University of Greenwich
Embedding Employability in our Curriculum: What Works?

The ‘Joy’ of Employability

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Hands up

“employability”
Language matters

Employability is not a word we understand by instinct.
Language matters

Employability is best delivered through conscious, deliberate and reflective activity.
Engagement

This means engaging...

• Students
• Academics
• Employers
Engagement

Employability is couched in proxies and jargon

instead we should be speaking plainly.
What is employability made of?

- Competencies, knowledge, qualifications, hard skills
  - What you know
- Transferable skills, attributes, soft skills
  - What you can do
- Social capital, network
  - Who you know
Plain-speaking

What is employability?

• The ability to be employed.
• What it takes to get a job.
• What it takes to keep it.
• What it takes to be successful.
• Adding more value than you take.
• Being useful.
Engagement

We talk about outcomes and results
(what we want to the student to get)

before we talk about reasons or goals
(what the student wants).
What do you want from life?

Sex
Clothes
A yacht
Bling
Help others

Happiness
Power
Fun
Knowledge

Education
Career
Family
Money

Control over my life
To find my calling
Make a difference

Peace
Bling
Make a difference
Money

Fun
Career
Help others

Fame
House
iPad

Education
Knowledge

Shoes
iPad

Fame
House

Fame
House

Fame
House
What do you want from life?

Money
Responsibility
Something worthwhile
A good work-life balance
Being creative
Helping people
Fame
Having a laugh

Working outside
Working with people
Working with animals
Making something
Being original
Respect
Flexibility
Power and influence
Where to get your rewards

Different jobs – different reward sets

Teacher
- Money
- Power
- Being creative
- Working with people
- Security
- Fun
- Work-life balance
- Fame
- Something worthwhile

Politician
- Money
- Power
- Being creative
- Working with people
- Security
- Fun
- Work-life balance
- Fame
- Something worthwhile

Plumber
- Money
- Power
- Being creative
- Working with people
- Security
- Fun
- Work-life balance
- Fame
- Something worthwhile
What you’ve got to offer

You

Wanted
Rewards

On offer
Skills

An employer

Wanted
Skills

On offer
Rewards
What you’ve got to offer

I’m good with computers
I pick things up quickly
Expert in European patent legislation
I’m good at solving problems
Communication
I can perform brain surgery
I’m well organised
I have memorised the London street map

I’m creative
I’m bilingual
I like working with numbers
I use my own initiative
Being part of a team
I’m business-minded
I can swim
I know all 116 verses of the Mongolian National Anthem
What you’ve got to offer

• Some of these are hard skills
  ► What you know

• Some are soft skills
  • The 10 key transferable skills
  • The 5 soft skills
  • “Archangel Gabriel”

► What you can do
My skill set

Different people – different skill sets

- Good with computers
- Ability to learn
- Initiative
- Good at solving problems
- Communication
- Well organised
- Creative
- Good with numbers
- Being part of a team
- Business-minded
What does the job involve?

Different jobs – different skill sets

Teacher
- Good with computers
- Ability to learn
- Initiative
- Good at solving problems
- Communication
- Well organised
- Creative
- Good with numbers
- Being part of a team
- Business-minded

Politician
- Good with computers
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- Good at solving problems
- Communication
- Well organised
- Creative
- Good with numbers
- Being part of a team
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Plumber
- Good with computers
- Ability to learn
- Initiative
- Good at solving problems
- Communication
- Well organised
- Creative
- Good with numbers
- Being part of a team
- Business-minded
What can I learn?

Different courses – different skill sets

Course A
- Good with computers
- Ability to learn
- Initiative
- Good at solving problems
- Communication
- Well organised
- Creative
- Good with numbers
- Being part of a team
- Business-minded

Course B
- Good with computers
- Ability to learn
- Initiative
- Good at solving problems
- Communication
- Well organised
- Creative
- Good with numbers
- Being part of a team
- Business-minded

Course C
- Good with computers
- Ability to learn
- Initiative
- Good at solving problems
- Communication
- Well organised
- Creative
- Good with numbers
- Being part of a team
- Business-minded
Vive la difference

- Not everyone is the same
- The best fit of person to role
  - Skill sets match
  - Reward sets match
What if…

• These ‘skill maps’ were standardised?
• They were part of marketing and outreach?
• They were part of KIS?
• They were part of induction?
• They were part of assessment?
• They were recorded on the student’s HEAR?
• They were on CVs or LinkedIn?
• They were on job vacancies?
• We did the same for reward sets?
The perfect career

What you want to do

What you can do

What the job involves

The perfect career
Engaging students through inspiring, fun activities that support a conscious, deliberate and reflective approach.
What Push does

Start with the basics, then we can talk about individual skills.
What Push does

Bringing the joy to employability and to people’s futures.
Thanks for listening

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