

Gatsby benchmark 5 - what it really means and how you can achieve it



Zoe Healey – Careers Enterprise Company

[Making it Meaningful Toolkit](#)

CEC's overview and check list to help Career Leaders ensure each encounter or experience is meaningful for all participants

[Resource Directory](#)

Quickly find trusted, high-quality resources to help you plan, grow and achieve

[Provider Directory](#)

A tool for Careers Leaders, Hub leads, Enterprise Coordinators, and any education leaders to find and contact delivery organisations who can help achieve the Gatsby Benchmarks

[Redefining Experiences of the Workplace](#)

An outcome focused resource supporting the planning and delivery of meaningful experiences of the workplace.

[How to Engage with Employers](#)

A guide for schools and colleges



Jo Bishop – Springpod

Start the year with an engaging employer session about what they look for in future applicants. Encouraging students to understand the value of the school opportunities organised.

Employers need a full briefing before sessions to understand cohorts. Particularly if it's a mandatory session where levels of engagement vary. It needs to be a positive experience for all.

Create a structured programme so students over a series of talks, visits and work experience. Offer incentives to students. A certificate can help students feel that they have achieved something.

Find curriculum links to engage with employers. E.g. Geography and regeneration topics could involve employers from construction projects, town planning or conservation.

Embed virtual experiences into your careers programme and celebrate achievements of these to encourage others to get involved.

Appoint student careers ambassadors to support. E.g. they could help source speakers, market your events, gather feedback from peers or even organise their own events.

Use LinkedIn to shout about your engagement and build your network. Other local employers may get in touch and offer to get involved next time.

Ask the students to present their feedback following a virtual experience to a panel of teachers/employers to develop their skills further

