



INSPIRE
IGNITE

CURIOUS CORNER
ACTIVATING CAREER FAIRS



WORKING WITH A SELECT GROUP OF SCHOOLS & ALIGNED BUSINESSES TO PROVIDE A
SAFE SPACE AT CAREERS FAIRS WHERE STUDENTS CAN THINK DIFFERENTLY ABOUT
THEMSELVES AND THEIR FUTURE

www.inspire2ignite.co.uk

WHAT IS CURIOUS CORNER?

Imagine if careers fairs had a dedicated safe space where students could understand their **core values** and identify their unique **characteristics**.

Imagine if your business was embedded in this space, across all the schools we work with. The students would be **fully engaged** in the careers fair, **confident** to ask you Curious Questions; leaving with an amazing **understanding of your business?**

This isn't a dream.

IT'S THE IMPACT OF **CURIOUS CORNER** - AND YOU CAN BE A PART OF IT.

WHAT SCHOOLS SAY

“*Sam and Alex recently attended the CRC careers fair and basically managed to engage almost every passerby and got them talking, thinking and interacting! (I will not tell you how as I do not want to give the game away)*”

SARAH FIELDING, HR Director, Meridian Trust

“*Sam and his team have a magical way of engaging some of the hardest to reach students. They use a very relaxed approach, they engage with them on a human level, they really listen, they are enthusiastic and they are empathic.*”

