

**Skills to Succeed Academy**

**Flexible, on demand and engaging**

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**Flexible, on demand and engaging**



Skills to Succeed
Academy

**Success Story Guidance**

Table of Contents

[1. Purpose 3](#_Toc519685164)

[1.1 Who is this document for? 3](#_Toc519685165)

[1.2 Who are Advisors? 3](#_Toc519685166)

[2. Guidance for gathering Skills to Succeed Academy success stories 5](#_Toc519685167)

[2.1 Why gather success stories? 5](#_Toc519685168)

[2.2 What sort of information should be captured in a success story? 5](#_Toc519685169)

[2.3 What steps should be followed to gather success stories? 6](#_Toc519685170)

[2.4 Who do you send the success stories to? 6](#_Toc519685171)

[3. Skills to Succeed success stories questionnaire template 8](#_Toc519685173)

[4. Participant success story question examples 12](#_Toc519685176)

[4.1 General 12](#_Toc519685177)

[4.2 Specific Choose A Career course questions 12](#_Toc519685178)

[4.3 Specific Getting A Job course questions 12](#_Toc519685179)

[4.4 Specific Success in Work course questions 13](#_Toc519685180)

5. Advisor success story question examples……………………………………………………………………14

[5.1 General 14](#_Toc519685182)

[5.2 Specific content questions 14](#_Toc519685183)

[5.3 Specific materials questions 14](#_Toc519685184)

1. Purpose

* 1. Who is this Document for?

This document is designed for Advisors. It provides guidance to Advisors on how to document the positive outcomes which are attributable at least in part to use of the Skills to Succeed Academy.

* 1. Who are Advisors?

By ‘Advisor’ we mean anyone who supports learners to gain and sustain employment. Advisors could be: Job Advisors, teachers, trainers, Careers Advisors or mentors to name a few.



**Guidance for Gathering Skills to Succeed Success Stories**

2. Guidance for Gathering Skills to Succeed Academy Success Stories

* 1. Why Gather Success Stories?

Success stories are split into two areas: participant success stories and Advisor success stories.

### 2.1.1 Participant Success Stories:

The aim of the Skills to Succeed Academy is to build the employability skills of jobseekers and ensure as many people as possible can use the Academy to do this. One of the best ways to increase use of the Academy is to show how it has helped other people in the same situation as them to achieve positive outcomes such as employment. Success stories are a great way to do this as they can be used in marketing materials to spread the word to people who are supported by your organisation.

2.1.2 Advisor Success Stories:

We aim to ensure that as many learners and Advisors as possible benefit from using the Skills to Succeed Academy, and in the most effective ways. One of the best ways to do this is to provide Advisors with stories from their peers about the positive outcomes the Skills to Succeed Academy has had on their interactions with participants. These can then be used in marketing materials to spread the word to other Advisors about how the Skills to Succeed Academy can help them and the people they work with. Occasionally Advisors lose contact with participants before a success story can be recorded and a release form signed. In these cases it is often possible to anonymise the participant and tell the same success story from the perspective of the Advisor.

* 1. What Sort of Information should be Captured in a Success Story?

Participant success stories are different to Advisor success stories as shown below.

2.2.1 Participant Success Stories:

Positive outcomes that are connected to participant use of the Skills to Succeed Academy. For example, a participant:

* Makes progress towards a preferred career path as a result of the Choose A Career Course
* Succeeds in getting a job and feels that the Skills to Succeed Academy played a part
* Feels they have successfully negotiated the first period in a new job as a result of the skills they have learnt in the Success in Work course

2.2.2 Advisor Success Stories:

Positive outcomes that are connected to Advisor use of the Skills to Succeed Academy. For example, an Advisor:

* Feels discussions with participants are easier as the Skills to Succeed Academy helps participants to take ownership of their career decisions
* Trains more participants due to the way the Skills to Succeed Academy can easily be delivered to large groups
* Focuses on coaching participants in very specific employability issues they are dealing with instead of providing the same basic employability advice over and over again because the Skills to Succeed Academy reduces participant reliance on the Advisor for basic skills building thus saving Advisors time
	1. What steps should be followed to gather success stories?

