

EARLY CAREERS: A TURNING POINT

LOOKING TO 2024
AND BEYOND

In partnership with

Institute of Student Employers **ise.** blackbridge Cappfinity



blackbridge **Cappfinity**



#BNNews23





Natasha Davidson
CMO, Group GTI



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Creative Solutions
Lead, Group GTI



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Gen Z Influencer
and Careers Expert



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Business &
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Head of Employer
Brand, Blackbridge



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Group Head of Emerging
Talent, HSBC



Stephen Isherwood
Co-CEO, ISE

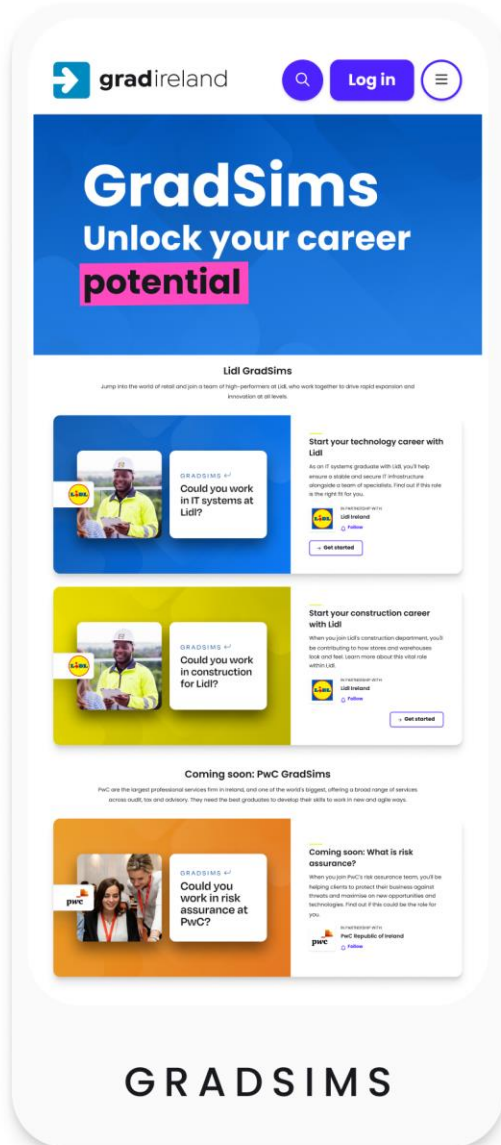


Tristan Mathieson
AI Lead, Group GTI



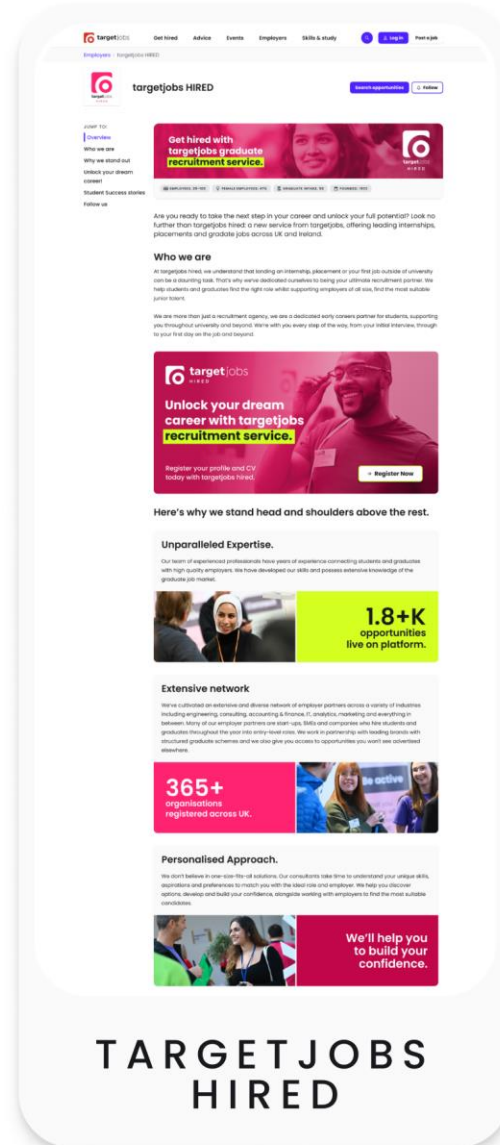
KD Adamson
Futurist and Ecocentrist

What's new at GTI?



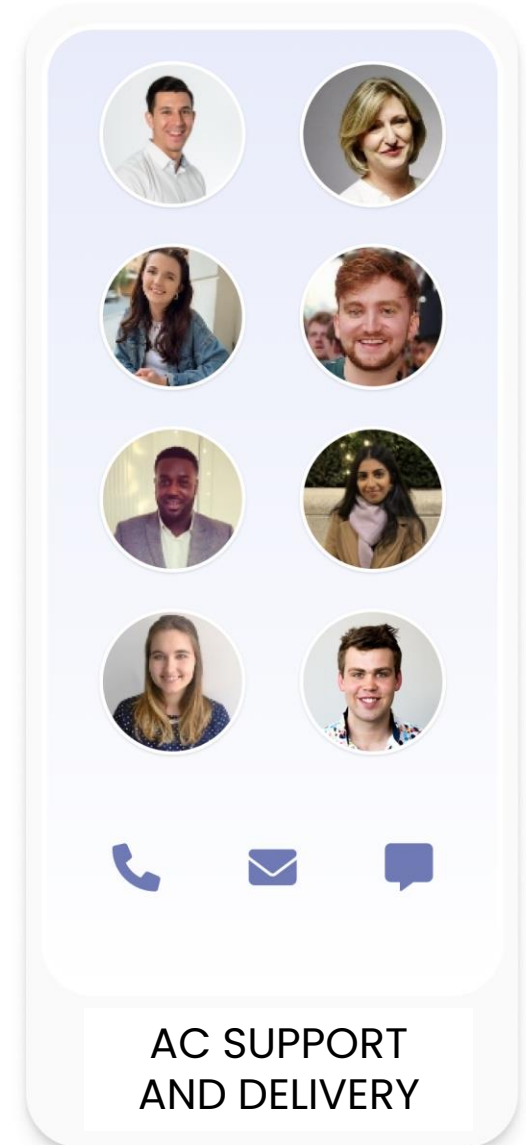
The screenshot shows the gradireland website with a navigation bar including a search icon, a 'Log in' button, and a menu icon. The main heading is 'GradSims Unlock your career potential'. Below this, there are four featured cards: 'Lidl GradSims' (technology career), 'Start your construction career with Lidl', 'Coming soon: PwC GradSims', and 'Coming soon: What is risk assurance?'. Each card includes a small image of a person and a 'Get started' button.

GRADSIMS



The screenshot shows the targetjobs Hired website. It features a navigation bar with 'Get hired', 'Advice', 'Events', 'Employers', 'Skills & study', and 'Post jobs'. The main heading is 'targetjobs Hired'. Below this, there are several sections: 'Get hired with targetjobs graduate recruitment service', 'Who we are', 'Here's why we stand head and shoulders above the rest', 'Unparalleled Expertise', 'Extensive network', '365+ organisations registered across UK', and 'Personalised Approach'. Each section includes a small image and a 'Register here' button.

TARGETJOBS HIRED



The screenshot shows the AC Support and Delivery website. It features a grid of eight circular portraits of diverse students. Below the grid, there are three icons: a telephone, an envelope, and a speech bubble. At the bottom, there is a white box with the text 'AC SUPPORT AND DELIVERY'.

