TIME TO INVEST IN THE FUTURE

Boosting productivity through a new generation of high flyers
Investing in a new generation of high flyers is key to productivity

“It takes us five days to produce what Germany, France and the US can do in four. A perfect storm of under investment, changing industry needs and leaving the EU means UK employers should be calling in a cavalry of home-grown skills, but the country is coming up short.

WorldSkills UK works to accelerate the development of young people’s skills from national to world-class standards. We’re creating a new generation of high flyers that give UK employers a competitive edge.

We work with companies in all industries to embed the right skills to meet their talent pipeline needs. This includes designing and running skills competitions in new tech sectors. And it’s not just about delivering the technical skill-set, but also the resilience and creative mindset that are vital for driving business performance and ultimately the UK economy.

Our mission is to change the national conversation so that apprenticeships and technical education are seen as prestigious career routes for all young people across the UK, whatever their background, and on a par with university as a route into meaningful careers.

So join us to help ensure the new generation of young people go further, faster and, in doing so, help your business thrive.”

Dr Neil Bentley
Chief Executive,
WorldSkills UK
WorldSkills UK is a partnership between business, education and governments. We unite experts from across the UK to run skills competitions for thousands of young people every year in key economic skills areas. We champion young people’s success at our annual National Finals and the top achievers – Team UK – then undergo further intense technical and mindset training to prepare them for international competition. Our competitors are trained to world-class standards, bringing back their hard-earned know-how to directly benefit their employers.

For 65 years, WorldSkills UK has been a leading player in WorldSkills International. This global movement brings together 78 countries to organise the biennial ‘skills olympics’. We have a track record of success. We have consistently achieved top-ten ranking in the WorldSkills global benchmark for the past ten years, finishing ahead of Germany at WorldSkills Abu Dhabi in 2017 and WorldSkills Sao Paolo in 2015. Our positioning in this global benchmark compares favourably to the UK’s 17th place in the OECD ranking of skills strength.

Recently the ‘skills olympics’ have been held in London (2011), Leipzig (2013), Sao Paolo (2015), and Abu Dhabi (2017). The next competitions will take place in Kazan (2019) and Shanghai (2021).

Accessing the experience, insights and methodologies we have gained from this movement can add real value to your business.

### WorldSkills Global Benchmark Top 10

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<th>Rank</th>
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WORLDSKILLS UK AND YOUR BUSINESS

Through our three core programmes, employers can harness the talents of the brightest young people.

1 Directions
We help young people think about their career direction by delivering experiential careers events and deploying high-achieving young role models to inspire others to follow in their footsteps. Our flagship event, WorldSkills UK LIVE, is the nation’s largest skills, apprenticeship and careers event and it is a chance for businesses to reach tens of thousands of young people, promote technical courses, apprenticeships and career opportunities... and recruit the best talent.

2 Champions
By entering and sponsoring young people through our skills competitions, employers become part of the WorldSkills UK network that helps accelerate young people’s development to world-class standards – creating skills champions.

Sponsoring a successful apprentice in a skills competition is not just a matter of prestige for the company; it brings tangible business benefits too. It increases their contribution to the requirements and expectations of management, improves the quality of work, helps develop stronger business acumen and boosts the ability to take initiative while under pressure.

What’s more, you can use the apprenticeship levy to engage in skills competitions. This will enable you to make skills reforms work for you.

3 Accelerate
WorldSkills UK has gained unique insights into the training and employability skills of apprentices and learners from key economies around the world. We are developing tools to help businesses leverage these insights to boost performance.

Investing in world-class standards means encouraging your apprentices and employees to be ambitious in their pursuit of skills to the highest level. Recognising the value of this approach, we are widening access to our internationally successful accelerated development programme to more employers. We are also developing a suite of commercial offers and co-development opportunities for integrating mindset and productivity skills and new tech competitions.
REVITALISE YOUR PRODUCTIVITY THROUGH SMARTER INVESTMENT

Addressing the productivity challenge
Following flat-lining productivity over the past decade, the UK government’s Industrial Strategy focuses on the need for more highly-skilled engineers, technicians and digital experts in areas of economic and technological innovation such as driverless vehicles, life sciences, artificial intelligence and new infrastructure.

Competition works
For many years, employers have been telling us how skills competitions provide a form of accelerated development in which young people achieve greater technical excellence in their skill to meet the ambitious standards set in the competitions. Furthermore, young people who participate in competitions develop transferable skills including resilience under pressure, creative thinking and being an effective team player or leader.

This is particularly valuable when you consider that 86% of employers believe that attitude towards work to be of greater importance than general academic ability (43%): CBI/Pearson, Helping The UK Thrive 2017.

New tech, new skills
To keep pace with the changing needs of the UK economy and in line with the UK Industrial Strategy, we have introduced new skills competitions into our STEM portfolio which include cyber security, rail tech, lab technicians, cloud computing – and more will follow in line with employer needs.