The steps to gather success stories are the same for participants as they are for Advisors:

1. Find a participant who has a Skills to Succeed Academy related success story or decide to provide a success story about how you as an Advisor have successfully used the Skills to Succeed Academy. Bear in mind that once a participant has achieved a positive outcome, such as gaining employment, it can be hard to get hold of them to gather the information and to have the release form signed
2. Use the profile questionnaire on the next page to document the success story
3. If you are not sure what to ask the participant, use the question examples provided in [Section 3](#section3).
4. If you are not sure what to write for your success story, answer the question examples provided on [Section 4](#section4).
5. Take a photograph of the person for their story or take a photo of yourself for your story as this will bring the story to life. If at all possible, photographs should be in jpg format, not compressed and as high resolution as possible
6. **Important!** Ensure the participant signs the release form embedded in this document [here](#section3) for their story or ensure you sign the release form for your story. This form explains that the story and picture provided may be used in various ways to encourage use of the Skills to Succeed Academy and asks express permission of the signatory for the use of their story and photograph for this
7. Please note: If the participant reveals information beyond the scope of the questions and more personal in nature, please consider whether it is appropriate to use. Avoid using any information that references other individuals and anything considered as sensitive personal data: religious beliefs, criminal convictions, ethnic minority, financial data, political beliefs, medical information etc.
	1. Who do you send the success stories to?

Once you have gathered all the information you need, send the completed questionnaire, the completed release form and photo to your organisation’s Skills to Succeed Academy Coordinator via email or post or email contact@s2sacademy.com.



**Skills to succeed academy success stories**

**Questionnaire Template**

3. Skills to Succeed Success stories questionnaire template

|  |  |
| --- | --- |
| Participant name | ***<insert name>*** |
| Advisor name(note: for all success stories we require an Advisor contact name) | ***<insert name>*** |
| Organisation name | ***<insert name>*** |
| Attach a photograph of the person who the success story is about (you or a participant) | Please specify if they do not wish a photograph to be used |
| Attach the release form signed by the participant or by you depending on who provides the story | **Please note:** In the Release Form document embedded below, you will need to complete your detailsbefore sharing. It is suggested that you provide a separate copy of the form to the participant to keep so that they have the details to refer back to. Please take the participant through this form so they understand its purpose and content.(To be used when printing a hard copy and returning as a scanned version) (To be used when submitting the form electronically e.g. as an attachment or copied into the body of an email) |
| **Documenting participant success stories** |
| ***<Use this area to capture the participant’s story. Potential questions for you to ask are listed on the next page. Please find some prompts below on the types of short sections the success story could be split up into>*** **Section 1:** What was the participant’s situation before completing the Skills to Succeed Academy?**Section 2:** What elements of the Skills to Succeed Academy did the participant complete?**Section 3:** What did the participant find useful about the Skills to Succeed Academy? How was this helpful? What impact did it have?**Section 4:** What positive outcome did the participant achieve (employment, careers decision, completed a CV etc.) How did the Skills to Succeed Academy help? |
| **Documenting your success stories** |
| ***<Use this area to capture your story. Potential questions for you to consider are listed on the next page. Please find some prompts below on the types of sections the success story could be split up into >*****Section 1:** What employability skills training did you deliver before using the Skills to Succeed Academy?**Section 2:** How has the Skills to Succeed Academy been incorporated into your employability skills training programmes?**Section 3:** What have you found useful / beneficial about the Skills to Succeed Academy?**Section 4:** How has the Skills to Succeed Academy created positive outcomes for you? (e.g. freeing up your time so that you can concentrate on other value-add activities, making it easier to deliver employability skills training, helping your participants) Why is this? What is it about the Skills to Succeed Academy that helps? |

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**Participant success story question example**

