

# Rewrite The Story

## The Enterprise Adviser role: strategic employer engagement in careers education

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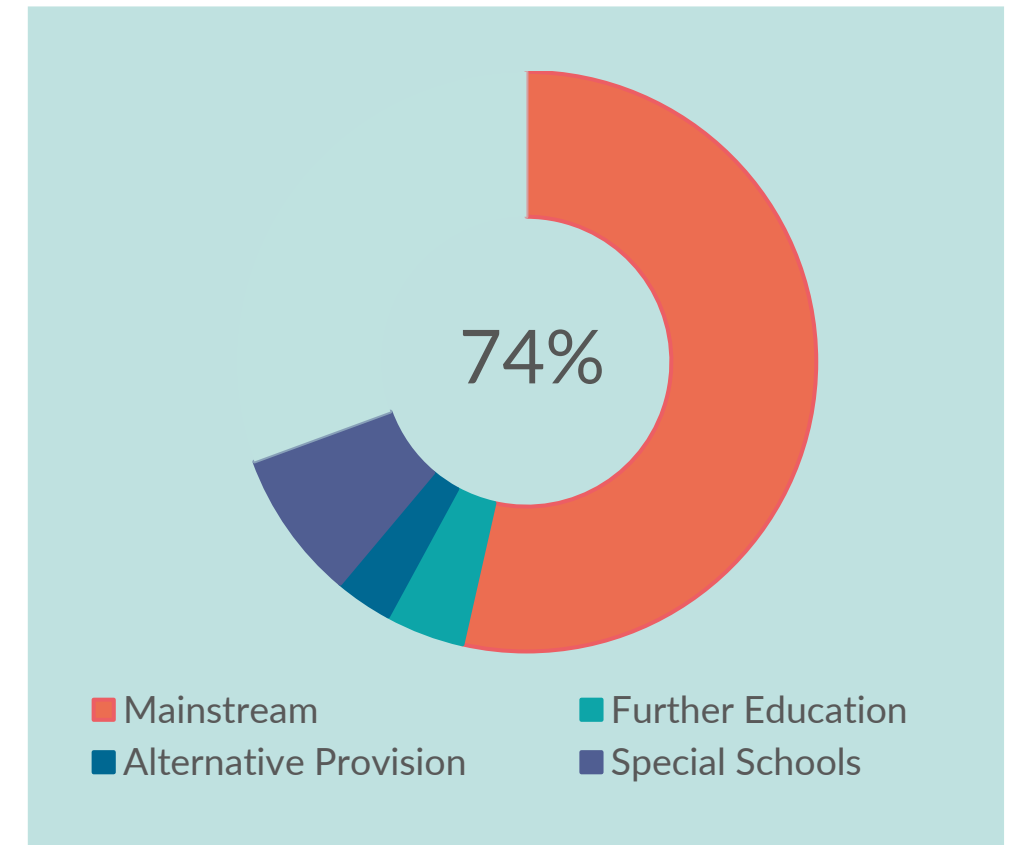
## What is an Enterprise Adviser?

### Who are Enterprise Advisers?

- A business professional who comes from any industry sector or professional background, be that employed, self-employed or recently employed.
- Dedicated to making a lasting impact on the future outcomes of young people.
- Willing to volunteer their time to achieve positive change in local schools and colleges, using core skills including relationship building and being analytical.

