

Strengthen your careers offer with Company Programme

Supporting good career guidance

At Young Enterprise, we aim to provide high quality programmes that create **aspirational careers guidance**, develop **financial and employability skills** and deliver **inspirational enterprise education**. This mapping shows how Company Programme can contribute to a school's wider careers provision in relation to the updated secondary-school Gatsby Benchmarks.

Our Company Programme is delivered through a progressive milestone journey which guides young people to set up and run a company over 12 weeks to one academic year.

THE GATSBY BENCHMARKS
GOOD CAREER GUIDANCE

Our offer to schools and colleges can help them work towards the Gatsby Benchmarks for Good Career Guidance

Gatsby Benchmark	How Company Programme can help you to work towards this benchmark
1. A stable careers programme	• A structured, sequenced enterprise journey • Forms a substantial enterprise and financial strand within your wider careers offer • Tailored next steps support and action planning
3. Addressing the needs of each young person	• Each young person takes on a job role in the business that builds on their strengths, goals and interests • Tailored tasks and responsibilities for each role • Individual skills reflection, goal-setting and action planning
4. Linking curriculum learning to careers	• Connecting enterprise, finance, sustainability, digital skills, marketing, sales and teamwork to practical business activity. • Key financial learning through budgeting, current account management and sales activities • CV planning and use of the STAR method for evidence based examples.
5. Encounters with employers and employees	• Meaningful employer/employee engagement opportunities built into the delivery of trade fairs, showcases and pitching events. • Support from a business volunteer throughout the programme journey (where possible). • Competition judging and business feedback from local employers

School actions to enhance this offer:

Your school can enhance this offer by embedding the programme within your school careers strategy, securing senior oversight. You can support attendance of local events and source additional opportunities for young people to showcase their student companies. You can tailor support through adaptive teaching or sign up to Team Programme, an enterprise experience designed for young people with mild to moderate learning difficulties.

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