AMBER WALKER, Careers Lead, St Peter's School, Huntingdon

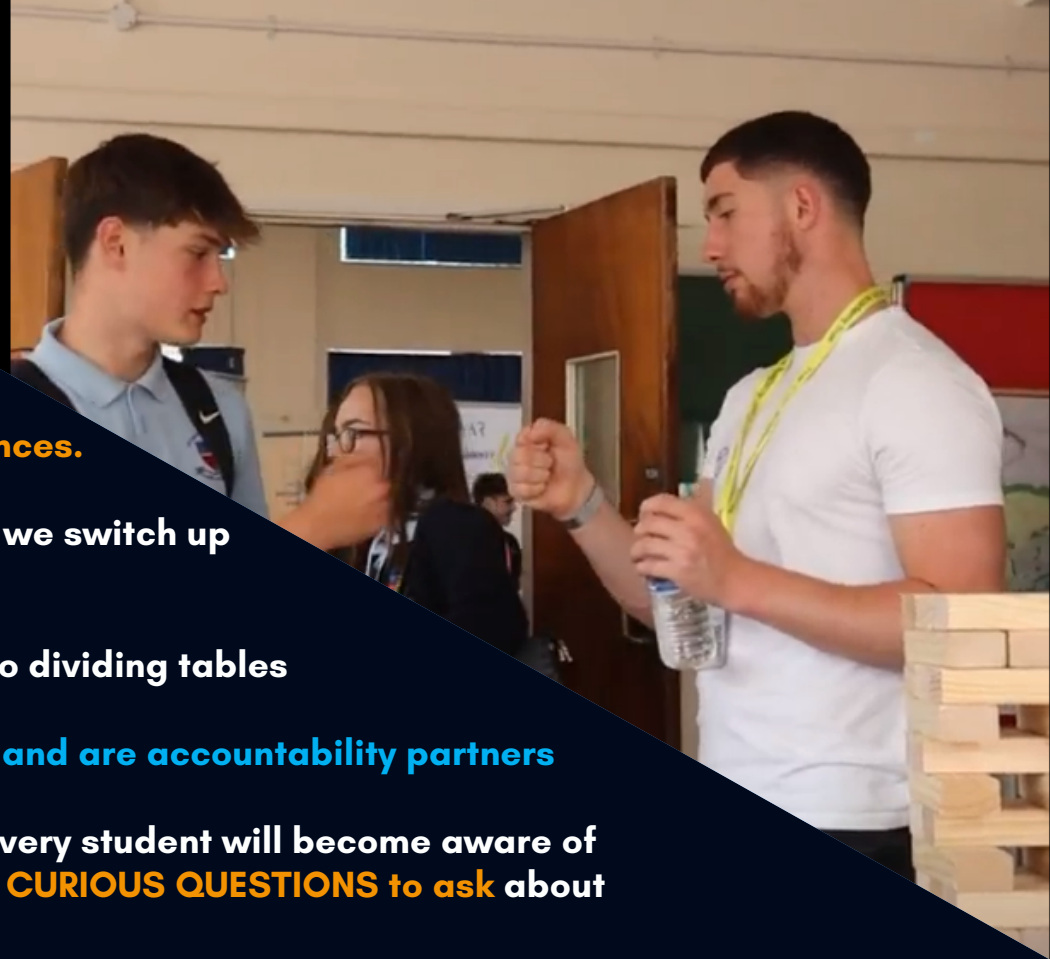
HOW WE UNLOCK POTENTIAL

We understand that every young person has untapped potential.

Our mission is to unlock it through our **alternative approach** and **unique experiences**.

Want the secret? As Montell Jordan says... "THIS IS HOW WE DO IT!". Here's how we switch up Careers Fairs;

- Creating a **SAFE SPACE**: Open plan settings with the coolest activities and no dividing tables
- Coaching: Our '**CURIOUS ENGAGERS**' actively listen, ask powerful questions and are accountability partners
- Curious Cue Cards: **After engaging with our team and partner businesses**, every student will become aware of their **core values**, identify their **unique characteristics** and be equipped with **CURIOUS QUESTIONS to ask** about your company culture



WHAT YOUNG PEOPLE SAY

“ I learnt a lot but the main thing was about myself and what I'm capable of. ”

“ It has made me realise that I have a future, has given me a goal to reach for and some idea of what I'm going to do with my life after education. ”

“ The help and experience was incredible, it felt like a community and a team. ”

CURIOUS CORNER SUMMARY

BENEFITS TO YOUR BUSINESS:

LESS WORK!: We'll save you hours of liaison with schools about Careers Fairs, as you'll naturally be embedded by us in the Curious Corner space

- **OFF THE SCALE ENGAGEMENT:** gone are the days of boring and uninspiring stands at Careers Fairs. Let us embed your business in our Curious Corners and showcase your **engaging activities** and opportunities available to students
- **CSR:** Spend your budget wisely and with maximum impact; directly making a **transformational** change in young people's lives, **adding value** and putting young people in your community first
- **SPARKED CURIOSITY:** The students will be **fully engaged** and leave our space **inspired to take meaningful action** to create the future they want in the next chapter of their life

BONUS BALL:

As part of our Curious Corner partnership, you will be joining our Organic Referral System (ORS) The Organic Referral System, is your way to connect with underserved young individuals, previously overlooked, who are activated and empowered through the Inspire 2 Ignite CIC programmes.

Imagine these very individuals being seamlessly and organically referred into your organisation, bringing with them fresh perspectives, determination, and unparalleled enthusiasm.

TAKE A LOOK AT HOW THE ORGANIC REFERRAL SYSTEM WORKS...



