



THE **GENIE**  
PROGRAMME  
GENUINE INTEREST IN EQUALITY

INFORM

INSPIRE

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**“I WONDERED WHY SOMEBODY DIDN’T DO SOMETHING.  
THEN I REALISED, I AM SOMEBODY.” - UNKNOWN**

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## **FIND OUT MORE**

If you require any further information  
please visit: [www.amazingapprenticeships.com/genie](http://www.amazingapprenticeships.com/genie)  
or send us an email at:  
[genie@amazingapprenticeships.com](mailto:genie@amazingapprenticeships.com)

# CONTENTS

## The GENuine Interest in Equality Programme

|     |   |    |
|-----|---|----|
| 1.  | Welcome                                       | 4  |
| 2.  | What is The Genie Programme?                  | 6  |
| 3.  | Our philosophy                                | 8  |
| 4.  | Key benefits of The Genie Programme           | 10 |
| 5.  | An overview of The Genie Programme            | 12 |
| 6.  | Who is the programme for?                     | 16 |
| 7.  | Application process – a step-by-step overview | 18 |
| 8.  | Your business case                            | 20 |
| 9.  | Investment                                    | 22 |
| 10. | Working in partnership                        | 24 |
| 11. | Next steps                                    | 26 |

# 1. WELCOME



**I have been working with governments, employers, schools, colleges, training providers and stakeholders in the apprenticeships space for over twenty years. In this time I have met and supported many diverse and disadvantaged individuals.**

I have seen the real, life-changing difference apprenticeships can make for individuals – and the difference those individuals can make to the businesses that employ them. But I have also seen first-hand the huge disparity that exists in access to opportunities, and how, too often, a young person's background has a direct impact on their future. Through Amazing Apprenticeships we have surveyed and researched these disparities, and heard countless stories of hardship, frustration and missed opportunities.

Each week we speak with young people trying to seek apprenticeship vacancies and organisations working with some of the most disadvantaged individuals in England. We take this rich insight and intelligence and apply it in every aspect of our work to make a positive difference - whether we are creating resources for use in schools or working directly with policy makers.

We contribute to key reports and studies, participate in conferences both nationally and internationally. We work with specialist organisations around social mobility and we constantly seek feedback from schools, colleges and employers. We hear it, we immerse ourselves in it, and we are determined to do something to improve it.

2020 may be the toughest year yet for disadvantaged young people seeking to enter the world of work. The data shows that vulnerable young people are likely to be the worst affected by the fallout of the pandemic. Longstanding social and economic gaps will be widened and disparities magnified.

The Genie Programme is designed to educate and inspire changemakers within leading organisations around some of the biggest, most complex social mobility issues that we are experiencing in England. Addressing these issues is the right thing to do, and we all have a responsibility to try to make a difference.

**Anna Morrison, CBE**

**Founder and Director of Amazing Apprenticeships**

## 2. WHAT IS THE GENIE PROGRAMME?

### The GENuine Interest in Equality Programme

**The Genie Programme will empower motivated, engaged professionals to learn about the many challenges faced by disadvantaged and diverse applicants, to grow personally and professionally with that knowledge, and to affect real positive change in how their organisation attracts, supports and develops diverse talent.**

Tapping into the diverse talent that exists across society can give employers unique insight, competitive edge and stronger attraction, recruitment and retention cultures.

The 12-month Genie Programme supports delegates to look at the social and business impact that their employers could achieve by making potentially small changes to the way that they attract and retain talent. The programme will focus on apprenticeships, traineeships, T Levels and other pathway programmes. It also recognises that the social mobility and diversity agenda is relevant across businesses of **all** sizes.

Each Genie Programme cohort will be a hand-picked group of 15-20 people. We will select individuals for specific cohorts to ensure diversity and cohesion within each group. This is at the heart of the programme's signature sense of community, stemming from diverse interests, experiences and viewpoints.

You will find more detail on the structure of the programme later in this brochure, but each cohort will progress through a 12-month mixed delivery programme which includes workshops, immersive visits and opportunities to speak to diverse social groups, regular input from specialists, 1:1 coaching, mentoring and a chance to develop a network of like-minded colleagues within their cohort.