AC SUPPORT AND DELIVERY

HOW THE WORLD'S POPULATION IS CHANGING

DECLAN CURRY

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EARLY TALENT TO TOTAL TALENT

STEPHEN ISHERWOOD

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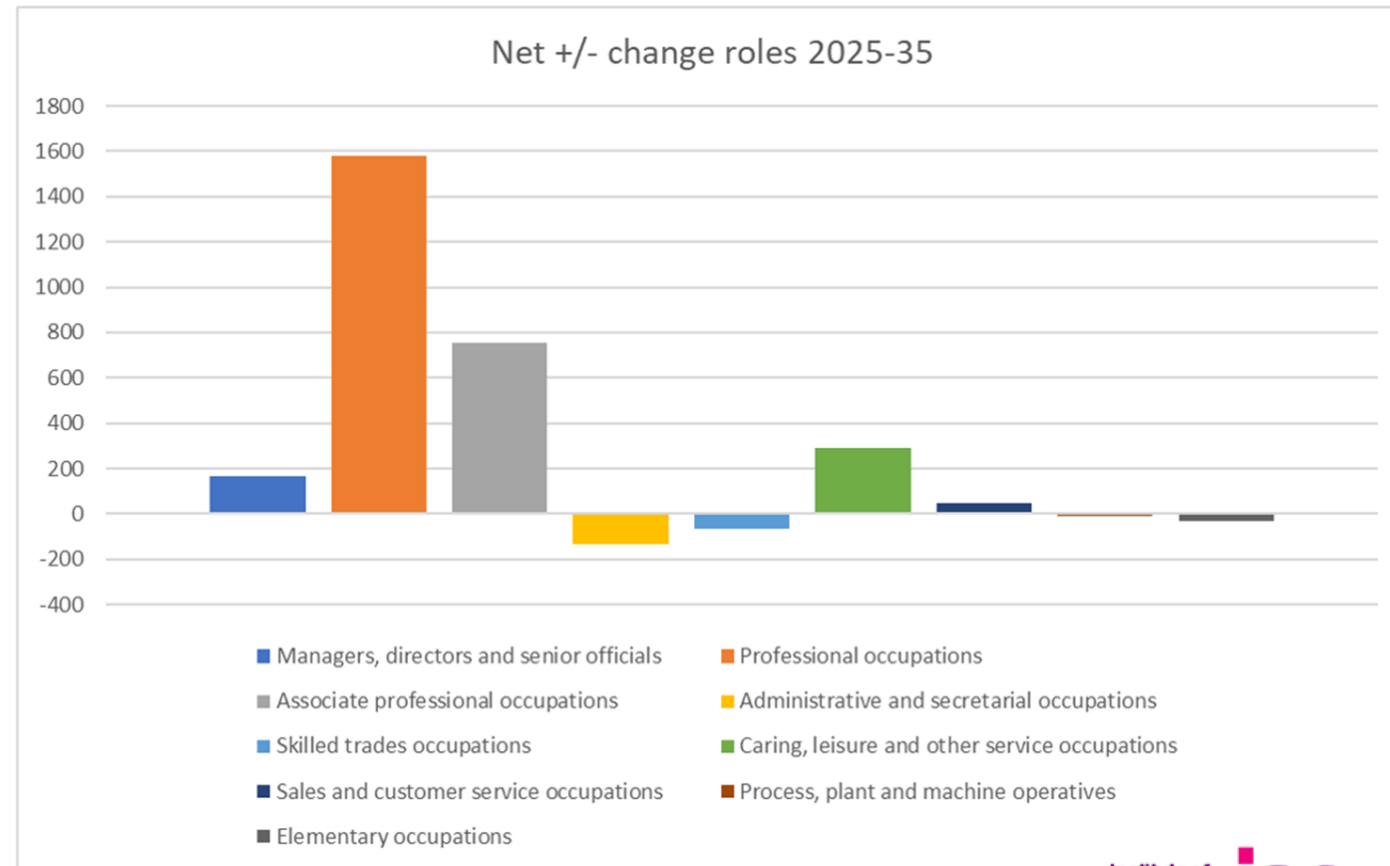
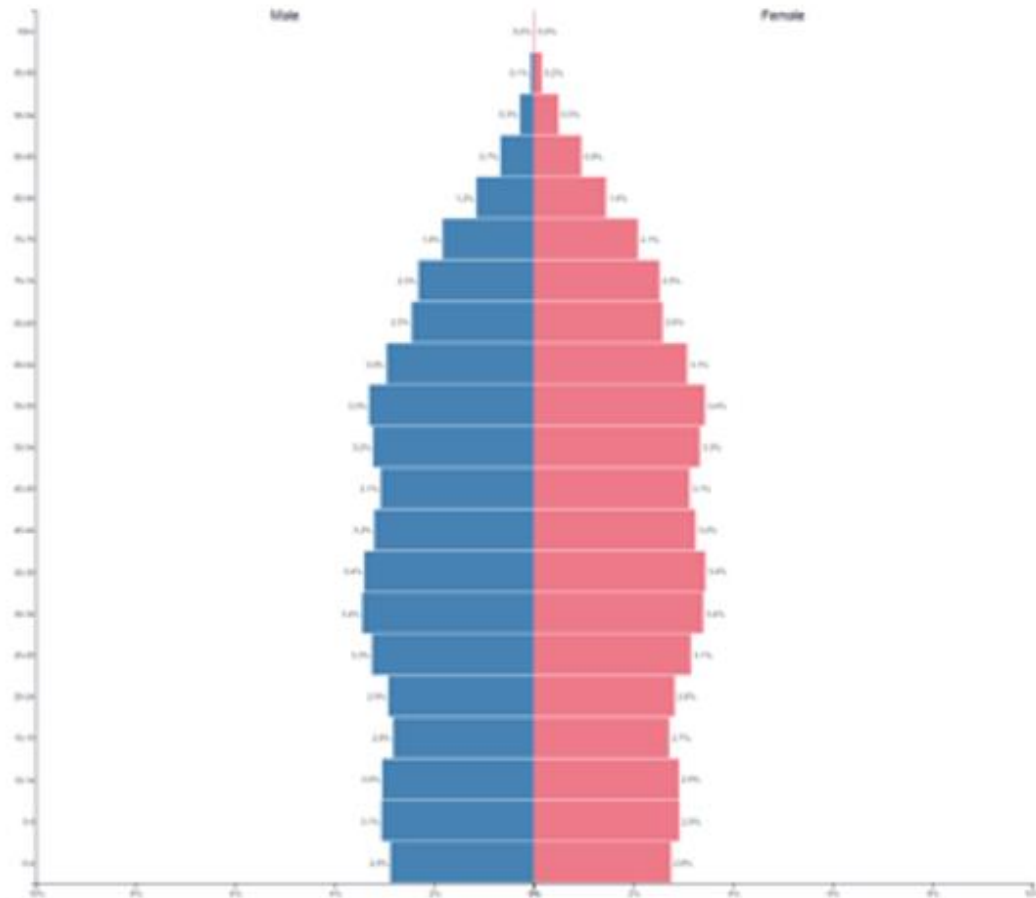




The Future of Early Careers in two graphs...

United Kingdom
2022

68,497,913



FROM EARLY CAREERS TO TOTAL TALENT

1. Less focus on a person's age or education exit point, hiring talent from a broader range of backgrounds, relying less on external experienced hires.
2. Greater focus on retaining talented employees through upskilling and reskilling programmes placing greater emphasis on internal mobility and retraining people.
3. Career progression routes shift back towards managed, internal career pathways with increasing flexibility through a range of short and long form development/learning programmes.

TOP 10 LONG TERM TRENDS IN EARLY CAREERS

DAN DOHERTY

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Talent

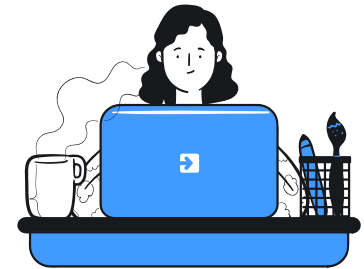
Brand & Attraction



Assessment & Selection



Learning & Development



1. Skills agenda; hiring and post-hire performance

Skills are changing at a faster rate. Can we keep up?

Skillsets for existing jobs have changed by approximately 25% since 2015, and this number is expected to rise to 65% by 2030 as nascent industries continue to grow.

LinkedIn UK 2023

88%

of employers recognise highly skilled candidates are filtered out because they lack traditional credentials

LinkedIn UK 2023

54%

of employers expect to **move to evaluating candidates based on their skills**, rather than education or experience

ISE Survey 2023

Current models and methods aren't/won't keep pace

A reminder of skills...