These will sit alongside our core skills to ensure we are developing the right blend of skills supply to meet existing as well as future needs, for all sizes of business across engineering, construction, digital, hospitality and business services.
Making your levy spend go further

You may be deterred from entering competitions because of a perceived time cost and complexity. This doesn’t just hamper your ability to get the skills your business needs, it is also taking away invaluable opportunities for the next generation to undertake training and secure a future job.

We can help you maximise the apprenticeship levy as a route to the next generation of skilled workers, using it to fund participation in skills competitions.

We can help you use the levy to boost your business performance:

— Teach apprentices to work efficiently under pressure
— Increase apprentices’ productivity e.g. by improving their time management
— Improve learners’ ability to work to exacting standards
— Raise the profile and reputation of your business
— Support the 20% off the job requirement.

Getting great minds to think together

On a broader level, WorldSkills UK is a convening platform for business, education and governments across England, Wales, Scotland and Northern Ireland. We are developing new research and thought leadership programmes with partners on international productivity insights, the impact of technology and insights from young people. We publish our research and share this thinking with our partner network – including UK governments – to help inform best practice and public policy making.

This means, through WorldSkills UK, you can have a seat at the top table to contribute to new thinking on productivity and access key stakeholders and partnerships with trade associations, regulators, industry standards bodies, the further education sector and public policy makers.

Our roundtable discussions are an opportunity to develop future-facing perspectives.

“There’s a great big skills gap in the construction industry so we’ve all got to do our bit to make sure that the next generation know that there are some great jobs out there. They all think that it’s guys with muddy boots and wheelbarrows and bricks…and it’s not.”

Dorothy Lynas,
Multiplex – WorldSkills UK Construction Roundtable

“Skills are important but mindset and character traits are perhaps becoming more important in the future than they are now.”

Robert Skae,
Siemens – WorldSkills UK Engineering Roundtable

“This is an industry that spends its life designing things, making connections and making things work together really well. There is no reason it can’t apply that logic to education and business to meet future skills needs.”

Claire Hatton,
West Midlands Combined Authority – WorldSkills UK Engineering Roundtable
ATTRACT AND NURTURE THE BEST DIVERSE YOUNG TALENT

If the UK is to thrive economically post the UK leaving the European Union, employers need to be prepared with the right management skills to understand young people’s experiences and expectations and train them to succeed.

According to a recent survey by the British Chambers of Commerce, employers aren’t satisfied with the skills young people have when they enter the workplace. However, research conducted by WorldSkills UK and The Careers and Enterprise Company found that almost two-thirds (62%) of young people surveyed say they are prepared for work and have the skills employers want (technology, team working and being organised).

What is missing in much of the debate on ‘skills gaps’ and ‘skills shortages’ is candid reflection among many employers on their own readiness to engage with today’s generation of young people.

Moving forward, sectors as broad as engineering, construction and cyber must pay attention to inclusion and the appeal they have to engage both women and men. Thinking more creatively and becoming more inclusive in how to portray these industries will attract more – and more diverse – interest.

That’s why we are working with our partners to boost social mobility further through our work and increase the diversity of young people on our programmes to help ensure that all young people, whatever their background, get the best start in work and life. This includes young people from socially disadvantaged backgrounds, young people from BAME communities, young people who identify as LGBT+ and young people with learning and physical disabilities.

Benefits of WorldSkills UK competitions for Electroimpact:

— Electroimpact can benchmark its skills against others, both on an individual and a company-wide level.
— Competitions boost skills in different ways – pressured environment, speed, and accuracy – and are now embedded into Electroimpact’s internal training. The apprentices thrive on it.
— All apprentices have surpassed their own expectations and had a huge boost in confidence.
— Electroimpact’s involvement has resulted in a significant increase in positive publicity.

“Not only has competing been great for Ethan on a personal level, but it has been invaluable for us as a business. When training for the 2015 competition, Ethan and our other apprentice, Leigh Clarke, went on several training courses. They came back to the workshop and implemented their new skills which resulted in us being able to do our job three times faster.”

Matthew Booth,
Electroimpact
Alignment with WorldSkills UK Competitions gives us access to broaden our inclusion agenda to encourage as many young people from under-represented backgrounds to consider a career in STEM and at Siemens.”

Martin Hottass, General Manager at Siemens Professional Education
Businesses know that their future success lies with the next generation of the workforce – that’s why we have seen so many firms stepping up with more careers advice and inspiration. But the language of schools and the language of the workplace often differ, so firms need to do more to ensure they understand the starting point of young people and what they will look for in the workplace as they grow with the education system.”

Neil Carberry, former Managing Director, CBI
ARE YOU YOUNG PEOPLE READY?

