



How to Inspire Young People to Join Your Organisation

For any organisation, one of the most important factors in determining success is the people. This means that it's equally important to be able to attract the right people, and the ability to inspire the next generation of young people can be the key to this.

Inspiration can come in many forms, and there are also many different ways of engaging with young people. The NHS is an organisation that uses a variety of methods to engage with and inspire young people. By exploring some of their methods, it can highlight the importance of being able to attract young people to join your organisation and also how each method allows an organisation to do so.

Experience opportunities

The opportunity to gain first-hand experience and valuable insights into the intricacies of an organisation is a great way to showcase what a career in your industry is like. For the NHS, there are facilities around the country that give school and college students experience opportunities, giving them a taste of what it's like to work for the NHS.

These experiences can make a lasting impression on young people, many of whom are still trying to figure out the right path for them. The chance to experience what a career in your organisation would be like could be the spark they need to light up the way for their future.

To learn more about experience opportunities with the NHS visit:

<https://www.healthcareers.nhs.uk/career-planning/career-advisers-and-teachers/teaching-resources/nhs-experience-opportunities>

Guides and support

Offering your support to young people is another great way to paint a picture of what a career at your organisation would be like. The NHS offers guides through a number of different channels including, real stories and case studies, top tips, myth-busting, FAQs, who to contact, how to apply, career options, learning resources and more.

Providing support to young people is a chance to share information and advice with young people, and quench their thirst for knowledge. Offering these materials to young people can also be used to express the personality of your organisation. Your culture, environment and values can all be conveyed through these materials.

To learn more about the guides and support provided by the NHS, take a look at the following sites.

Experience opportunities support and guidance:

<https://www.stepintothens.nhs.uk/work-experience/smart-guide>

<https://www.hee.nhs.uk/our-work/work-experience-pre-employment-activity>

Resource Booklet:

<https://read.bookcreator.com/XFVL4UXh9jQDft74MAEerZDekBO2/-NRLt0MCQiO3EOoDzbXWKw>

Virtual/Online

When the pandemic hit, we saw a huge increase in our use of technology across all parts of our lives - this is also true for career education. Virtual methods of engagement have also been used by the NHS and many other organisations.

The provision of career materials and programmes online has brought several benefits to organisations looking to inspire young people to join their workforce. Online platforms allow for a greater reach and the potential to target a larger audience. In addition to this, online platforms bring with them added convenience, not just for an employer, but for students too.

Webinars, virtual tours, videos, and online lectures are just a few of the methods being used by the NHS and many other organisations to engage and interact with young people to provide the inspiration they need to help support and guide them.

To explore the online methods used by the NHS and others, visit the following websites.

VR films:

<https://hee-vr360.azurewebsites.net/>

Webinars:

<https://iseethedifference.co.uk/join-us-for-our-summer-webinar-series-register-for-free/>

GP and doctors platforms (Interactive videos & open lectures):

<https://www.rcgp.org.uk/observegp>

<https://www.bsms.ac.uk/about/info-for-schools-teachers-parents/outreach-activity-and-resources-for-all.aspx>