Cognitive capacity

Numerical
Verbal
Logical



Behavioural

Analysis
Resilience
Learning Agility



Acquired knowledge and application

Coding C#
Salesforce
Excel



Growth in Behavioural roles: insights, data, analysis

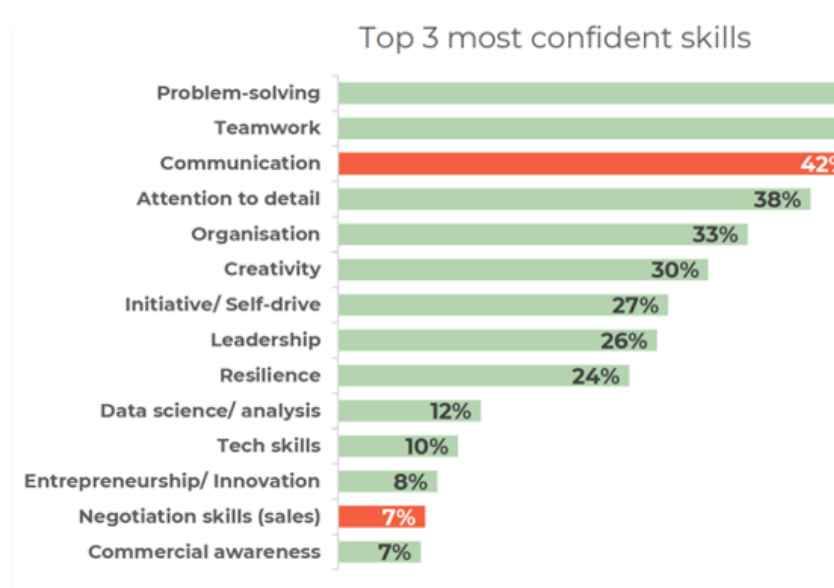
Perception v Reality

71%

current students worry
frequently about
getting a job

Cibyl Student Mental Health Study 2023

Communication skills mismatch

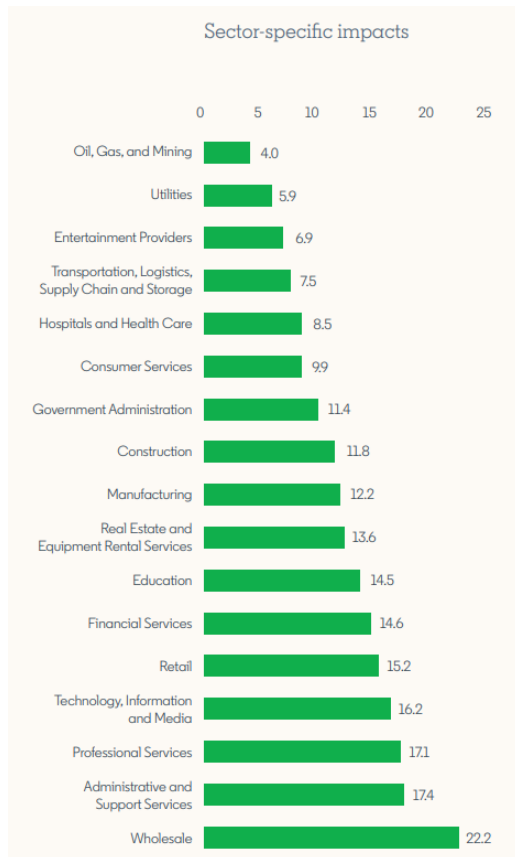


Communication is a
top strength according to
students – but not employers.

Business-appropriate
communication is the
8th least-possessed
skill (ISE).

Skills self-perceptions < Industry expectations

The opportunity skills-based hiring brings



10x
Increase in
number of
eligible
candidates

LinkedIn UK 2023

“
Skills-based job
postings resulted in a
substantial increase in
applications from a
broader set of workers.”

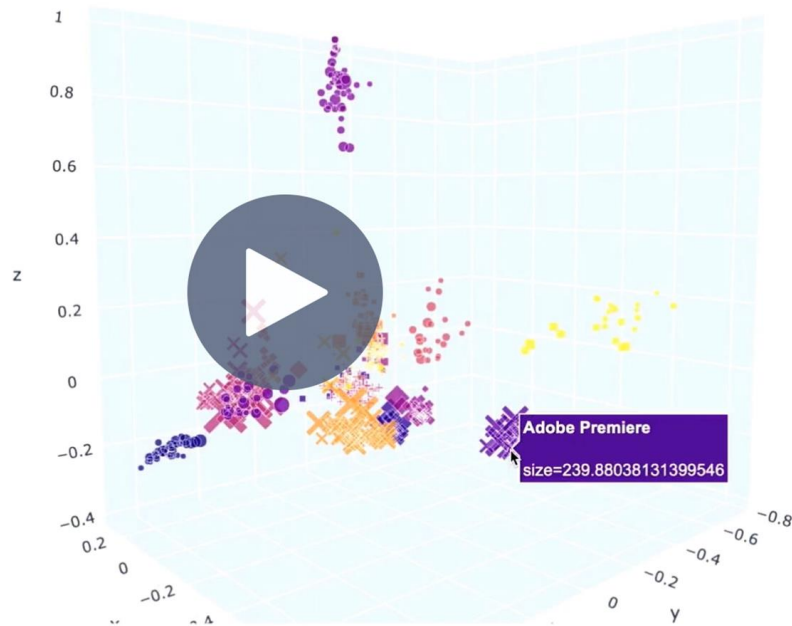
McKinsey 2022

“
Hiring for skills is **five**
times more predictive of
job performance than
hiring for education and
more than two times more
predictive than hiring for
work experience.”

Volume & Quality | Employer-led solution

2. Skills build other skills

Skills build other skills



Changing | Democratisation

8 core **behavioural** skills build other skills



Skills for Skills



Cappfinity



www.skillsforskills.org

Skills research | Action | NACE | FREE...

Have we forgotten about Social Capital?



HM Government



APP & WP | Over-intervention impact

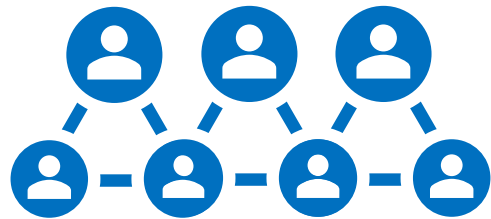
Inconsistent experiences

Social Capital Policy?

3. *'Total Talent'* team structures

Total talent examples

Additional labelled routes



'Boxed Idealisms'

