



THE BROKERAGE

25 YOUNG LEADERS PROGRAMME



25 YOUNG LEADERS PROGRAMME



To mark The Brokerage's 25-year anniversary, we are launching our 25 Young Leaders Programme. We will recruit 25 young people from less-advantaged backgrounds onto an action-oriented leadership skills building initiative.

With support from corporate partners we will involve the Young Leaders directly in our work with organisations and develop their talents further with targeted training and mentoring.

We have based this programme on our successful **Generation 2020 Ambassador pilot** which has seen 16 talented school-leavers from our 2020 cohort come together to leverage their voice as young leaders, input into our service design, engage with corporate partners and promote our work.

WHY THIS IS NEEDED

We know that diversity in the financial, legal, professional and related services sectors is still very low. Even before Covid-19 fewer than 20% of people working in higher level professions such as law, management consultancy or financial management were working class and the diversity amongst those in leadership and senior roles drops further. The pandemic threatens to exacerbate this, indeed 9 out of 10 of our registered candidates are worried about their future careers and more than half of them have had to make adjustments to their education and career plans as a result of the pandemic¹.

1. THE BROKERAGE YOUTH SURVEY, SPRING 2021

THE PROGRAMME...

Via our existing partnership offer we address this inclusion issue at the early careers stage by providing our corporate partners with access to our candidates, who are all talented young people from less-advantaged backgrounds (90% of whom identify as Black, Asian or minority-ethnic).

In addition, we support our partners to implement organisational practices that will help to deliver wider cultural changes in support of the overall ambition of workplaces that are more diverse and inclusive.

However, an ongoing challenge is people from less-advantaged backgrounds progressing into leadership positions within businesses. We can solve this by identifying future leaders and equipping them early on with the skills that will put them on the path to success from day one.

This is even more important in a hybrid, post-pandemic world of working as our research with corporate partners shows that, in addition to digital skills, leadership skills such as self-management, team working and flexibility are now becoming key skills for early career recruits².

However, not all companies are in a position to be able to invest and nurture those skills early on – this is where **THE BROKERAGE CAN HELP.**



HOW IT WORKS...

We will recruit 25 young people onto our Young Leaders Programme, who will all be registered candidates of The Brokerage.

They will be selected for their motivation, skills and wider leadership potential.

THE 25 YOUNG LEADERS WILL BE INVOLVED IN THE FOLLOWING KEY AREAS OF OUR WORK:

- **Corporate facing activities** in support of our Changemaker strand of work; allowing organisations to get feedback and insight on their early careers recruitment and programmes directly from the talent they are trying to attract.
- Participating in an **innovative research project** that will help corporates better understand the unique skills and attributes less-advantaged young people bring as a result of their lived-experience and how managers can better identify, nurture and utilise them during recruitment and in the workplace.
- Feeding into the **design of products and services**, ensuring they are relevant and attractive to young talent by being youth led.
- Galvanizing and leveraging the wider **youth voice**, for example by leading on quarterly Youth Forums with our candidates and supporting our outreach work.
- **Ambassadorial and campaigning activities**, speaking at events and meetings and sharing their experience with corporate organisations.



TO SUPPORT THE DEVELOPMENT OF THE YOUNG LEADERS THEY WILL:

- Receive targeted training on a range of leadership skills by a mixture of corporate volunteers and external experts, including presentation, networking and self-management skills.
- Be matched with a Brokerage alumni mentor or a corporate volunteer that has 5+ years' professional experience.
- Be guided and supported by the previous young Ambassador cohort over an extended handover period.



HOW DO WE KNOW IT WORKS?

The programme adds value for corporate partners, as it provides first-hand access to insights and feedback from a diverse group of articulate young people. In addition to that, it also supports corporate – and our – outreach work as the Young Leaders are able to act as relatable role models to encourage more young people to engage with us.

This helps to support the next generation of early career starters and the young leaders are also excellent ambassadors for corporate organisations seeking to attract diverse talent.

Our successful GENERATION 2020 AMBASSADOR PILOT evaluation has also clearly shown that this works.

As a result of being involved in the programme the young people reported that they have developed the following key leadership skills:

- communication and influencing
- creative and analytical thinking
- networking skills
- public speaking
- team working
- delegating

This pilot cohort has shown us that they are much more than “just” Ambassadors. They are true leaders that have exceeded our expectations and led on a number of initiatives over the last year.

This includes our Youth Forum on Black Lives Matter, piloting a new Youth Consultancy approach, participating in media interviews and talks at our Corporate Leaders Forum, as well as producing and launching their own podcast, **A-Z talks**.

These quotes provide a snapshot of their experiences:

“As an Ambassador for The Brokerage and host on A-Z Talks, I have developed a range of skills. The experience has helped me be more responsible for what I do and have a time-conscious mind set and work to specific deadlines as well as lead and encourage others. Furthermore, I believe these skills will be incredibly valuable for me going forward and I can carry them into my future studies and career.”

Zi Rong Huang

The evaluation feedback also highlighted how we can improve and build on the programme.

Many mentioned that they would welcome a more structured approach including more interaction with corporate partners as well as some targeted skills support.

“Being a Gen 2020 ambassador has proven to be an impactful experience, specifically in developing key skills like leadership and teamwork. I have been able to enhance my skills setting up the Podcast: A-Z Talks which I led on, assigning roles and collaborating to deliver the weekly episodes which have an international reach! The Brokerage have given us, as young people, the chance to express ideas, meet other amazing young people, network, collaborate and develop as individuals. The key skills developed by being young leaders at The Brokerage will definitely support us in our future.”

Diana Hysenaj

“I’ve really enjoyed my time as a Gen 2020 Ambassador and it has been a great opportunity for me to develop my leadership skills. Representing The Brokerage during talks with schools, universities and corporate partners has developed my confidence and improved my public speaking, which is something I really enjoy doing. The best thing about this experience as an Ambassador has been connecting with like-minded people who genuinely support each other to be the best they can be and I’m excited to continue to see the growth of such an amazing group of young leaders I’ve worked with.”

Emily Emiru



THE BROKERAGE

YOUR INVOLVEMENT & NEXT STEPS

In order to recruit, train and support the 25 Young Leaders we are aiming to raise financial and in-kind support from corporate partners and individuals. We'd like to build on our successful pilot, expand it so more young people can benefit and provide them with a structured development programme.

If you would like to discuss how you can make a donation and support The Brokerage's 25 Young Leaders Programme, please get in touch with Katie Randall, Partnerships Manager; katie.randall@thebrokerage.org.uk



THE BROKERAGE

