



Department
for Education

Developing a robust employer engagement strategy

Business Development Workshop



Registered address: Elizabeth House, Mezz Floor, 39 York Road, London, SE1 7NQ
Registered in England and Wales no. 6845451 Registered charity no. 1129239



Quick Starter...



**How is developing a
relationship with employers
like fishing?**

**Please write down as many answers as
you can in the next 2 minutes. Feel free
to work with the people near to you and
be ready to share your ideas.**

Aim: To explore the components of a successful employer engagement strategy

Outcomes:

- ❑ Identify the key components of a successful employer engagement strategy (pilot learning)
- ❑ Work collaboratively on how to overcome roadblocks when forming a successful employer engagement strategy.
- ❑ Apply your learning to improve your own internal structure/strategy.

**Get
Involved**

Collaborate

'Relationship building and clear framework for implementation'

Inspire

'Communicating a business case for their engagement'

Understand

'Offering expert knowledge and judgement about how the placements will work in practice'

Innovate

'Provide focused and smart response to concerns'

Inspire

Communicate a business case for their engagement

- **Introduce the rationale and purpose** of T Levels within the national policy context, as well as the benefits of industry placements for employers.
- **Be sector specific:** STEM sector - significant **technical skills gaps**, male dominated and lack of opportunity for young people from more disadvantaged backgrounds.
- Clarify how T Level industry placements meet organisational goals and vision. Understand their **business drivers** and frame the opportunity around these
- Talk about **impact** – use real life examples, instil a sense of inspiration and excitement about potential
- Introduce terms such as social value/social mobility/diversity. Show how T levels can be built into their **corporate strategy** to contribute to **economic and sustainable growth** as well as their bottom line.



Innovate

Provide focused and smart response to concerns

- Actively encourage feedback on concerns and barriers to engagement. Understand where the **key challenges** lie.
- Address concerns re: bureaucracy and apprenticeships. Clearly articulate the mutually beneficial **relationship between apprenticeships and T Level industry placements**.
- Be upfront, predict key concerns and instil a sense of confidence that a **tailored approach** can be developed for them.
- Be clear on the parameters of T Level industry placements and where there is **room for flexibility**. Recognise that a one size fits all model is unlikely to succeed.
- Use **examples of good practice** of other firms in the sector who have had similar concerns and how they are addressing these.



Understand

Build knowledge of requirements and implementation

- This is about offering **expert knowledge** and judgement about how the placements will work in practice and how they can be aligned to their business needs.
- Outline the **placement structure**, different delivery models, selection process, responsibilities of employers/education providers, financial implications etc.
- Provide detail of courses and types of suitable roles. A strong relationship with curriculum team to communicate **curriculum specifics** is key.
- Explore opportunities for **cross cutting routes**.
- Opportunity to use **CDF** allocation to meet employer costs where these are considered necessary



Collaborate

Development of strong relationship and clear framework for implementation

- **Set clear expectations** from the start, clarify three way relationship between yourself, employer and student and develop an industry placement agreement.
- Identify clear and **pre-determined learning outcomes**.
- Support to embed an **inclusive participation framework** which considers the additional needs of **SEND** learners.
- Ensure **CRM system** is set up and is complementary to other departments sourcing apprenticeships/work experience.
- Use this an opportunity to involve employer in the **co-design** of industry placements and **strengthen the partnership** into other areas of the college where possible.



Marketplace exercise with De Bono



Six Thinking Hats®

- Blue Hat - Process**
- White Hat - Facts**
- Red Hat - Feelings**
- Green Hat - Creativity**
- Yellow Hat - Benefits**
- Black Hat - Cautions**

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The graphic features a large blue hat with a white band, positioned on the right side. The background consists of horizontal stripes in blue, white, red, green, yellow, and black, corresponding to the six thinking hats.

<https://www.youtube.com/watch?v=BUdbZ9QY5VU>

Overcoming cautions with creativity

Cautions

What are the key challenges?

What are our key concerns?

What are the risks?

Creativity

What are the possibilities?

Are there other ways to do this?

What ideas do we have?

Key Themes?



Useful Resources

- ❑ [AoC Industry Placement Guidance Resources](#)
 - Business case for industry placements
 - Employer engagement guidance
 - Employer engagement tools and templates
 - For employers: employer information guide and line manager guide
- ❑ [Future Apprenticeships Toolkit](#) (DfE & Education and Training Foundation)
- ❑ [Business case planning toolkit](#) (Education and Training Foundation)
- ❑ [SEND Sources of Support Toolkit](#) (DfE and Education & Training Foundation)
- ❑ [British Association for Supported Employment](#) (BASE)
- ❑ [DfE Guidance on Supported Internships](#)
- ❑ **NAS Employer Engagement**
 - 08000 150600 / TLevelPlacement@education.gov.uk