

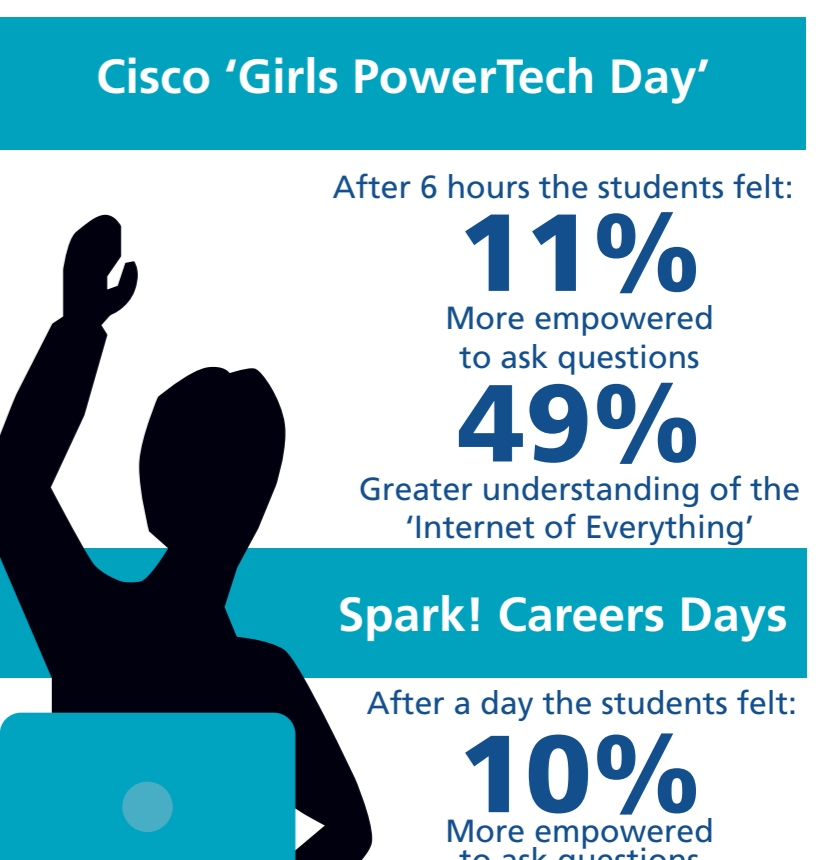
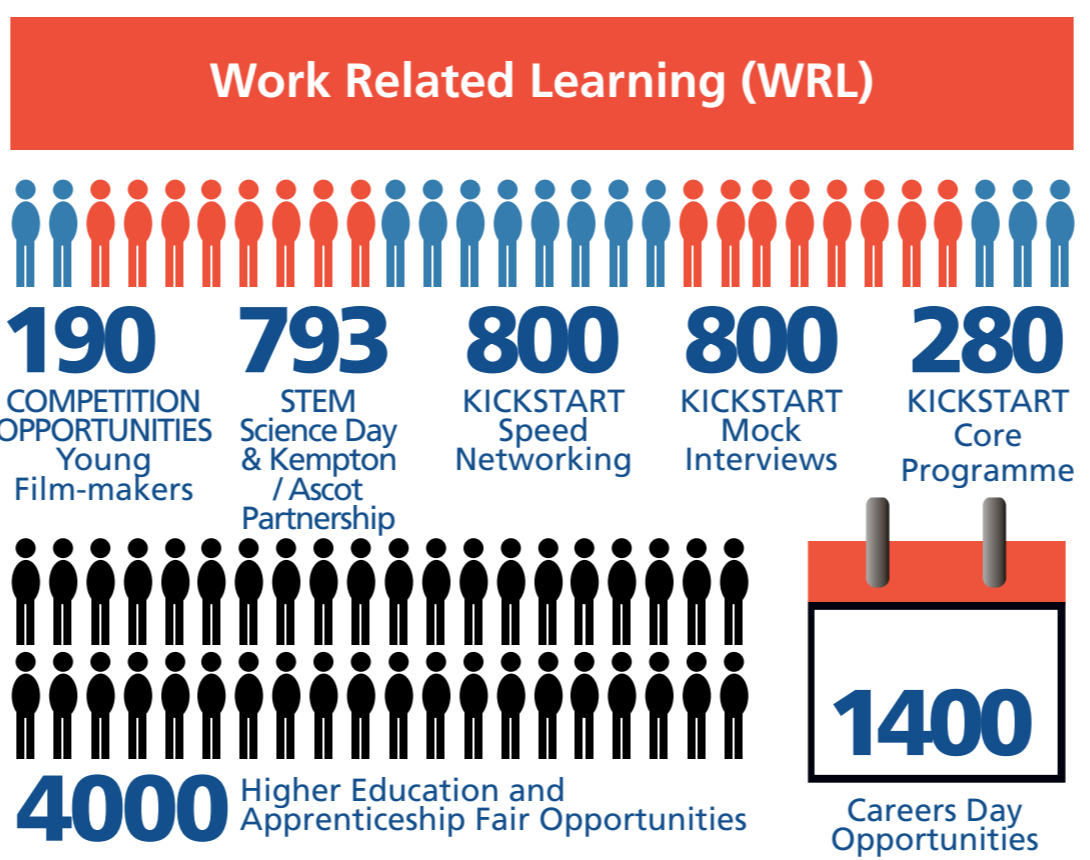
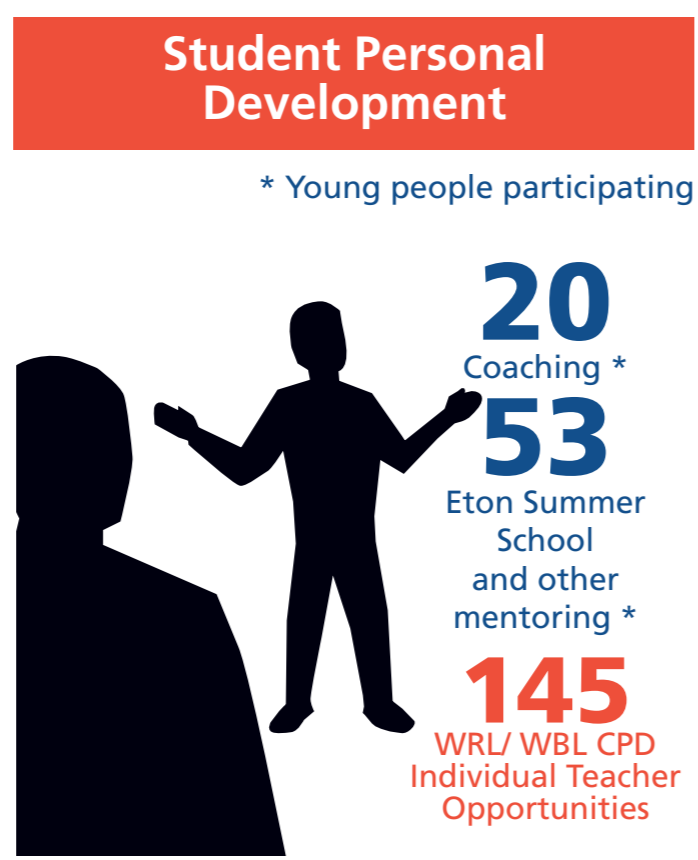
