



THE ADECCO GROUP

CREATING
BRIGHTER
FUTURES

**“An investment
in knowledge pays
the best interest.”**

Benjamin Franklin



Why take part in the Think Bright program?

The skills that power our economy are constantly in flux, creating a so-called “skills gap”. To bridge this gap and better prepare ourselves for what's to come, we need to turn to today's youth: those who are not yet working but are at the perfect age to start getting themselves ready for future employability.

However, too many youth do not have access to any support and ultimately get left behind, limiting not only their own prospects, but also robbing the job market of talents that could have been instrumental in society's future.

That's where Think Bright comes in: a program designed to provide work experiences to people aged 11-15, to inspire them to later pursue the careers of their dreams and build a better future for all of us.



What's in it for you?

- **Direct positive impact on the community around you**
- **Long-term talent pooling**
- **Investment into your own future potential**

Testimonials

How have our participants felt about the program so far?

“I never realized my strengths like speaking skills would be relevant to what job I would pick in the future - I always thought just grades determined what I could apply for.”

Student, 14 yo Heatherwood school, Doncaster



“I feel that this was a great session and worked very well despite being remote! All the children stayed engaged and they asked some fabulous questions. This is 100% something I would do again.”

Adecco Volunteer

“The best part of the programme was working with Adecco volunteers, they have managed to deliver something engaging in a tough time for students virtually”

Teacher, Grace Academy, Solihul

The Process and Partners

Joining the Think Bright program is easy: the eco-system is already up and running.
Who are our current partners in the program and what are their roles?

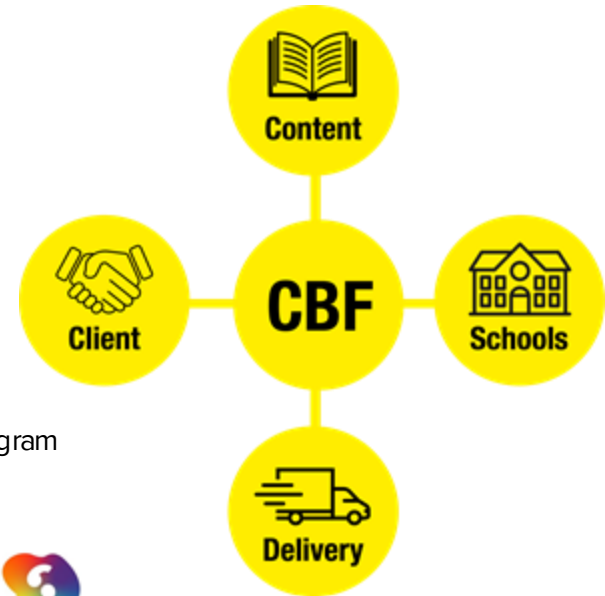
Skills Builder – Co-design of curriculum and learning materials, alignment of all CBF offerings with the Skills Builder Framework, ensuring that every session helps promote awareness and development of essential skills. This is a nationally accredited framework built by the founders of the Gatsby benchmarks.

Everfi & Speakers for Schools – Schools acquisition, i.e. marketing to schools and signing up teachers, and schools relationship management which consists in responsive and consistent communications to schools and teachers, ensuring high quality experience and service standards.

Goodera – Volunteer acquisition and management. Goodera hosts the “Karma Hub”, our internal portal for volunteer opportunities. This is how we recruit our staff to deliver the program at scale.

Careers & Enterprise Company – Lobbying, research and development, national metrics standardizations & work with LEP (Learning Enterprise Partners) across the region.

Implementation:



8 Essential Skills

Communication:

LISTENING

The receiving, retaining and processing of information or ideas

SPEAKING

The oral transmission of information or ideas

Creative Problem Solving:

PROBLEM SOLVING

The ability to find a solution to a situation or challenge

CREATIVITY

The use of imagination and the generation of new ideas

Self Management:

STAYING POSITIVE

The ability to use tactics and strategies to overcome setbacks and achieve goals

AIMING HIGH

The ability to set clear, tangible goals and devise a robust route to achieving them

Collaboration & Interpersonal:

LEADERSHIP

Supporting, encouraging and developing others to achieve a shared goal

TEAMWORK

Working cooperatively with others towards achieving a shared goal

The skills youth learn as part of this program are useful not only in the current moment, but also **in the long term**. They are also **transferable** and form the **perfect base** for performing on the **job market of the future** with **ease** and **confidence**.