ORGANIC REFERRAL SYSTEM

MATCHING HUMANS WITH OPPORTUNITIES THAT MATCH WHO THEY ARE

PHASE 1: ACTIVATING AND INSPIRING FUTURE TALENT

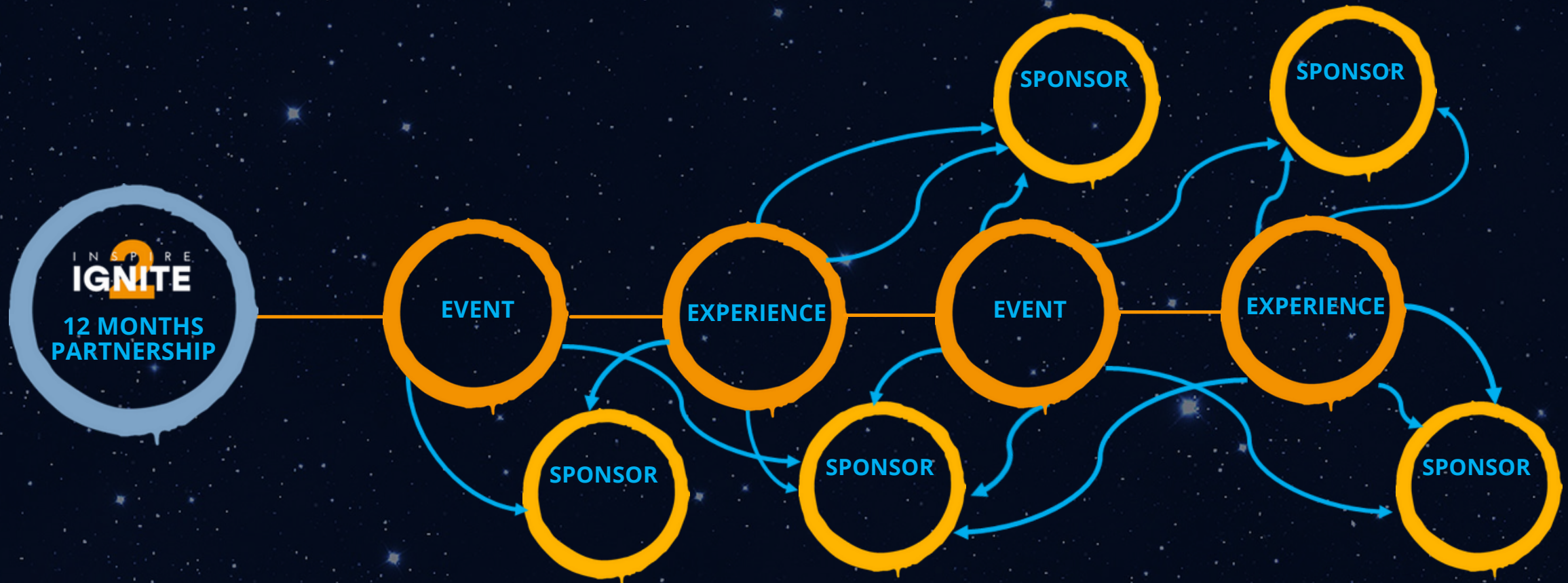
- Our human-centric approach starts with The Wheel of Life self-reflection tool
- We identify and analyse underlying causes of challenges for young people
- We explore their motivations and ambitions, cultivating their characteristics and coaching them through any challenges.



