



Inspire the future

We help young people discover their future - by bringing inspiration from the world of work into schools

education
and
employers

Strategic Plan
2023-28



We are an independent UK based charity

In the last 14 years we have facilitated over 3.5million interactions between young people and the world of work

We have done this with the help of our innovative online platform that quickly and easily matches schools with our brilliant network of **80,000 inspiring professional volunteers** – ranging from apprentices to CEOs, from app designers to zoologists!

What **problem** are we trying to tackle?

Since 2009, we have undertaken over seventy pieces of research in the UK and internationally

These show how young people's aspirations and how well they do at school are directly determined by what they see (or don't see) around them. Their futures are effectively pre-determined by their early social and economic environments

Our research shows:

Gender and racial stereotyping about jobs is set from an early age and it is a global issue

Those from more affluent backgrounds see themselves in

more affluent and higher status roles

Those from less affluent backgrounds see themselves in less affluent and lower status roles

Less than 1% of children have heard about jobs through someone visiting their school

There is 'nothing in common' between young people's future aspirations and the needs of the labour market

“You can't be what you can't see”



Marian Wright-Edelman, Founder Children's Defense Fund, USA



Our theory of change

Employers and volunteers can help change this! Education and Employers aim to break this link by facilitating more inspiring encounters between young people and the world of work – getting more brilliant volunteers into schools talking about their jobs or as school governors. Our programme evaluations and widely cited research have proven, that when young people have more employer encounters, they can see different future pathways and this:

Reduces the likelihood of young people becoming NEET (4 or more encounters with employers)

Improves academic attainment and increases young people's future earning potential

Excites children about subjects, increasing their motivation, confidence, and attitude to learning

Broadens young peoples' horizons and raises their future aspirations

Challenges gender, race, and social stereotypes – breaking down barriers to certain job roles

Our Mission

To **inspire the future** by ensuring that every young person in our country, wherever they live, whatever their parents or carers' circumstances, should have the opportunity to meet a diverse range of volunteers to hear first-hand about jobs and the world of work





Our Strategic Aims 2023-28

1 We will help young people, wherever they live, whatever their parents or carers' circumstances, to **have the opportunity** to meet a diverse range of volunteers and hear first-hand about jobs and the world of work

Over the next 5 years we will accelerate our work in:

'Starting Early' in primary schools

Challenging gender and race career stereotypes

Tackling the lack of varied role models in areas of social deprivation

Promoting a diverse range of career pathways

Ensuring strong school governing boards





2 We will strengthen our work with schools and colleges, education partners, and employers - ensuring that together we deliver better career discovery opportunities, better school governance, and broader, **higher aspirations** for all our children

Over the next 5 years we will:

Increase our reach and impact with primary and secondary schools and colleges

Increase the diversity and relatability of our volunteers

Help UK employers realise the benefits of educational volunteering

Continue to work with the wider local careers landscape

Share our globally recognised expertise and technology

3 We will strengthen our financial sustainability to ensure we provide the best experience possible to schools and employers and be future focussed, ensuring that, as our society and economy changes, we inspire children about the careers of tomorrow

Over the next 5 years we will:

Strengthen our commitment to Equality, Diversity, and Inclusion

Ensure a constantly improving experience for schools, employers, and volunteers

Diversify our funding streams

Ensure Education and Employers is a really great place to work

Continually improve how we research and record our impact





Our Key Success Indicators

By 2028 we will:

Achieve seven million interactions between young people and volunteers from the world of work

Reach 100,000 volunteers signed up to our platform and ensure that they will more than reflect the diversity of the UK population

Ensure our collective suite of *Inspiring* programmes will reach over 50% of all English state schools

Ensure the volunteers we connect with schools and place in school governor roles (via Inspiring Governance) will continue to be more than reflective of the characteristics of the UK population

How we work

Our enablers

Our six strategic ways of working are crucial to achieving our impact. We work with and via:

- 1 **Schools and Colleges** – the DfE, professional associations, academy trusts, and schools and teachers
- 2 **Employers** – member associations and socially responsible employers - from SMEs to blue chips
- 3 **Campaigns** – we run national, regional, sector, and issue based campaigns, effectively at scale
- 4 **Technology** – our advanced online platform is quick and easy to use and brings the functionality of the world's leading CRM *Salesforce*, ensuring robust cyber security and data protection
- 5 **Sustainability** – we limit our own environmental impact and showcase future green industries
- 6 **International** – we work with organisations like the OECD and the World Economic Forum and advise governments across the globe



Our programmes:

inspiring the future

Connecting schools and employers

primary futures

Starting in primary schools

inspiring governance

Supporting school governance

icould

Inspiring career stories

All underpinned by 14 years of robust research into career related learning and governance

education and employers

How to get involved

We are in the business of opening minds, helping all our children dream about and discover their future careers. If you can inspire the next generation and make **your** job interesting then please visit Inspiring The Future

[Click here](#) to visit Inspiring The Future

or, if you'd like to become a school governor on a strategic board, please visit Inspiring Governance

[Click here](#) to visit Inspiring Governance

New funders and partners, we would love to work with you to do something special together for children and young people! Please contact our CEO Nick Chambers:

[Click here](#) to email

