



CAREERSADVICEforPARENTS  
creating better futures



## The INSPIRED Teenager Programme



Identity



Needs & Wants



Strengths, Talents  
& Skills



Passion &  
Interests



Impact &  
Contribution



Relationships



Environment



Direction &  
Goals

# WHAT'S IT ALL ABOUT?

## THE PROBLEM

6

KEY INSIGHTS INTO YOUNG PEOPLE,  
PARENTS AND CARERS,  
& CAREER CHOICE

**2.26 million**

The number of low and middle-income households with children in England.

Source: NESTA Briefing Notes, January 2018

**790,000**

The number of young people aged 16 - 24 not in employment, education or training (NEET). 11.1% of entire age group.

<http://researchbriefings.parliament.uk/ResearchBriefing/Summary/SN06705>

**£56,000 each**

The average public finance cost for **each** 16-18 year old who spends some time NEET over a lifetime to retirement age.

[www.york.ac.uk/inst/spru/research/pdf/NEET.pdf](http://www.york.ac.uk/inst/spru/research/pdf/NEET.pdf)

## SCARRING

The human cost of being a NEET under 23, with lower life satisfaction, health status, job satisfaction and wages still felt more than 20 years on.

<https://pdfs.semanticscholar.org/af3f/5bdd79dec8f7307edcb63592e5bd7e344522.pdf>

**70%**

The number of teenagers who turn to their parent or carer for help with career decision making.

[www.aoc.co.uk/news/fresh-look-careers-guidance](http://www.aoc.co.uk/news/fresh-look-careers-guidance)

**56%**

The number of parents and carers who feel they can't offer good careers advice.

[www.michaelpage.co.uk/news-and-research-centre/media-releases/parents-dread-giving-careers-advice](http://www.michaelpage.co.uk/news-and-research-centre/media-releases/parents-dread-giving-careers-advice)

## THE SOLUTION

Created by Carolyn Parry, the current Career Development Institute UK Career Coach/Careers Adviser of the Year, the INSPIRED Programme provides a proven and replicable process to empower clients so they can create a sense of control and direction based on a clearly identified career purpose, regardless of what happens in a rapidly changing economy.

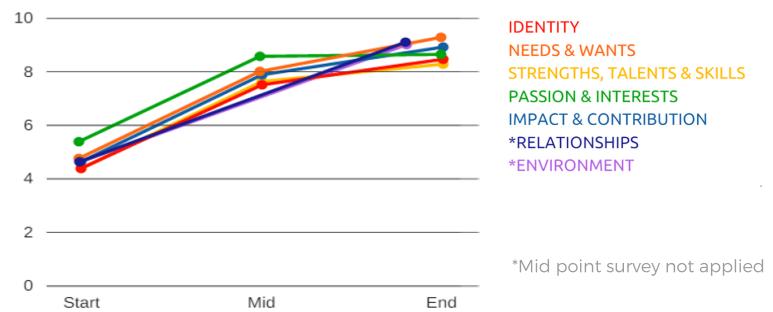
The first version of the INSPIRED programme was developed in 2015 as a result of action research over fourteen years' working with thousands of young adults.

It has been tested successfully in a variety of settings including being used as an employee engagement tool in an SME, with multiple individual career change clients and with a cohort of 20 BME university students at Northampton University, a Gold TEF institution, in 2016/7.

A further enhanced pilot for a larger cohort delivered exclusively online is currently underway.

Self-reported increases, by module, in clarity of career direction underpinned by an increased career confidence as a result of the programme are significant and are shown below:

### INSPIRED Programme Pilot One Survey Outcomes



Given the current challenges to careers provision, and with the intention of enabling earlier and better career decisions to be made, a new online video series variant to help parents enable their teenagers to make effective choices has been produced and soft launched.

# WHAT HAVE WE ACHIEVED SO FAR?

## CLIENT FEEDBACK

**"I liked the questions because it made me think about my near and far future."**

(14 year old)

**"I realised that life isn't just about a job that gives me lots of money."**

(15 year old)

**"Really interesting to do this as mother/son. Gave me food for thought and things for us to discuss."**

(Mum to a 16-year-old)

**"It allowed me to empathise with my Mum's perception of her career."**

(17 year old)

**"Nice to work with my daughter."**

(Mum to an 18 year old)

## CAREERS ADVICE FOR PARENTS TIMELINE



## WEBSITE DEMOGRAPHICS

Information correct as of 25/1/2018

### Headline use statistics since July 2017 relaunch



### Breakdown of users by gender



**Google rankings** - well ranked for many search terms including page one ranking "careers advice"

### Top three pages

- Apprenticeships;
- Choosing career paths;
- Choosing between sixth form and college

# WHERE DO WE GO FROM HERE?

## WE NEED YOUR HELP TO

- **Recruit target participant families with teenagers from your staff**

We want to run a research project to show how much the programme enhances parent and teen career confidence. This will help us demonstrate the effectiveness of our solution and test different delivery formats

- **Provide free spaces for workshops**

We want to test facilitated delivery to local groups of parents and teenagers in identified employment cold spots. This will enable us to adjust programme content and delivery methods to ensure maximum impact

- **Improve our digital marketing**

We want to improve the effectiveness of our digital marketing so we can help more people

- **Co-develop unique employer-led skills webinars**

We want to help parents and teenagers work together to develop the right skills for the future world of work now.

**Together, we can prevent our young people from getting lost so they can create better futures and fulfil their potential.**

### For more information, please contact:

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 @CareersParents

 www.fb.com/careersadviceforparents

## PROJECT MILESTONES using IEP funding

#creatingbetterfutures



CareersAdviceForParents.org

### March

- Develop online forum
- Identify venues for live training
- Recruit research project participants
- Appoint researcher
- Train local facilitators for live course

### April

- Start live course delivery
- Open online course access
- Develop editorial schedule
- Develop skills for the future ideas

### May

- Finalise research questionnaire
- All courses completed by month end

### June

- Conduct research focus groups
- Get early insight into user profiles ready for digital marketing work

### July

- Review research findings
- Amend course content as required
- Develop digital media strategy

### August

- Run digital marketing strategy
- Launch research findings as appropriate

### September

- Project showcase