DEI / ESG drivers

Under one roof

Inclusive reduced routes



Remove education criteria

Inclusive talent personas

Skills-oriented programme

EC & EH sibling



Skills-based criteria

Role and pyramid orientated

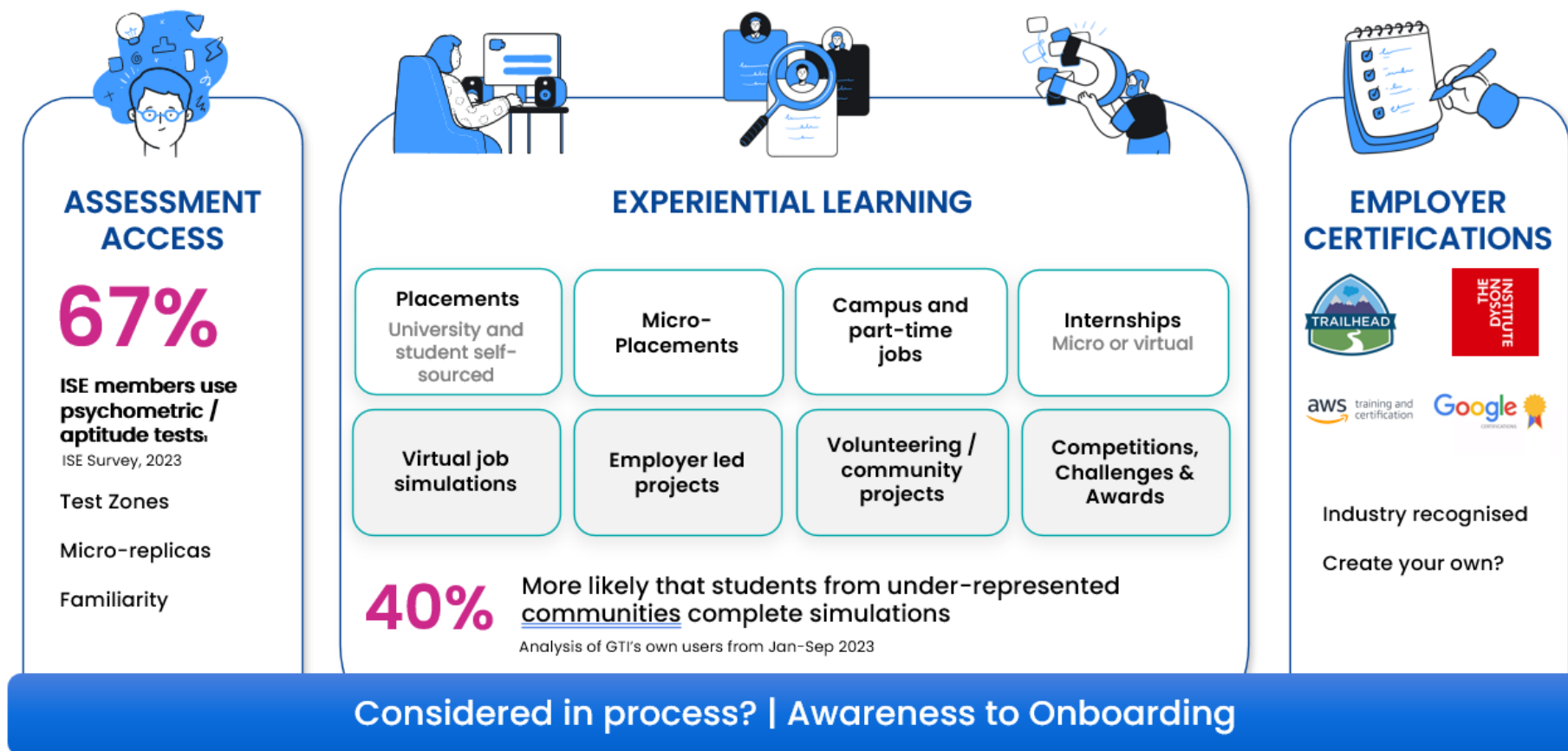
Complimentary co-existence



Think about your current internal setup

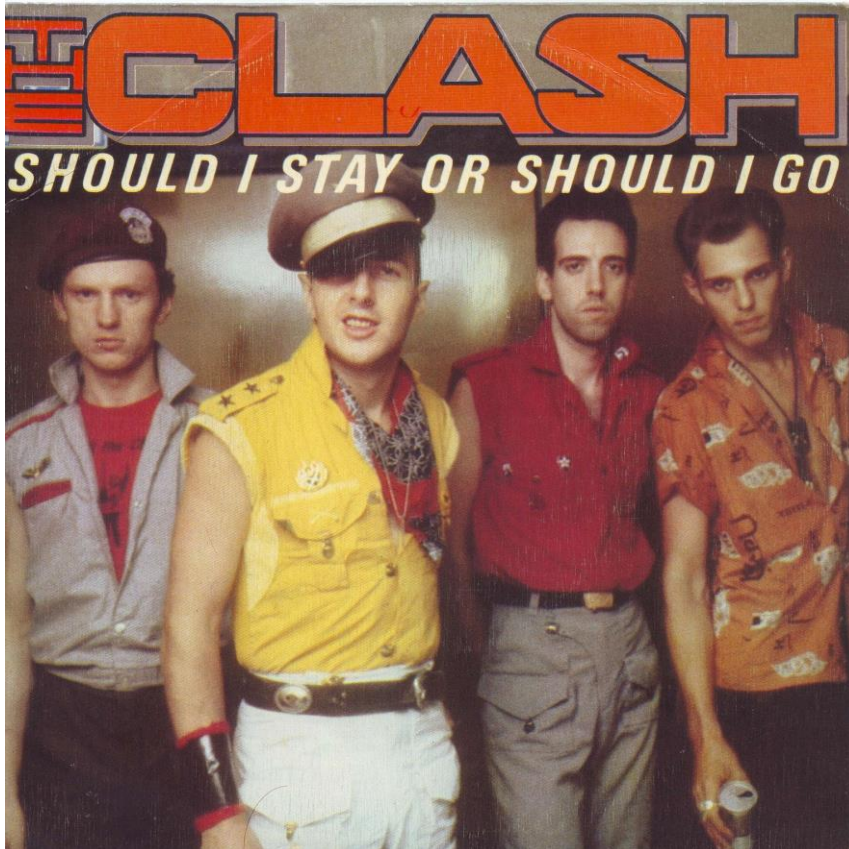
4. Assessment as Attraction

Assessment as Attraction



5. Regional hiring

Regional hiring



CONSIDERATIONS

- **CoL impact** on relocating for and post-uni
- **Uncertainty** of job availability / security

POSSIBILITIES

- Increase in **regional hiring**
- Growing focus on **non-RG** universities
- Growth in **geo-targeting** methods

Are you regionally equipped?

6. Diversification of demand

Early careers employers are hiring into **more different occupations** than before...

Student factors to consider...

Post-pandemic

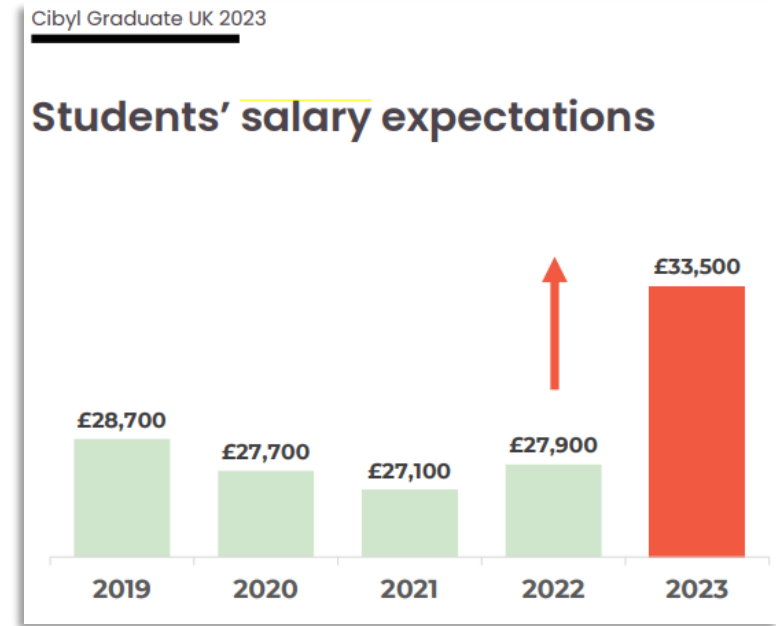
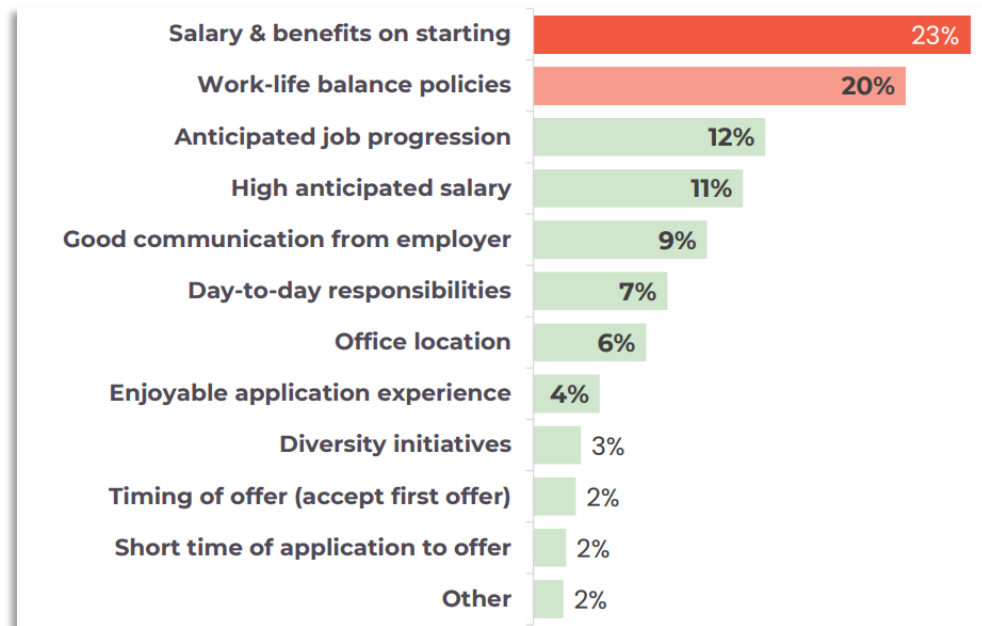