Developing a new employer mindset
We create the vital link between what employers need and what young people are looking for through a five-point approach, which is validated time and again by the young people on our programmes. This helps employers place themselves in the best position to build the high-performing workforce of the future.

1. **Being apprentice ready:**
   It’s common practice for firms to have graduate schemes for new starters fresh out of university. Given the expected growth of apprenticeships, we can support you in creating tailored programmes for technical learners making their first steps into working life as well.

2. **Being mental health ready:**
   Society has changed and so have young people’s expectations. The daily pressures of social media and the huge expectations on young people can often leave them overwhelmed. Participation in our competitions drive resilience and ability to work under pressure as part of a comprehensive approach towards the mental health of your young workers.

3. **Being mentor ready:**
   The WorldSkills UK role-modelling programme, developed in partnership with The Careers & Enterprise Company, involves our Skills Champions speaking to pupils in schools across the country about what it takes to achieve world-class performance. This has 75% approval rates from parents and teachers alike. We can extend this to your workplace.

4. **Being mindset ready:**
   WorldSkills UK works closely with colleagues at Loughborough University in adapting their programme of elite sports mindset coaching to the challenges of competing in international skills competitions. Over 80% of young people say that being involved in skills competitions has increased their confidence and developed their ability to work under pressure. Our mindset training is key to boosting overall performance.

5. **Being inclusion ready:**
   We can help you consider how to extend diversity and inclusion initiatives and programmes to embrace younger people entering the workforce. Getting this right will bring more loyalty and higher productivity.
THE TIME IS RIGHT, SO WHY NOT JOIN US?

— Participate in competitions, offsetting your costs against the levy

— Become a value in kind partner: contribute material, time, brain or people

— Exhibit at WorldSkills UK LIVE, take part in our sessions or sponsor business events

— Co-create through our research programme or one of our thought leadership events, such as our nationwide Youth Summit series

— Come on board to get access to our fast track training or sponsor Team UK on their journey to achieving world-class standards.

“We see the WorldSkills UK Competitions as an ideal platform for talented individuals to develop further and to showcase their particular skills. We also use it as a motivational tool for our apprentices to become the best in our industry.”

Philip Neal, National Training Manager (Technical and Apprenticeships), BMW

“I would highly recommend that companies enter apprentices into WorldSkills UK Competitions as part of their apprenticeship programmes, and I would encourage colleges and training providers to endorse the skills by integrating the competition standards into their teaching and culture. Our apprentice has deservedly earned a place in Squad UK for the 2019 Kazan cycle. During this time he has increased his knowledge, learnt new skills and undertaken mindset training, which has helped him to focus on long term goals and reflect positively on past experiences. This training with WorldSkills UK will ultimately lead him to excel and to be a more efficient and effective employee who will add value to the business.”

Christopher Cooper, Head of Engineering, DMG MORI
Ashley Terron, from World’s Best Brickie to Best for Business

Even though Ashley felt like his teachers were writing him off for pursuing an apprenticeship rather than a degree, he could see the benefits of training on the job. His conviction won him a Gold Medal at WorldSkills Leipzig 2013 and status as the World’s Best Brickie.

“I have seen first-hand the huge benefits that entering competitions can offer apprentices. Not only does the activity develop their technical skills but also helps shape wider attributes including teamwork, communication skills and working to tight deadlines, all of which are as important as high level technical skills on site.”

Since then, Ashley has continued to lay all the bricks he needs to take him to the top. He is now a Project Manager with Redrow Homes managing multiple phases of 10-year multi-million pound projects.
**A CLEAR VISION AND PURPOSE**

**What we do**
We are an accelerator for young people in the start-up phase of their careers, fast-tracking their development.

**Why we do it**
To change the national conversation so that apprenticeships and technical education are seen as prestigious career routes for all young people.

**How we do it**
Through skills competitions; experiential and digital careers advice; mindset and productivity insights.
"We want to take further steps to make sure that schools, young people and their parents, and adults looking to reskill or retrain, are clear about the opportunities offered by technical, employment-focused education. Organisations like WorldSkills UK are helping young people to be world class in their chosen skill, with the young professionals they train acting as role models to inspire those making careers choices and embarking on apprenticeships and technical careers… WorldSkills UK is developing both live and digital inspirational activities to give first-hand insights into technical skills and apprenticeships and aim to engage some 1 million young people by 2022.”

Department for Education, Careers Strategy England 2017
FIND OUT MORE

If you need any further help or assistance please contact us:

accelerate@worldskillsuk.org

WorldSkills UK is a member of The 5% Club, targeted at employers who want to rebalance the economy and build the UK’s long term prosperity through a focus on technical skills to drive innovation.

We would like to take this opportunity to thank the organisations that support WorldSkills UK. We would also like to offer special recognition to the competitors’ employers, colleges and training providers, training managers and performance coaches.

worldskillsuk.org

Supported by

Department for Education

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