

## LAUNCH PAD

An enterprise challenge that builds a clearer understanding of work and promotes enterprising attitudes and skills



### FACT FILE

#### Age Range:

For students aged 12-19 years

#### Delivery:

5-6 hours delivery time in classroom-sized groups with flexibility for larger groups

#### Supports Gatsby Benchmarks of Good Careers guidance:

- |   |    |
|---|----|
| 1. Stable careers programme                         | ●● |
| 2. Learning from career & labour market information | ●  |
| 3. Addressing the needs of each student             | ●  |
| 4. Linking curriculum learning to careers           | ●  |
| 5. Encounters with employers & employees            | ●● |
| 6. Experiences of workplaces                        |    |
| 7. Encounters with further & higher education       |    |
| 8. Personal guidance                                | ●  |

● contributes towards

●● delivers

### Launch Pad

**Launch Pad is a fast paced, engaging enterprise challenge which provides an introduction to employability skills.**

Students work alongside inspiring Business Volunteers who support students to discover more about themselves and develop key skills which are valued in the workplace.

Through a series of hands on, fun activities students work in teams on the early stages of launching a fledgling business, balancing a budget as well as creating a brand identity and marketing strategy.

Students learn about their personal strengths and preferences and what this means for both working in a team and for their own development. Through the day students will learn the importance of teamwork and learn more about different roles that contribute to running a business.

## Supporting Schools

- Contributes to a school's stable, structured careers programme by encouraging students to develop an enterprising mindset and employability skills which are needed for successful transitions
- Provides evidence of the Gatsby Benchmarks of good career guidance
- Includes meaningful employee encounters which provide opportunities to learn about what work is like and what it takes to be successful in the workplace. Encourages development of partnerships with local employers
- Supports Ofsted success by contributing to judgements on the effectiveness of leadership, management, personal development and welfare by preparing students for the next stage of their education, training or employment

## Learning Outcomes

- Understand the skills necessary to make successful transitions to the next stage of life and employer expectations
- Use enterprising skills to solve a business challenge
- Know how to showcase skills to employers
- Gain a broader understanding of the world of work through encounters with employers and employees
- Develop understanding of creating budgets – financial mathematics in a real life context
- Understand how to use information to plan and present persuasively to audiences
- Gain self-awareness to recognise personal strengths and preferences and what this means for personal development
- Experience the benefits of working as a team by recognising and using skills of other team members

## Encounters with Employers and Employees

Young Enterprise has access to over 7000 Business Volunteers from employers of all sizes, and from all sectors. Connecting and interacting with local employers and employees is a core part of Launch Pad. Our volunteers help young people to build their broader understanding of the workplace and employment and provide the opportunity for students to learn about what skills are required to make successful transitions to the next stage of their life.

## Contributing Evidence against the Gatsby Benchmarks of Good Career Guidance

Launch Pad supports schools to evidence provision of Good Career Guidance against the Gatsby Benchmarks. Young Enterprise programmes encourage the development of an enterprising mindset and approach which is needed in education and employment in order that all young people reach their potential.



**“The most valuable thing I learnt today was how to work in a group and how to spot my skills.”**

Student

**“Students really enjoyed listening to people talking about their careers. As a teacher it was really good to see students go out of their comfort zone and participating.”**

Teacher