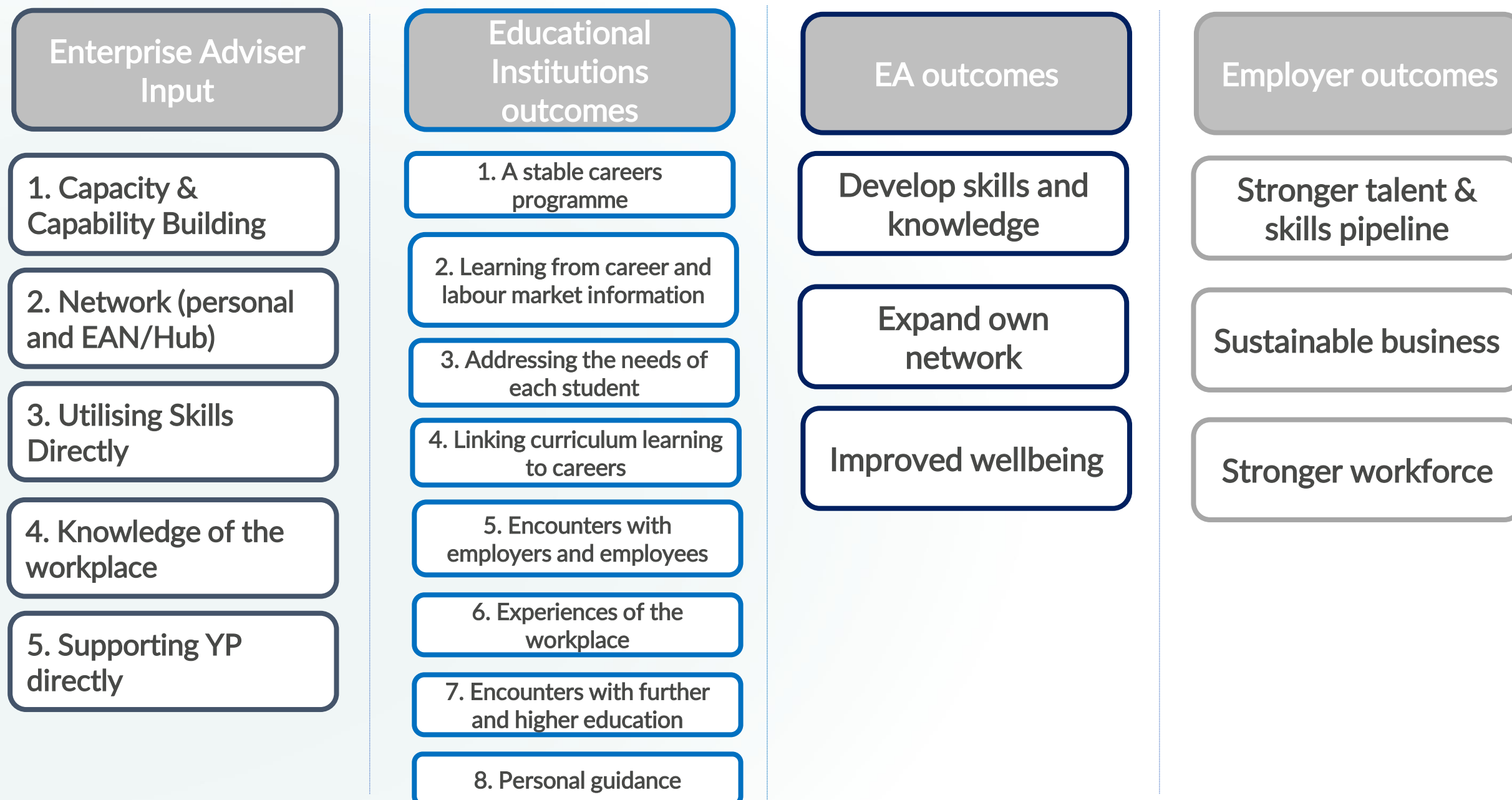
### What do Enterprise Advisers do?

- Support the school or college's senior leadership team strategically to develop and evaluate their careers plan.
- Provide a valuable employer's perspective on how a school or college can embed labour market information and opportunities into the careers programme.
- Engage with local businesses and employers in their network to put a wide variety of careers opportunities at the heart of young people's education.



*Source: Percentage of state-funded establishments matched to an EA. Enterprise Adviser Network Register (1st June 2021).*

## The Enterprise Adviser Logic Model



## What do Enterprise Advisers do?

*Percentage of Enterprise Advisers reporting doing the following:*



1. Capacity &  
Capability Building

2. Network (personal  
and EAN/Hub)

3. Utilising Skills  
Directly

4. Knowledge of the  
workplace

5. Supporting YP  
directly

## How is the Enterprise Adviser role tailored to different settings?

### School

EAs in schools doing more networking:

- EAs bring in employer contacts.
- EAs connect the school to local careers providers or services.
- EAs engage directly with students.