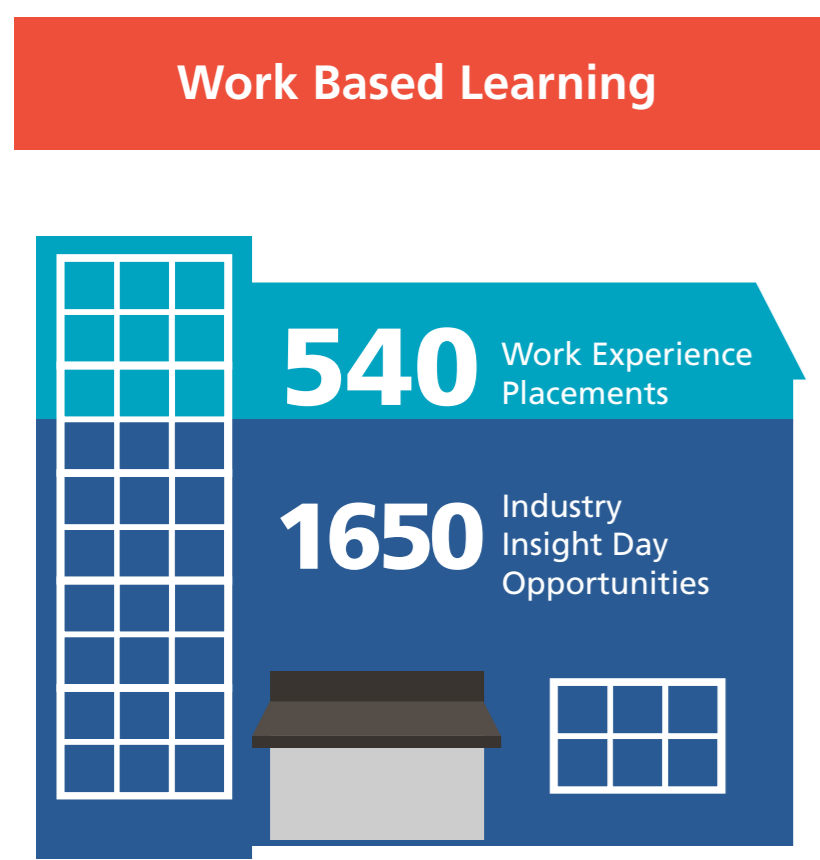
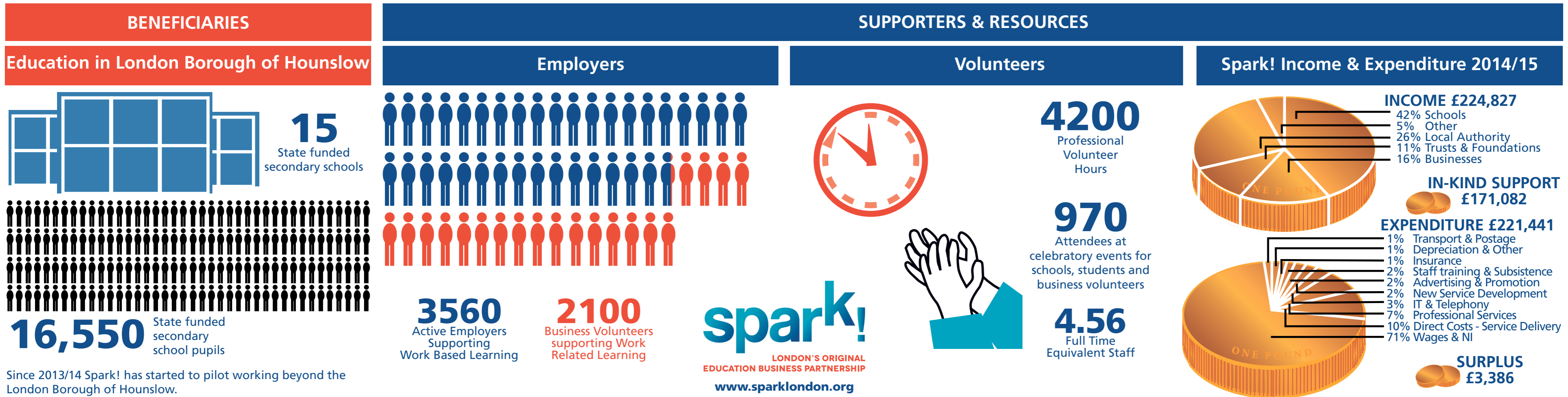
spark!