Why are these skills important?



How does your business benefit?

Your participation in the Think Bright program benefits not only the young people themselves, but also your company's business prospects and image alike. How exactly?

- *It sends a clear message that your company takes its social responsibility seriously and genuinely cares about giving back to the community around you.*
- *It fits perfectly into the ESG framework (Environmental, Social, and Governance), allowing you to make a very public stand and having a direct positive impact on its results. This is especially important given that regulation, the need for transparency and new standards have multiplied. The importance of ESG in the last decade as a key parameter for investment decisions that are often essential for your company's growth.*

ESG



ENVIRONMENTAL

Climate change strategy /
Biodiversity / Water efficiency /
Energy efficiency / Carbon
intensity / Environmental
management system



SOCIAL

Equal opportunities / Freedom of
association / Health and safety /
Human rights / Customer & products
responsibility / Child labour



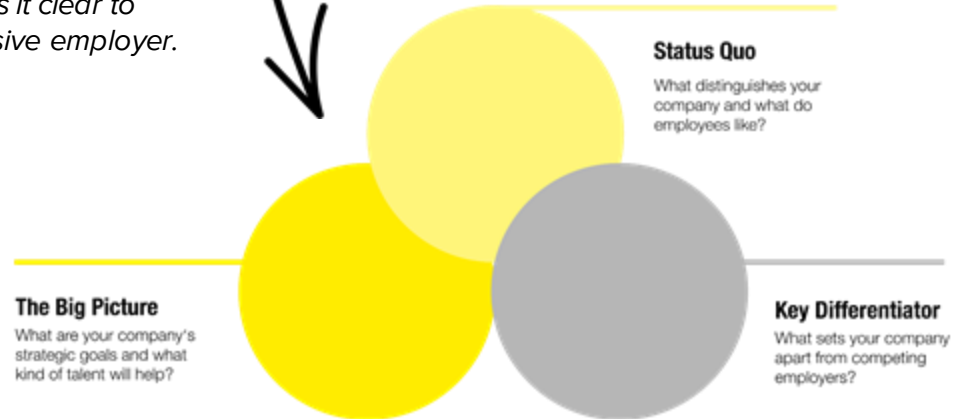
GOVERNANCE

Business ethics / Compliance /
Board independence / Executive
compensation / Shareholder
democracy

- *It contributes to positive perception of your company in the eyes of your stakeholders (employees, investors, partners).*
- *It becomes part of your Employer Value Proposition.*
- *It directly enters the Status Quo, i.e. the understanding of what positive behaviour defines your company.*
- *It enlarges the number of key differentiators, helping your company stand out amongst your competitors.*
- *It shows your company supports the ED&I (Equity, Diversity & Inclusion) model and is interested in helping build a balanced job market to uncover more talent. That, in turn, makes it clear to prospective employees you are an attractive inclusive employer.*

Employer Value Propositions

Three factors that help ensure success.



Client Packages

| | SPONSORSHIP | PARTNERSHIP |
|-------------------------|--|--|
| COST | £40,000 | £100,000 |
| PROGRAM DELIVERY | 40 Student Workshops | 100 Student Workshops |
| STUDENT REACH | ~1,000 Skill-Building Opportunities | ~5,000 Skill-Building Opportunities |
| BRANDING | Co-Branded Program Materials | Client Branded Program Materials |
| STAFF ENGAGEMENT | Guest Speaking Opportunities | Guest Speaking + Facilitator Training (Essential Skills Framework) |
| CUSTOMIZATION | Selection from Available Catalogue of Industries/Occupations | By Industry AND Occupation |
| TARGETING | / | Geographic, Socio-Economic |
| PROMOTIONS | / | Client Branded Marketing Assets |

16 MONTHS



Design

Custom Design of Discovery & Insight Days

Shopping & Preparation of Marketing Collateral

Pre-Launch

Delivery of Pilot Custom Discovery & Insight Days

Training of Client Volunteers

Launch

Launch of CBF to Target Schools

Refinement of Target Schools based on Interest / Response Rate

Implementation

Tracking & Quarterly Reporting

Continuous Refinement of Program & Marketing Collateral

Closure

Annual (End of Project) Report

Project Retrospective & Feedback Discussion



Interested?

**We will be happy^{!!!}
to tell you more.**



Email us on community@adecco.com