### College

EAs in colleges working more strategically:

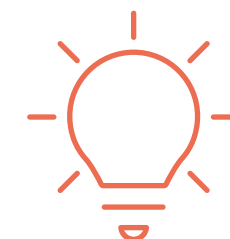
- EAs help with SLT engagement in careers programme



### Special Schools & Alternative Provision

EAs in special schools and alternative provision doing more upskilling:

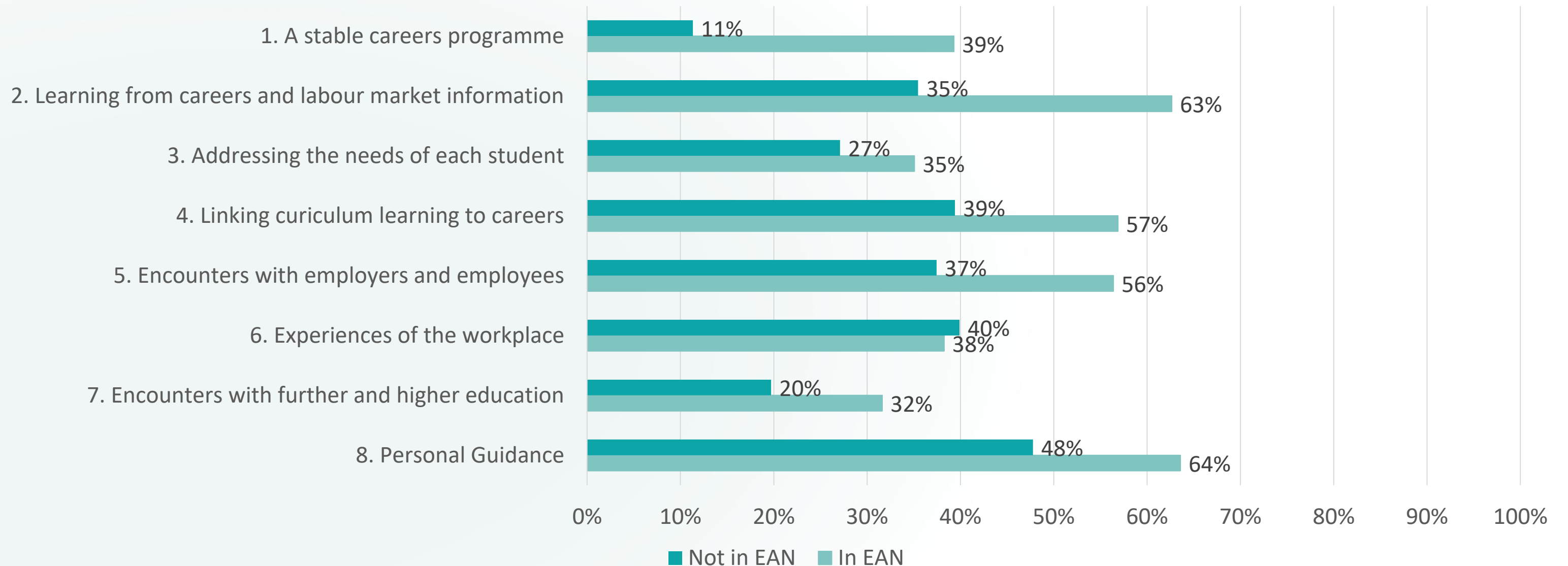
- EAs develop careers provision for young people with SEND.
- EAs support with staff CPD.
- EAs help subject teachers bring careers relevance into the curriculum.





## The impact of EAs on schools and colleges

*Percentage of establishments achieving each benchmark in May 2021*



## The impact of EAs on employers

58% of EAs in 2021 survey reported some impact of the role on their employer. This increased by the time spend in role with 70% of EAs who had been in the role for over 3 years reporting some impact.