LONDON'S ORIGINAL
EDUCATION BUSINESS PARTNERSHIP

35 Years of Kickstarting Careers



This infographic covers two years of the Spark! secondary school programme. Opportunity numbers represent individual young people accessing our programmes. We do not include our pilot primary school programme.



THE SPARK! PROGRAMME

MEASURING THE IMPACT OF OUR WRL PROGRAMME (PILOT)

When we ask partner employers why they work with Spark! this is what they tell us:

Develop employability skills

Find talent

Staff motivation

Networking opportunities
Open young people's eyes

Mentoring Opportunity
Coaching Opportunity

Promote entrepreneurship

Improve staff skills

Careers awareness
Support personal development
PR

Specialist school engagement
Young people's views on our business

Nurture future workforce

Understanding local community

Share best practice
Company reputation

CSR and Sustainability

Help us shape Spark's future

The last 35 years has seen Spark! deliver one of the UK's most dynamic education-business partnership programmes in the UK.

To remain relevant and high impact in a fast changing economy we must keep innovating. We must also be clear about the principles and approach that has made our work so impactful to date. This is why we are now 'bottling up' what has made Spark! so successful and will drive our work in future to clearly define 'The Spark! Approach'.

Some emerging themes are:

Coaching & mentoring

Kick starting the development of happy, satisfying lives beyond school; helping young people identify and plan how to attain their goals in life; and the importance of embracing the reality that being 'you' is a personal thing.

Encouraging curiosity

Foster learning spaces built around interactive, challenging conversations and activities to help young people understand the labour market and develop confident enterprise and employability skills; facilitating young people's encounters with a diverse range of people and places outside school; assisting young people in preparing for an age where technology has blurred the boundaries between our home and working lives; and the need to keep developing your knowledge and skills is a constant.

Giving honest, independent advice

Emphasising the need for young people to grab opportunities that come their way and in doing so 'make their own luck'; discuss how some elements of a job may not always be enjoyable – sometimes the role or activity provides a means to another end; and give independent advice that is driven by young people's future interests. Our volunteers acknowledge the limits of their

own knowledge and signpost young people to specialists when they do not know the answer.

Promoting connectedness

Highlight evidence that shows the most satisfied people combine self-actualisation life goals with the sense of reward from contributing to wider society; and help young people identify the personal and social value in jobs from the security guard to the brain surgeon to the carer.

Helping young people navigate a complex world

Develop their resilience capabilities to cope with highs and lows of life in an uncertain world; and empower young people with the skills to take 'informed risks' regarding their life choices, but also recognise that when information is limited their intuition counts.

We are interested in hearing your views. Through our 35th anniversary year we will explore how to refine our approach and programme design for the future and build on our success to date.

If you would like to join the partners' working group to take this work forward, please e-mail: andrew.dakers@sparklondon.org or ruby.mir@sparklondon.org. Most of the input will be online, but this may be supported by telephone interviews and a group workshop.



spark!
KICK STARTING CAREERS

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Our key partners