25 with high quality services, delivered through a network of locally accessible youth organisations across the UK. Together we offer support, advice and training to over four million young people to equip them with vital life skills and help them engage in education, volunteering and employment, regardless of their background or circumstances.



The foundation campaigns for the idea that a hard day's work deserves a fair day's pay. They celebrate and recognise the leadership of responsible employers who choose to go further and pay a real Living Wage based on the cost of living, not just the government minimum.



The Trust is a foundation which improves social mobility in the UK through evidence-based programmes, research and policy advocacy. From early years' through school, college and university to the workplace, they work to combat educational inequality and prevent the subsequent waste of talent. The Trust are concerned with breaking the link between educational opportunities and family background, so that young people are given the chance to fulfil their potential.

HOW IT WORKS

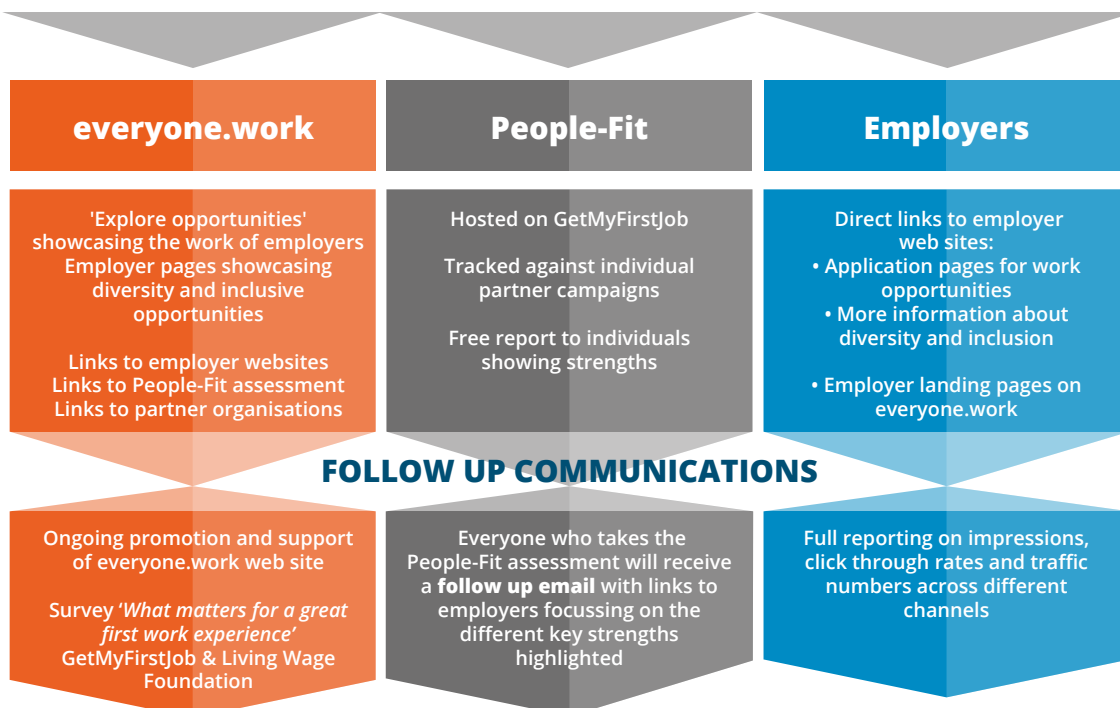
How we will reach up to 4 million young people with the campaign, across multiple channels.



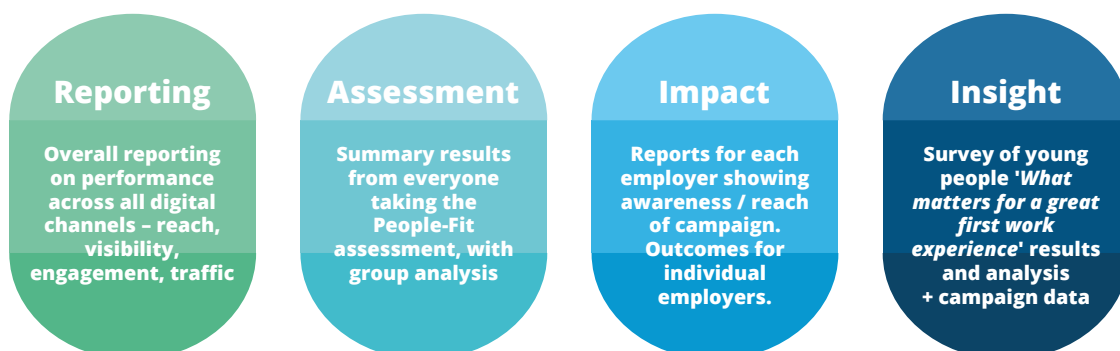
The campaign will reach at least 500,000 people

3000 schools & colleges
150,000 alumni of skills & employability programmes
30,000 alumni of work experiences
100,000+ young people interested in apprenticeships via GetMyFirstJob

THE CAMPAIGN ACTIVITY WILL DRIVE PEOPLE TO...



FOLLOW UP COMMUNICATIONS



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CAMPAIGN MESSAGING

The everyone.work campaign reaches out to young people in a positive and inclusive way.

Messaging focuses on positive statements about inclusion and opportunity for young people from different backgrounds and abilities.



Calls to action link directly to the everyone.work web site, employer web sites or the psychometric assessment platform 'People-Fit', with follow up email campaigns in September.

UNDERSTAND YOUR NEXT STAR EMPLOYEE... PEOPLE-FIT

To help young people and employers understand potential beyond academic qualifications, we are using the People-Fit psychometric assessment tool as part of the everyone.work campaign.

Simply by completing a series of questions candidates generate a report to help them understand where their strengths lie, to be used in job applications and to enable employers to look beyond the CV.

The assessment – promoted via the campaign and followed up at the end of the summer – provides real insight into strengths and abilities in the workplace and how well these match particular employers or job roles.

There are five different criteria the report is built around:

- Handling Difficult Situations
- Motivation
- Appropriateness
- Work-Life Balance
- Discipline

The assessment is free for all candidates, and great for young people from all backgrounds and abilities to gain an insight into their value in an organisation and how they can contribute most effectively, as well as being a great asset for interviews and applications.

For each of the five criteria above, we will be sending follow up emails to over 100,000 young people, to highlight employers who are looking for particular strengths in these areas.



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GET IN TOUCH

If you want to find out more about the campaign, would like to support, help or take part...

The campaign is being coordinated by GetMyFirstJob, a social enterprise focussed on getting more young people into great work opportunities, principally apprenticeships. If you already have a contact in one of the partner organisations, we would encourage you to get in touch with them for more information or to ask about next steps. Otherwise please use the contact details below for any questions.

General questions, partnership inquiries:

marketing@gmfj.co.uk

Sponsorship packages:

brad.lewis@gmfj.co.uk

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