- **Stronger talent & skills pipeline**
  - Half (47%) of EAs reported they had raised the awareness of their sector or organisation through the role.
- **Sustainable business**
  - 29% agreed their employer had established closer links to the community, this increased over time with 42% of EAs who had been in the role for over 3 years reporting some impact.
- **Stronger workforce**
  - 62% of EAs report developing skills in the role.

## The impact for EAs

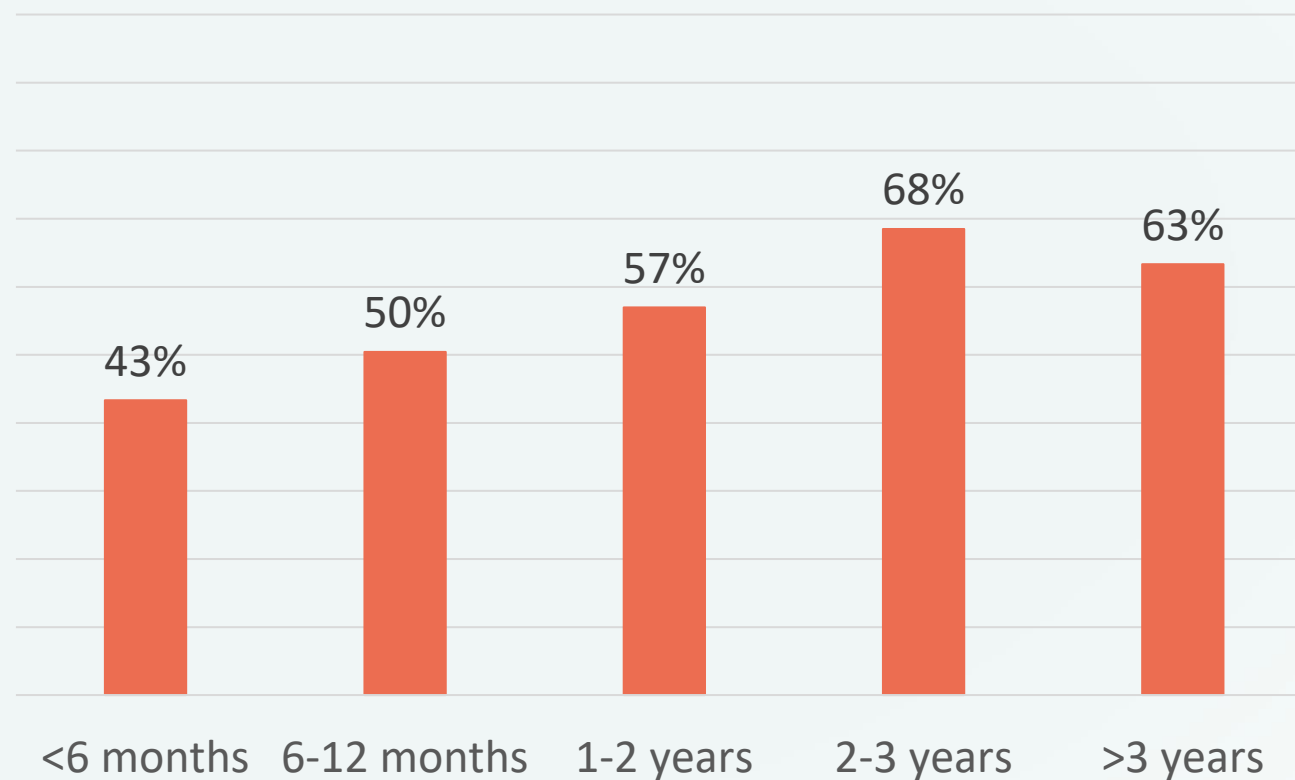
- **Develop knowledge and skills**
  - 62% of EAs reported developing skills in the role
  - 37% of EAs reported developing networking skills, and 30% reported developing relationship and stakeholder management skills.
  - Other skills developed included presentation skills (22%), negation and influence (15%) and strategic planning (14%).
- **Expand own network**
- **Improved wellbeing**
  - 53% of EAs reported having contributed to their local community. This increases over time in role.