Sciences
R&D
Healthcare

Now



Fin & Acc
Engineering
Consulting



CoL has reordered drivers and preferences

ISE 2022 v 2023 – Occupational hiring shift

Graduates

3x
Engineering

3x
Legal

3x
Sales

5x
Built Environment

3x
HR

4x
Science & Research

School & College Leavers

3x
Science &
Research

6x
General Mgt & Admin

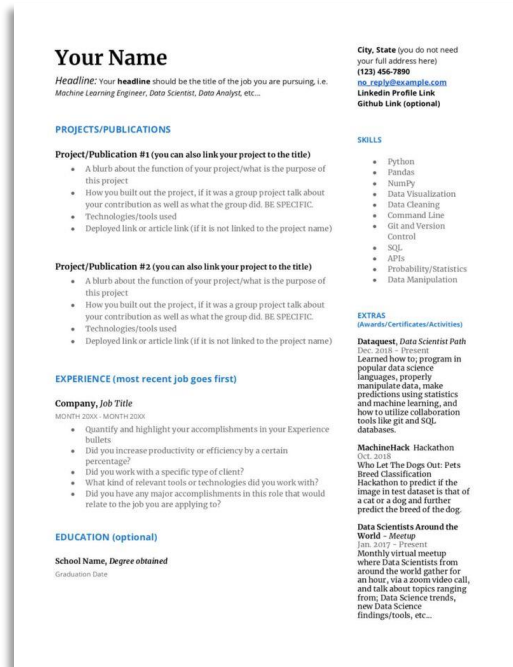
3x
Engineering

4x
Design & Creative

Synonymity struggles | Competition

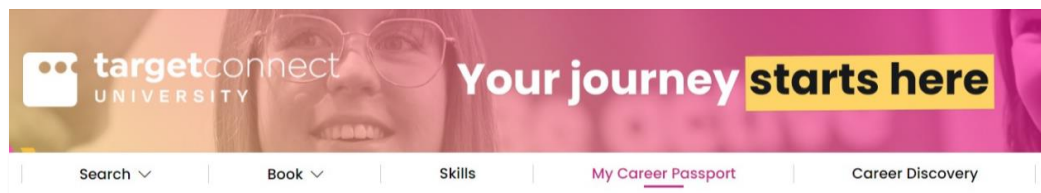
7. The future of the CV

CVs and App Forms – Then & Now...



We need validation and evidence – employers, academics, careers professionals

A future alternative...



My Career Passport

Your Career Passport tracks your usage across your Career Service and is a valuable reminder of everything you've achieved on your career discovery journey. You can export your Career Passport at any time to help you in discussions with Careers Advisers, lecturers or even employers!

[Export](#)

Profile [Update Profile](#)

Michelle Becker
m.becker@groupgti.com

Course
Computer Science

Year of study
Third Year

Career readiness stage

DECIDE

I'm not ready to start thinking about my career yet

Career objective

My career goal is to work in marketing. I'd like to take a role as a Social Media Manager upon leaving University. My preference is to work in-house for media organisations based in the Greater London area. I currently have an internship planned with the BBC for the Summer.

Career objective

Share your career aspirations with your Career Service, employers, or academics. You can update your objective at any time through your profile.

[Set objective](#)

My Skills

Identifying your skills, reflecting on what they mean and setting yourself development goals are crucial steps in building your employability.

[Start skills assessment](#)

Pathways

Completing Pathways set by your University is a great way to show employers your engagement with your Careers Service. Check out the Pathways available to you here.

[Search Pathways](#)

Career Discovery

Check out our careers content and personalise your experience to keep track of your interactions on your Career Passport.

[Personalise](#)

Placements

Having relevant work experience will improve your chances when searching for jobs. View the placements available to you here.

[Search placements](#)

Events

Attending events is a great way to learn about new opportunities and make connections. Check out our upcoming events here.

[View upcoming events](#)

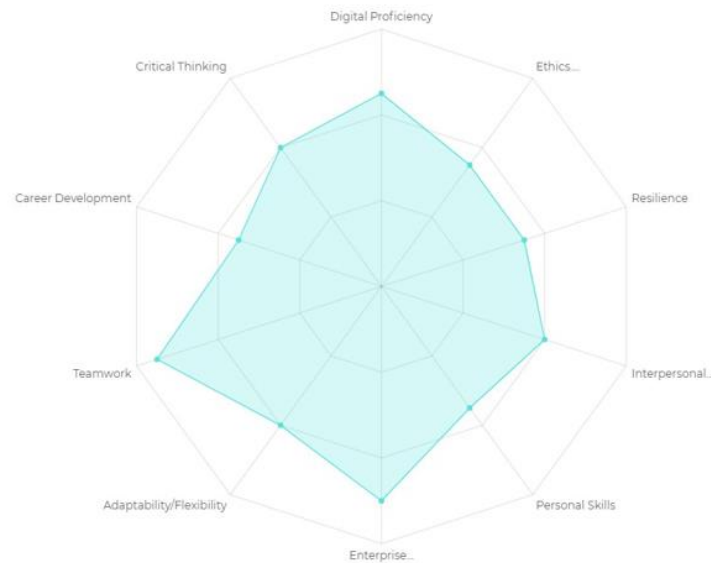
Live Record
Validated Badges
Exportable

Career Passport...

Self-validating
Nudging
Personalising

My Skills

My Skills profile



Pathways

0 IN PROGRESS | 1 COMPLETE

[View Pathways](#)



Digital proficiency

Identifying, learning, and using digital tools and software to improve existing processes, meet emerging challenges or develop new approaches.

100%

Career Discovery

[View Career Discovery](#)

Searches made 3	Articles read 4	Videos watched 0	Content saved 0
---------------------------	---------------------------	----------------------------	---------------------------

Placements

1 TOTAL

[View Placements](#)

THU 24 NOV 2022 PLACED
Graduate Workplace Strategy Consultant
AECOM

Events

2 ATTENDED

[View Events](#)

WED 20 DEC 2023
Uber Eats: Working at Uber Eats Insight Session

SUN 17 DEC 2023
#Mockinterviews! All you need to know

8. Transition of AI in recruitment

AI AI...Oh...



It's not coming through...
AI-driven **cheating is not showing**

Balancing act...
Want to **detect** vs Want to **embed**



What we ought to be thinking about...

- **Sought-after**
- Focus on **assessing the skill**

20x

20-fold increase in jobs with AI mentioned in the title or job description since ChatGPT debuted

9. Weapons of mass rejection *(that's us)*

Born in the USA...

12 years ago, IBM found only <10% of their roles required no degree.

Overhaul. Routes. Pipeline.

Labelled as 'new-collar' workers.

HBR 2023

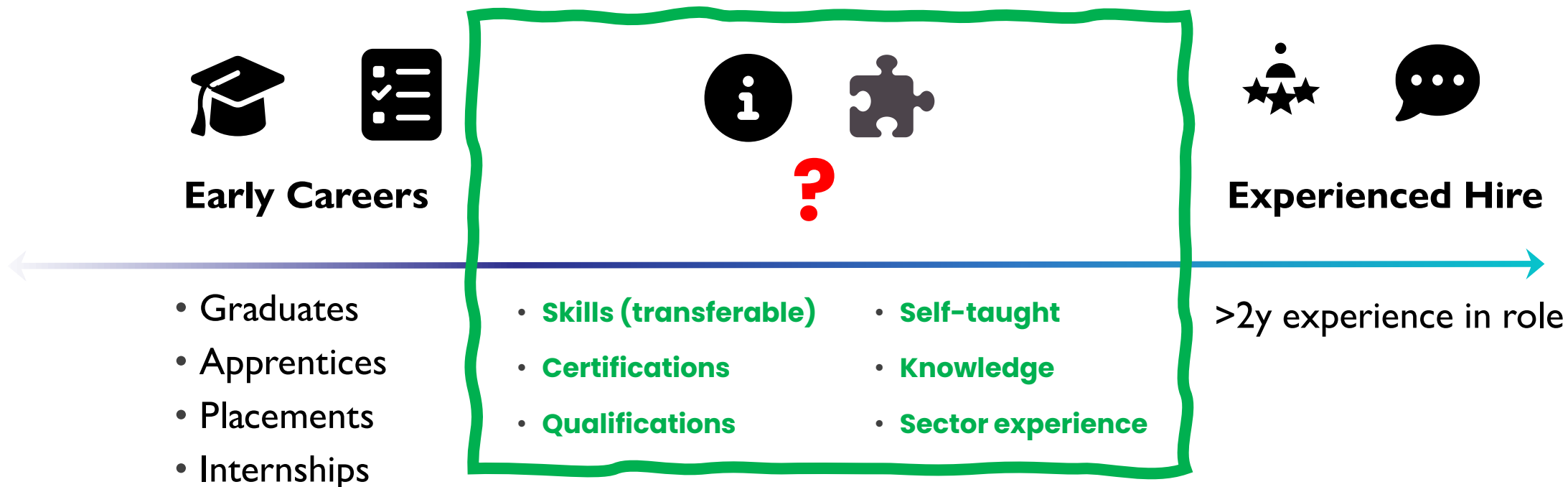


RYAN ROSLANSKY



BYRON AUGUSTE

Could you resurrect the rejected?



