



accenture

SKILLS TO SUCCEED

ACADEMY

CASE STUDY

CORPORATE CITIZENSHIP



Creating Possibilities
in East London

ELBA

EQUIPPING UK YOUTH WITH SKILLS TO SUCCEED

East London Business Alliance (ELBA) has used the Skills to Succeed Academy across its Employment, Education and Community programmes, supporting 3,000 unique Learners each year.

WHO ARE ELBA?

East London Business Alliance (ELBA) builds the connection between businesses and local communities, bringing the time, skills and resources of the private sector, to help build the capacity of local organisations, support young people in education and place people into employment in London. ELBA works with jobseekers daily, assessing their level of job readiness and matching them with employer expectations.

SUMMARY OF THEIR ISSUE

With a network of more than 500 community partners of varying sizes, jobseekers are not always prepared to match employer expectations. Given the number of candidates submitted to the vacancies that they advertise, the ELBA team can't always spend time tailoring every CV to specific jobs and providing practice interviews, particularly if vacancies arise at short notice. To give jobseekers the best chance of success, ELBA partnered with the Skills to Succeed Academy to ensure they are fully prepared and can access help at any time of day or night.

HOW THE SKILLS TO SUCCEED ACADEMY FIT ELBA'S OBJECTIVE

ELBA's objective was to allow jobseekers to build basic employability skills independently, so that their interactions with candidates could be more impactful. The Skills to Succeed Academy's 36 bitesize and interactive modules met the diverse needs of ELBA's jobseekers and the career journeys they were on. Often, candidates would only need one or two modules to give them the confidence and competence they needed as they approached a job application or interview.

THEIR INTEGRATION APPROACH

ELBA integrated the Skills to Succeed Academy in a multitude of ways. Internally, they upskilled all staff on how to make the most of the training with their jobseekers. Colleagues advised each other to take the Advisor training module as part of this effort. Externally, ELBA staff asked their community partners that their jobseekers clearly demonstrate they had completed relevant modules ahead of applying for vacancies. ELBA staff, as well as corporate volunteers, deliver workshops to both jobseekers and students regularly. Beyond this, ELBA also offer to upskill staff from their wider network of partners.

THE OUTCOME

Jobseekers could independently tailor their CVs, practice answering competency based interview questions and prepare for interviews in their own time. This enabled the ELBA team to focus on coaching people in the specific areas they were struggling with, rather than assisting in basic preparation. Ultimately, this has driven a far better success rate at interview. Employment & Skills Programme Manager James Innes reports that an exercise to prove the effectiveness of the Skills to Succeed Academy showed that if used by candidates to prepare for an interview, the interview dropout rate reduced from 25% to 5% as a result of jobseekers feeling more confident and able to perform.

LESSONS LEARNT AND TOP TIPS

Embed the Skills to Succeed Academy in your existing programme rather than using it in isolation. This allows the training to be linked to genuine job opportunities. Finally, consider referring candidates to relevant modules at the point of registration and building them into an action plan – the “My Progress” report is great for providing evidence of module completion.