



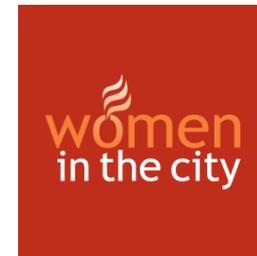
enabling enterprise

enabling students to succeed through enterprise



Women in the City & AXA Project

Initial Report, 11th February 2013



Overview

The initial brief from WITC Foundation focused on helping secondary school students begin opening up their options for the future.



Summary

This project, sponsored by the Women in the City Foundation, was run over two days with twelve students from Haggerston School in Hackney. The days were a great success and the students were very positive about the project. The project's main projected learning outcomes were agreed upon by Women in the City and Enabling Enterprise before the project began, and were that students would:

- Understand the broad choices that they have to make in the future.
- Explore the factors that will decide which of those directions is most appropriate for them.
- Meet people who have chosen different options themselves, including from AXA , to better understand why they made their decisions
- Apply simple decision-making tools to their choices.

Day One: At Haggerston School

The day was spent exploring how students can assess different options and tools they can use to make those decisions.



On the first day students spent time looking at examples of different successful people, and learning about the decisions they made and how they reached success.

Students then explored and analysed the factors that affect them when making their decisions for the future. Later, they linked these factors with different decision making tools in order to logically analyse their decisions.

Students found the decision making tools useful as they made them take a step back from their decisions and see them more objectively.

Students' Perspectives:

- 'I now know what kind of research I need to do to make a better decision'
- 'I have a clear idea of my target, but I also now know it's OK to change my mind'
- 'I now know different ways to help me make decisions'
- 'I enjoyed learning about how different people have become successful in different ways'

Day Two: At AXA

The second day of the programme was based at AXA, where students worked with volunteers from the business to refine their ideas.



On the second day the students visited AXA for a two hour session in which they had the chance to talk with volunteers from different departments.

The session started with students questioning the volunteers from AXA about their decision-making, with questions they had prepared the day before. The students relished the opportunity to talk to people with very varied experiences.

The volunteers then had a mini coaching session with the students, talking through their options with them before discussing an action plan with them and creating SMART targets to ensure they will reach their goal.

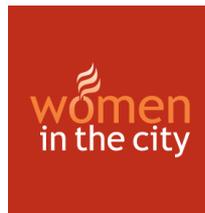
Students' Perspectives:

- 'I enjoyed talking to different people'
- 'I learnt it's important to always have a plan B'
- 'I was given really good advice by Richard from AXA'
- 'The action plan was really helpful and I feel confident about completing my targets'
- 'You should always have a back up plan and think about the next steps'

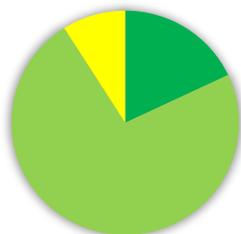


The Impact

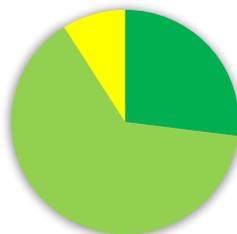
Whilst the programme was compact, a snapshot of feedback from students indicates some strong, focused outcomes from the sessions.



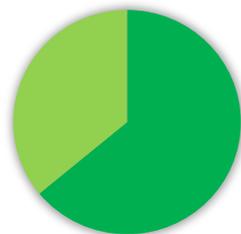
The students were very positive about their experience of the project, both in school and at AXA. After the project, students filled out a questionnaire about their experience in order to assess the success of the project in relation to its objectives. The questionnaire included a series of statements to which students could agree or disagree on a scale. The pie charts below show the students' responses.



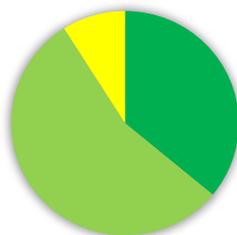
I feel more confident in my decision making.



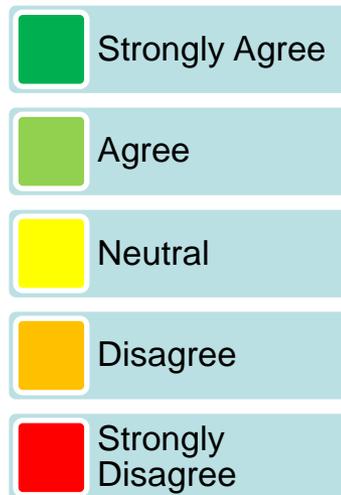
I know what factors are important to me when making a decision.



I have a clearer idea of what I want to do in the future.



I know what my next steps need to be to reach my goal.



Next steps

How can the project progress?



We are keen to build on the successes of this initial pilot project, so that more sixth form students can develop their readiness for “real life”.

This project can progress in two main ways;

- Extending this project to run with students at different schools. This would give more students the chance to refine their decision making skills and explore their options for the future.
- Extending this project to encompass sessions focussed on more skills essential to students’ future including networking and interview skills. More trips to businesses would give students the opportunity to meet a variety of professionals and to experience different working environments.

We welcome your feedback, and hope to continue working with you in the future. Thank you!

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