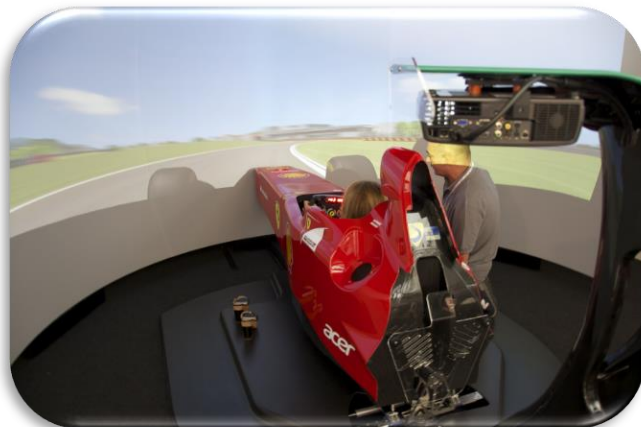
Who you are rejecting...

<p>Certified Attained industry qualifications externally through bootcamps or employer</p>	<p>Skilled / Trained Self-taught / bootcamp completer with industry skills not taught in universities</p>	<p>Experienced <18m Some role/industry experience and often referred to as a "second jobber"</p>	<p>Apprenticeship Completer <2y experience at L2-4 usually</p>
<p>Reskilled Spent X years in different Tech role(s) but reskilling through bootcamps or training</p>	<p>Work Returner Returning to work/sector due to family raising, personal choices, career fluidity</p>	<p>Career Changer Moving into sector after years of non-role specific experience for non-financial gain</p>	<p>University 'Drop-Out' Didn't complete course and struggle to 'fit' into Early Talent programmes and criteria</p>

Can we be more 'Green' with talent?

10. VR & AI assistants in L&D

Examples of VR & AI adoption in L&D



CLARITY

100% of participants said their understanding of client projects had improved.

COMPETENCY

92% said their business acumen had improved.

CONFIDENCE

Rated their confidence at presentations **8/10**, up from **6** before the programme.

Thank you.

Let's connect
on LinkedIn



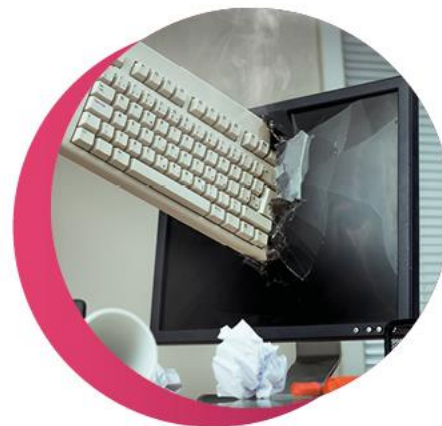
COMMUNICATING WITH TOMORROW'S YOUTH

MIKE HANBIDGE

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Future Predictions...



The Simpsons - Soothsayers of everything in the world - ever!



In the future you will have to...



Prediction number 1

Show and talk about older age groups – maybe even hire them!

Hunger

Practical need for representation (40% share)

Moral reason - Ageism is rife (1 in 2 people)

Economic reason - Ongoing skills gap (26%)

Opportunity

Job-hopping Millennials (33% regularly)

Inactivity up (68%)

Precedent

Apprenticeships (47% over 30s)

Degree apprenticeships (50% over 30s)

Examples

Retraining at Boots

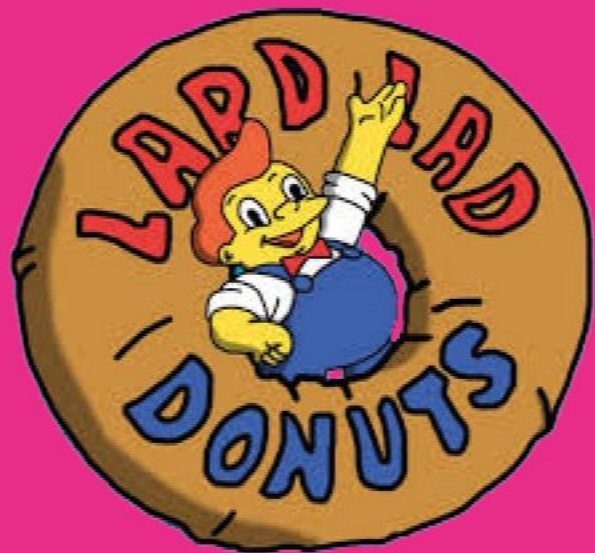
Representation at Aviva

Engagement at Starling Bank

And many more...

So what would you do?

- Understand what you want to do – tap into a new candidate pool? Demonstrate inclusion? Encourage current employees?
- Examine your language – “Straight out of uni” “Early careers”
- Examine your imagery – integrate, celebrate
- Examine your channels and content - widen or adjust your channel mix



Prediction number 2

Build your brand

Benefits Brand recognition chance Culture DEI Development
difference Flexible working Global employer Innovation
Interesting work International opportunities
Job Security personal Prestige Progression Purpose Salary
Social responsibility Sustainability Work life balance

The employer brand lifecycle



So what would you do?

- Assess and understand where your early careers employer brand is on the lifecycle
- Create a “brand build and maintain” segment of your campaign planning...
 - ...that’s always on
 - ...that has different calls to action for different audiences
 - ...the helps ensure your employer brand is always distinctive and relevant to early career talent