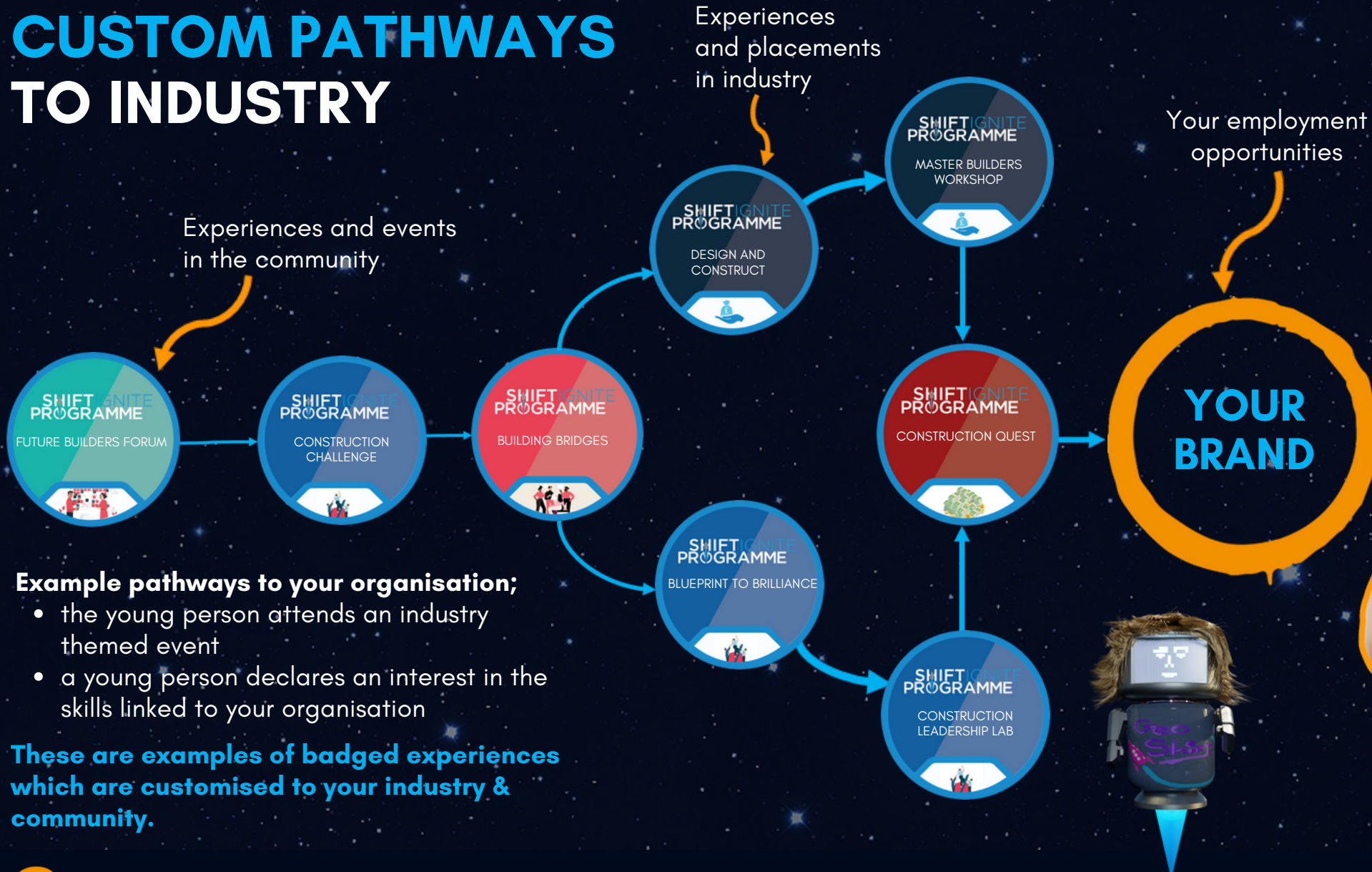
PHASE 2: ORGANIC REFERRAL SYSTEM

- Working closely with your teams, we take a deep dive into your organisation's culture and vision, giving us insight into which of the engaged and activated young people in our network will be a good fit
- We work with you to co-design transformative experiences for young talent, creating opportunities to bridge the gap, including examples you will see on our website, such as; Curious About Industry (MOLA), Curious About Ice Cream (Olive Academy & Portico), Curious About Work Experience (Bidwells) and Curious Corner takeovers
- We align well-matched, activated future talent to your organisation, all year round.

ORGANIC REFERRAL SYSTEM - EXPANDED



CUSTOM PATHWAYS TO INDUSTRY



Example pathways to your organisation;

- the young person attends an industry themed event
- a young person declares an interest in the skills linked to your organisation

These are examples of badged experiences which are customised to your industry & community.

CURIOUS
ENTREPRENEURS

WE ARE A COMMUNITY WITH BIG AMBITIONS ARE YOU READY TO JOIN US? GET IN TOUCH NOW

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MICK GEORGE



“ It made me feel really grateful for what we’re able to do for the young people. Not many other businesses would do that; to broaden their horizons and give them something to aim towards. ”

GEORGIA MURPHY (Ignite Champion) Talent Aquisition, Bidwells

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