4. Participant success story question examples

* 1. General
* What have you been doing differently since completing the Skills to Succeed Academy?
* How did you complete the Skills to Succeed Academy modules? For example did you attend a training session and if so where, complete at home or somewhere else?
* How did you find the training (format, learning styles, activity packs, discussion points)?
* What was your favourite module and why?
* Did you find the course content relevant and useful to you?
* How did you work with your Advisor on the Skills to Succeed Academy?
* How did the Skills to Succeed Academy differ from other training programmes you have attended/used
* Would you recommend the Skills to Succeed Academy to other job seekers? Why?
* Is there anything further you’d like to add about the Skills to Succeed Academy?
	1. Specific ‘choose a career’ course questions
* Before using the Skills to Succeed Academy, did you have any ideas/plans for your career?
* Before completing the course, were you working or in education or training?
* Did the Skills to Succeed Academy help you to determine your future career? If so, how?
* What did you do differently in focusing on your future career after completing the course?
* Have you decided what you want to do next? Do you have an action plan?
* What did you find most useful in the CAC course?
	1. Specific ‘getting a job’ course questions
* Before using the Skills to Succeed Academy, how long had you been looking for work?
* Before completing the course, how many jobs had you applied for and with what results?
* Did the Skills to Succeed Academy help you in your job search? If so, how?
* What did you do differently in your search for work once you had completed the course?
* Have you found employment now? What is your role? How long have you been there?
* Are you enjoying your job?
	1. Specific ‘success in work’ course questions
* Before using the Skills to Succeed Academy, did you have any ideas or plans about what to do when you started working in a new job?
* Before completing the course, did you already have a job, were you about to start one or did you complete the course in readiness for when you get a job offer in future?
* Did the Skills to Succeed Academy help you to plan what to do when you start work? How?
* What did you do differently in focusing on starting work and sustaining a job once you had completed the course?
* Have you made any changes as a result of the training? How has it helped you in the process of starting and maintaining work?
* <If the participant used the course before securing work> Have you successfully found employment now? What is your role? How long have you been there? What part of the training course helped you the most?
* <If the participant had a role that was just about to start> How did things go when you started work? What is your role? How long have you been there? What part of the training course helped you the most?
* <If the participant was already in employment> What is your role? How long have you been there? What part of the training course helped you the most?
* Are you enjoying your job?

5. Advisor success story question examples

If you are not sure what to write for your own success story, try answering the questions below to start with.

* 1. General
* How has the Skills to Succeed Academy helped you to deliver employability skills training to participants?
* Have you learnt anything new from the Skills to Succeed Academy?
* Have you enjoyed using/delivering the Skills to Succeed Academy?
* Does the Skills to Succeed Academy make your working life easier? How?
* What have you been doing differently since using/delivering the Skills to Succeed Academy?
* How do you work with your participants when delivering the Skills to Succeed Academy?
* How does the Skills to Succeed Academy differ from other training programmes you have delivered/seen/used?
* Would you recommend the Skills to Succeed Academy to other job seekers? Why?
* Would you recommend the Skills to Succeed Academy to other Advisors? Why?
	1. Specific content questions
* How do you find the training (format, learning styles, activity packs, discussion points)?
* Which Skills to Succeed Academy modules/ courses do you use/deliver? Why?
* What is your favourite module and why?
* What is your favourite course and why?
* What do you like about the Activity Packs?
* What do you like about the Reference zone?
* What do you like about running discussion sessions?
* Do you find the course content relevant and useful to you?
* What do you think your participants like best about the Skills to Succeed Academy? Why?
	1. Specific materials questions
* How have the Skills to Succeed Academy support materials helped you to plan to deliver the training?
* How have the Skills to Succeed Academy support materials helped you to prepare to deliver the training?
* How have the Skills to Succeed Academy support materials helped you to deliver the training?
* What is your favourite support document on the site? Why?
* Have you used the Skills to Succeed Academy support materials to help you with anything other than delivering the Skills to Succeed Academy? What else? How?