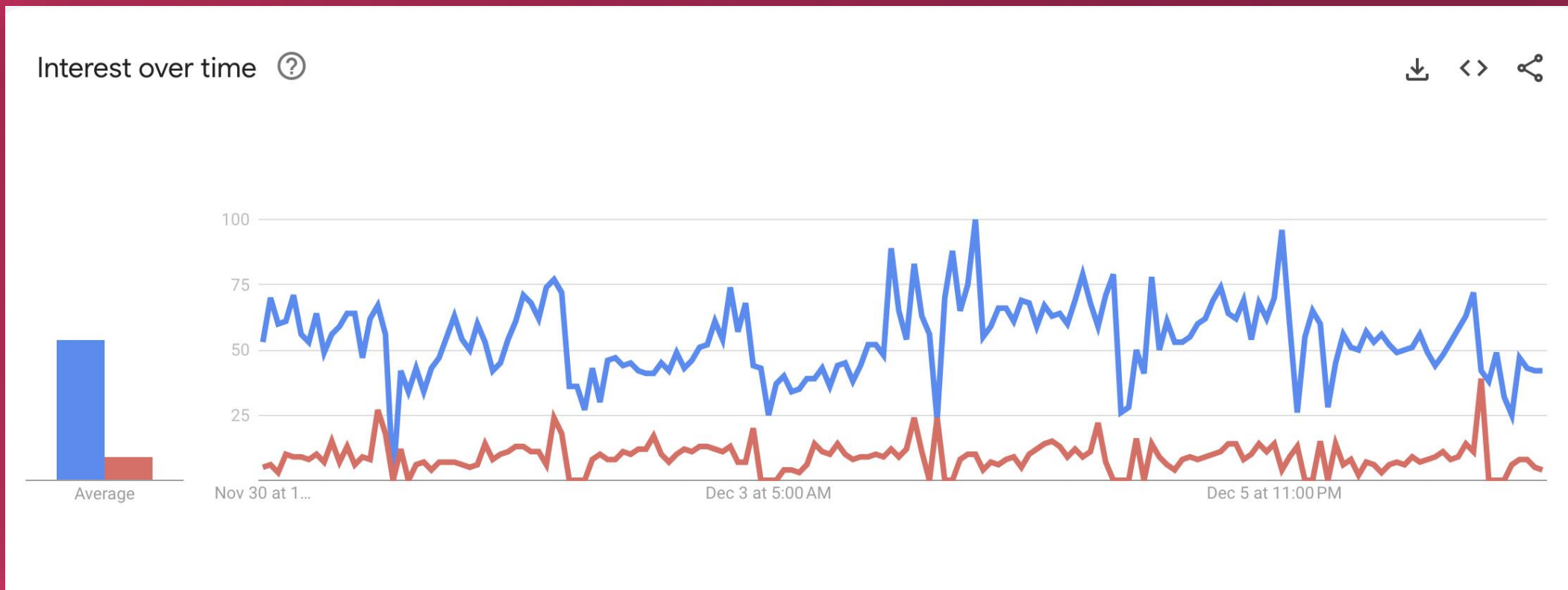
Prediction number 3

Prepare for
Generation Alpha



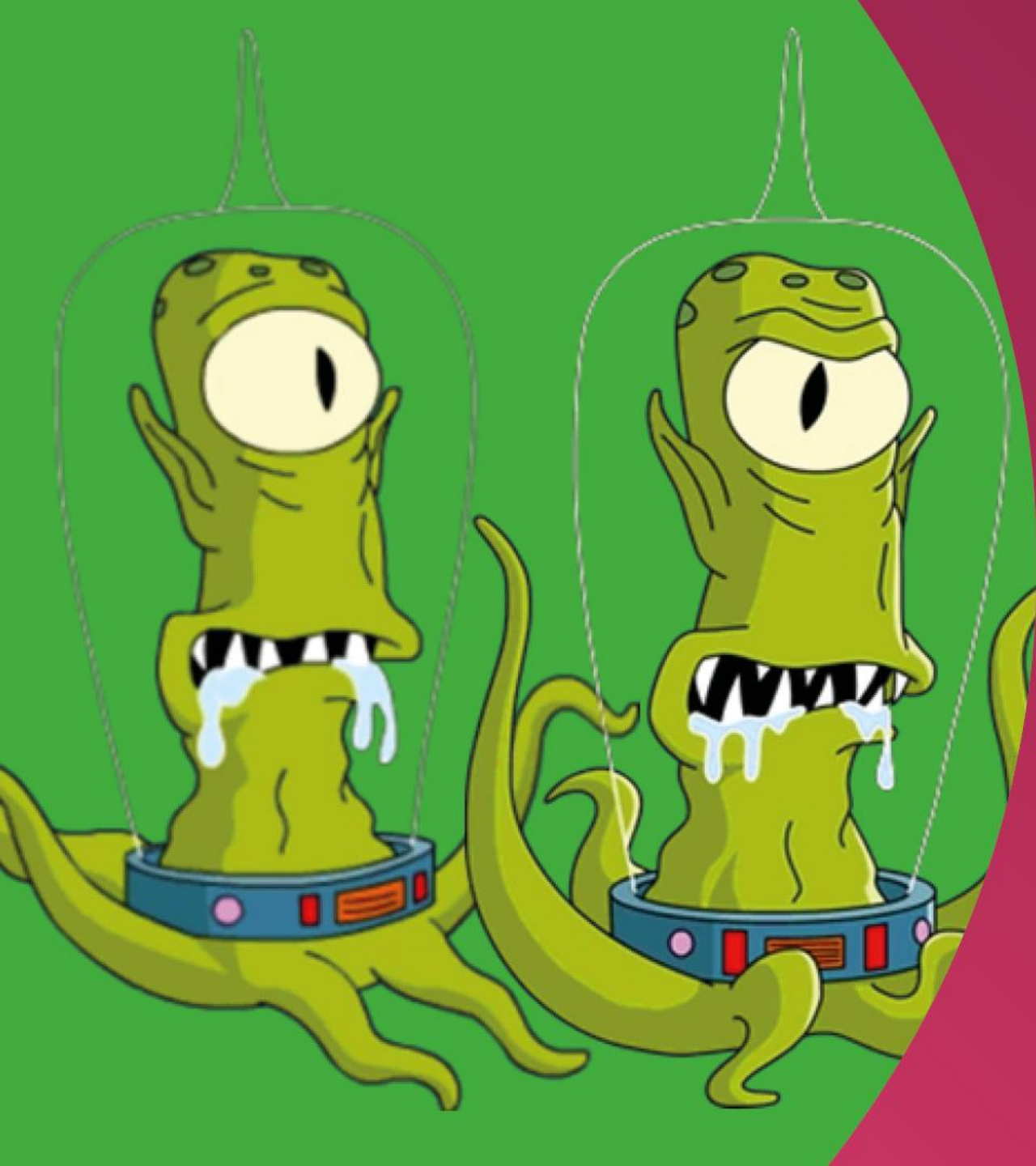
- 2 billion people globally by 2025
- Screenagers (again)
- The shadow of Covid
- New jobs, new needs, more options, greater expectations

People will talk about it



So what would you do?

- Keep tabs on them
- Understand what relationship you want and what you might offer them
- Plant the seeds now with influencers – the Gen Y parents and the Gen Z siblings
- Learn from the past don't “Gizoogle” anything or try and be cool EVER unless you are



Prediction number 4

Events dear boy.
Events.



September 2007

NACE statistics show that the importance of a diverse workforce jumped a third from 2008 to 2020

UK government referred to diversity as “not just a buzzword” in 2009 and in 2023 has an inclusion and diversity strategy that spans to 2027



March 2020

American Psychological Association – 71% of employees believe that employers are more focused on mental health than in the past and 81% would use it to help them decide on an employer

Hybrid working up in general

So what would you do?

- Take some time to wargame things – “what would we do if...”
- Ensure you have a clear communicated proposition and that it is real AND felt by current employees



Blackbridge Communications
Mike@blackbridge.co.uk

EMERGING JOB TITLES – WHAT IS THE DATA TELLING US?

TRISTAN MATHIESON

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New Job Titles Emerge

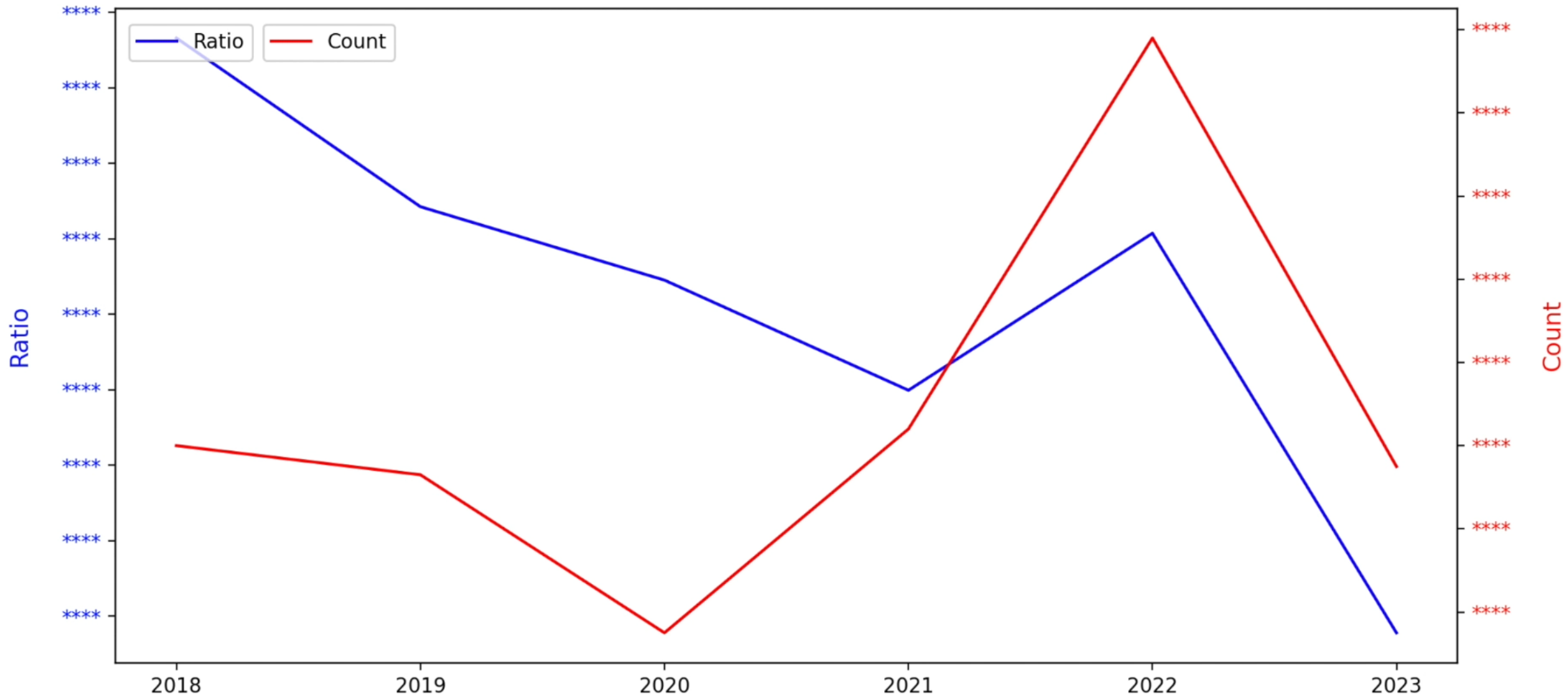
- Virtual Reality / Meta-Verse Design
- Metaverse Storyteller
- Quantum Computing Analysts
- Bioinformatics Therapist
- Gamification Market Specialist
- Digital Reputation Defender
- Data Detective
- Human-Machine Matchmakers
- Remote-Work Wellbeing Officer
- Chief Automation Officer (CAO)



Job Titles Are Changing

```
1 word_plots("marketing")
```

Job Titles Containing the Word "marketing"



Future Graduate Employment



Graduate Level Work Falls Victim to Automation

Key Takeaways

- Now that AI Models can “see”, the set of tasks they’re able to complete has grown significantly.
- Basic *graduate-level* tasks will become increasingly automatable, through the use of interacting **AI Agents**.

