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SKILLS TO SUCCEED ACADEMY

MARKETING MESSAGES

TABLE OF CONTENTS

MARKETING MESSAGES OVERVIEW

1. PURPOSE

This Marketing Messages guide includes key information to help you effectively promote Accenture's Skills to Succeed Academy with your Advisors and jobseekers. By providing off-the-shelf communications and guidance on when and how to use these, this document aims to make it easier for you to share information about the Skills to Succeed Academy.

2. WHAT'S INCLUDED?

2.1 CORE MESSAGES COVERING:

- o What the Skills to Succeed Academy is
- o Stats on usage of the Skills to Succeed Academy
- o Benefits for both Advisors and jobseekers
- o Feedback from Advisors and jobseekers

2.2 COMMUNICATIONS GUIDANCE ON:

- o When to use Core Messages
- o How to use Core Messages
- o When to seek approval for additional messaging

In addition to this document, you might also wish to refer to:

- The Skills to Succeed Academy Social Media Toolkit
- The Skills to Succeed Academy Introductory Email

SKILLS TO SUCCEED ACADEMY CORE MESSAGES

3. WHAT IS THE SKILLS TO SUCCEED ACADEMY

The **Skills to Succeed Academy** is a **free online employability training programme** developed by **Accenture**. Created specifically to meet the needs of jobseekers, the Skills to Succeed Academy offers **bitesize, interactive online training modules** to prepare Learners for the entire journey of **choosing the right career, finding a job and succeeding in the work place**.

The training is interactive, features relatable characters and focuses on teaching people how to do things for themselves, **building skills and confidence**, and empowering them to take ownership for their career development and job search. Innovative simulations provide a safe environment where jobseekers can **practice for real life situations**, such as a job interview, instantly seeing the consequences of their decisions.

3.1 SKILLS TO SUCCEED ACADEMY KEY STATS:

It's a **tried and tested solution** developed in partnership with government departments and agencies, Welfare to Work Providers, educational establishments and voluntary sector organisations.

Through these partners over **60,000 people** have completed training on Accenture's Skills to Succeed Academy in the UK (as of April 2018), with very positive feedback scores achieved for increased confidence and competence:

o   77% of all Learners have reported improved confidence
o   73% of all Learners felt that the Skills to Succeed Academy improved their skills

3.2 BENEFITS OF THE SKILLS TO SUCCEED ACADEMY:

o   Designed to specifically address the challenges and barriers to employment faced by jobseekers and build their core employability skills.

o   Helps raise aspirations and build Learners understanding of how to take ownership of their career decisions. By guiding the characters in the training, jobseekers will learn the tools and techniques to help themselves.

o   Through the training, Learners will hear directly from employers, recruiters, and advisors about what is important to them, how to succeed when they start work, and much more too.

o   Learners will be better prepared for their journey into the world of work, including choosing the right career, handling applications and interviews and preparing for their first day at work.

o   Helps to reduce jobseekers' reliance on Advisors for basic employability skills. As a result, Advisors will have more time to focus on coaching people on specific areas they are struggling with, and other valuable activities.

o   It's easy to use, offering flexible training, as well as relevant advice, guidance and feedback. There's flexibility in how materials can be used, with resources for everything from one-to-one coaching to facilitated skills-building group sessions. You may wish to embed it within existing training courses, tutorial time or as part of careers themed events.

o   Advisors have access to a Support Area designed specifically to provide them with all the resources they need to easily and effectively deliver the training. The Support Materials section includes the Advisor Training Module, a short e-learning packed with lots of great information for Staff/Advisors, including what learning content is available, top tips on how to deliver it to get the best results, as well as what materials are available to give you extra support as well as a Module Guide & Diagnostic, the Educator's Guide and the Technology Guide. The Marketing Materials section includes posters, a Marketing Messages and a Social Media Toolkit. There is plenty more available in the Support Area so we would encourage you to explore it.

3.3   FEEDBACK FROM PARTICIPANTS:

"The training was a real eye-opener; it has motivated me to get more experience and get out there in order to open up more doors."

"The interactive nature of the training was really cool, it wasn't boring at all. I liked all the videos, presentations, activities and stuff."

"It is really something totally different; I've never seen anything like it before."

"I had applied to more than 200 jobs in 18 months with no success. With the help of the Skills to Succeed Academy, I reformatted my CV and I am now a Pension Data Analyst."

3.4   FEEDBACK FROM ADVISORS:

"The Skills to Succeed Academy is really easy to use, the participants loved it and it made my life easier."

"The interactive nature of the training was really cool, it wasn't boring at all. I liked all the videos, presentations, activities and stuff."

"Successfully applying for jobs requires skill. This is where the Skills to Succeed Academy comes in and can make all the difference in helping you stand out from the crowd."

"Having seen the Skills to Succeed Academy I can tell you we're all buzzing with excitement, people can't wait to start using it!"

4.   SKILLS TO SUCCEED ACADEMY COMMUNICATIONS GUIDANCE

You are welcome to select and use the above core messages when communicating internally or externally to promote the Skills to Succeed Academy. Please feel free to 'top and tail' these messages with your own organisation-specific information as relevant.

If you wish to create your own messaging or make significant changes to wording this must be reviewed via the Skills to Succeed Academy team. If there are any questions or queries, or you would like the team to review your communications to ensure your messaging references Accenture in the correct manner please contact: contact@s2sacademy.com.

If you create any external press e.g. press releases, collateral or any other communication used for and/or at external events, content on web pages and company magazines which are available externally please contact us in advance for approval on contact@s2sacademy.com including when you have used core messaging.

Please note: Accenture may be referenced within your curated messaging if you are referencing Accenture being creator/owner of the Skills to Succeed Academy, any other references of Accenture must be approved by contact us on contact@s2sacademy.com.

The approved core messages can be found in the Skills to Succeed Academy Core Messages section.

For feedback or questions on the Skills to Succeed Academy Marketing Messages, please get in touch with us at contact@s2sacademy.com.