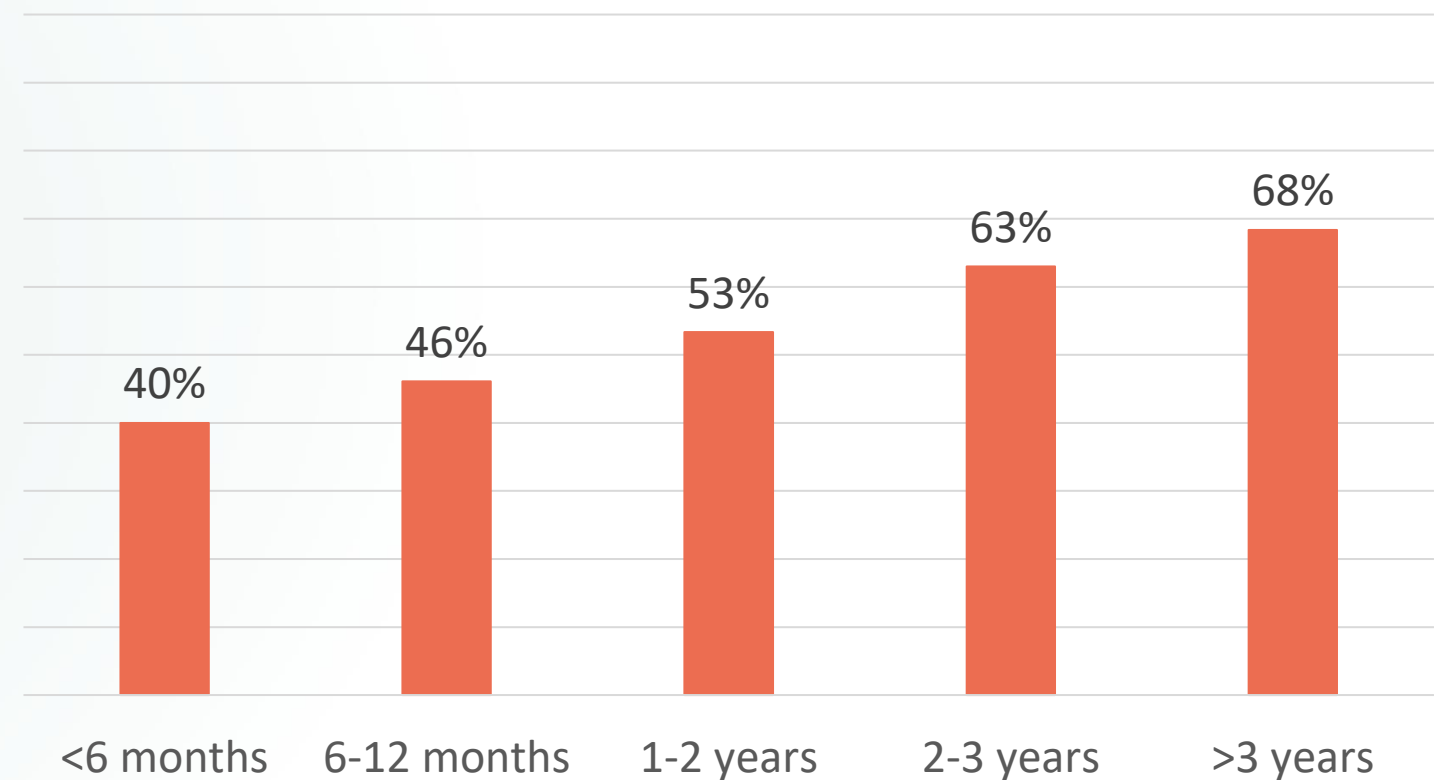


## The impact of the Enterprise Adviser role grows over time

Proportion of Enterprise Advisers reporting developing skills by time in role



Proportion of Enterprise Adviser reporting impact on their employer by time in role



## Types of Enterprise Advisers

- **Younger EAs**
  - Generally less senior, personal or professional development more important factor.
- **Enterprise Advisers working for large organisations**
  - Developing the future pipeline of skills and raising awareness of their sector or organisation important factors.



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Thank you!

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