AI Agents can also benefit graduate recruits

CAREER COPILOT



Ask copilot...

Submit

ENGAGING THE NEXT GENERATION

SHOSHANNA DAVIS

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Who Am I?

Content Creator

Careers Expert

Consultant

Speaker

**fairyjob +
+ mother**

Gen Z: The Generation of the Moment

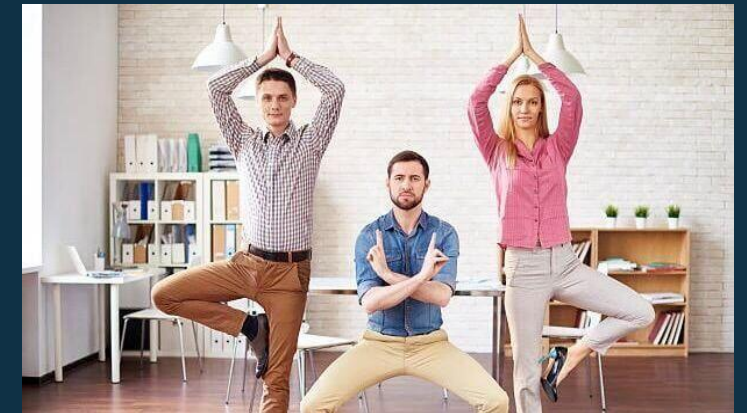
The Pandemic Skip



Lazy Girl Jobs





Individual Contributor vs Manager






Success on their OWN
terms!




The Panic Years, A Student Perspective:

 athinam810
the "not having plans on a friday night while the rest of ig has" really hit hard.so many fridays & saturdays of not having anything planned...
3d Reply  3 

 user6719833615833
thank you for this. You literally brought me to tears cuz you just said everything I'm going through. 29 years old and it feels like I'm way behind. 😊




 lou 
been spending so much time panicking about the future lately its driving me insane 😭
5d Reply  187 




 katerins
the most relatable tiktok I ever saw
3d Reply  1 




 hanii
The thing is... that I am not even in my twenties... and I already feel the horrifying pressure and panic.
3d Reply  1 




 Joan
My reality 😞
3d Reply  3 

 Eb
I stress so much about how much money I should have - I live at home and still feel I haven't saved enough
4d Reply  128 

 loisa wapols
A panic that you're falling behind for not doing enough. A panic of the thought that you might not gonna make it. 😞
3d Reply  

 manat.anikki
so were all living the same life . whats the point ?
3d Reply  1 

 Mikaeel_tela
Panicked , panick and panicking all in the 20s
3d Reply  

Now Let's Look To The Future..



Generation Alpha: 2010-2025



60% are worried about their future job prospects & whether they'll get a job!

	Children's top 10 dream jobs	
1.	YouTuber	19%
2.	Teacher	15%
3.	Sports Personality / Athlete	14%
4.	Game Designer	13%
5.	Vet	12%
6.	Doctor	9%
7.	Artist	9%
8.	Scientist	9%
9.	Engineer	8%
10.	Fashion Designer	8%

Let's Talk Education..

Nano Degrees/Short Term Learning



Personalised Learning Experiences



Let's Talk Careers...

Diversity is the norm
= Higher Ambitions

Find Career Specialties
Earlier in Life

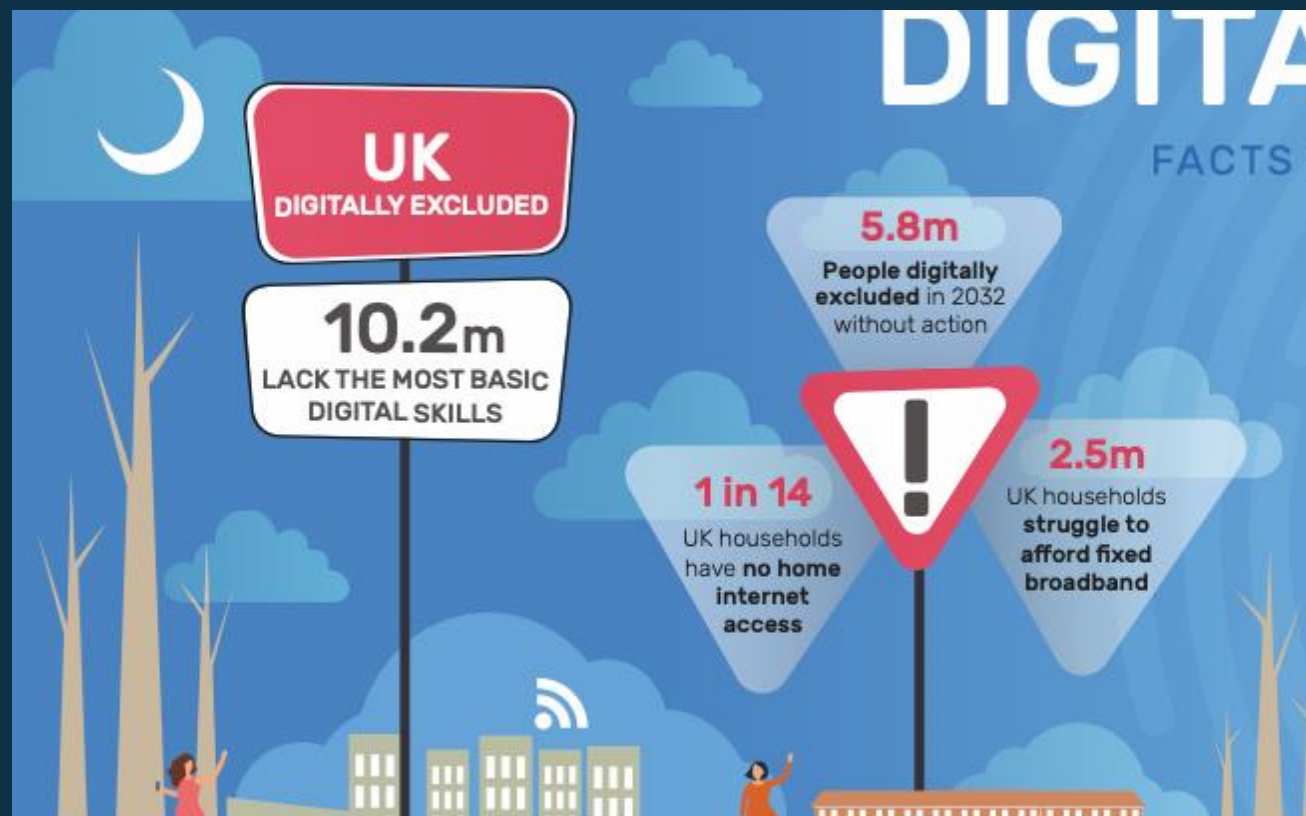
Visual & Social
Communication/Skills!

An Overall Force for Unity

CGI/AI Influencers



The Digital Divide



Thank You!

**Development Training To
Understand Gen A-Z Better**

**Confidence & Skill
Building Workshops for Gen Z**



**Early Careers Team
Strategy Days**

**Employer Branding
Consulting & Execution**



Connect with me on LinkedIn!

THE FUTURE IS GLOBAL

GLEN MCGOWAN

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A FUTUROLOGIST AT THE ANTHOLOGIST

K D ADAMSON

In partnership with

Institute of Student Employers **ise.** blackbridge Cappfinity

Thank you for joining us...

Have a wonderful Christmas Break

See you in 2024!