The programme is structured across the year to educate and inspire around key social mobility and diversity themes, before the delegate commits to a specific area to create a final 'Pitch for Change' – an informed, researched paper recommending positive changes their organisation could make and the positive social impacts those changes could have. This pitch will be presented to their Board of Directors as part of the programme.

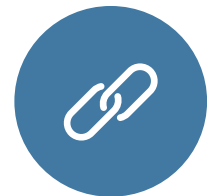
# 3. OUR PHILOSOPHY

**We have spent over two decades facilitating national networks of employers, apprentices, teachers and careers leaders. We know from experience that a small group of inspired, passionate people can make a big difference.**



We also know that once people learn to see and understand the challenges and barriers to employment faced by diverse groups, they can begin to make the changes needed to dismantle those barriers. The Genie Programme will inform, inspire and empower changemakers to drive real positive change in their organisation.

We will build long-term relationships with employers, supporting them and empowering their people to think differently about utilising their apprenticeships and other vocational education pathways to create opportunities for individuals from diverse social backgrounds.





We will shine a light on the relationship between promoting a better, more socially aware culture of attracting, recruiting and progressing talent, and achieving Diversity & Inclusion goals, hitting KPIs and Corporate Social Responsibility (CSR) targets, and driving bottom lines.

We will look beyond recruitment, and help delegates to do the same, enabling them to recognise simple changes that could promote cultures and processes that encourage broader opportunities, better working conditions, improved pay and progression prospects, and more opportunities to use powerful individual stories to inspire others.



**Any questions?**

Contact us via email at [genie@amazingapprenticeships.com](mailto:genie@amazingapprenticeships.com)

**INSPIRED, PASSIONATE  
PEOPLE CAN MAKE A  
BIG DIFFERENCE**

# 4. THE GENIE PROGRAMME

## KEY BENEFITS

The Genie Programme offers a number of benefits for both the individual and their organisation. You will be joining a network of proactive problem-solvers and forward-thinkers, who share a common purpose to take action on the issue of social mobility, particularly through the lens of apprenticeships and other vocational pathways.

### BENEFITS FOR YOU:

- Develop your knowledge and confidence to lead and drive organisational change around social mobility.
- Research and experiment with impactful approaches and ideas to implement through your role.
- Gain new perspectives and original, valuable ideas to take forward within your organisation.
- Develop the skills to articulate your vision through your 'Pitch for Change', gaining senior level buy-in and implementing learning into reality through a real-life issue chosen by you.
- Drive your own career progression by working with a senior mentor to support your work.
- Equip yourself with evidence and experience to lead on diversity, inclusion and social mobility issues.
- Receive bespoke executive coaching throughout the programme.
- Build your personal network of peers from diverse backgrounds to support your journey.





## BENEFITS FOR YOUR ORGANISATION:

- Equip your staff to take on bigger social mobility challenges and to build diversity into strategic plans.
- Empower your leaders and future leaders with skills, knowledge and confidence to lead on diversity issues in your organisation.
- Identify organisational gaps in knowledge, awareness and data, and put in place strategies to address these.
- Enable ambitious staff to be equipped with the knowledge and support structures to influence cultural change.
- Create a social mobility specialist who can act as a role model to other staff.
- Offer senior sponsors the opportunity to be involved in a unique programme specialising in social mobility.
- Lead by example in your sector, providing a significant business advantage over competitors.
- Improve your organisation's reputation - being seen as a proactive employer who takes social mobility seriously.
- Develop an open, engaged culture of curiosity, enthusiasm and practical solutions towards social mobility issues.



# 5. THE GENIE PROGRAMME

## AN OVERVIEW

The Genie Programme is a 12-month mixed delivery programme. It will consist of a rich mix of experiences, activities and interventions including:

- **Discovery sessions**

90-min sessions with keynote speakers on specialist topics, followed by in-group discussion. Topics will be far-reaching, covering the different groups of individuals affected by social disadvantage and will be underpinned by diversity & inclusion, unconscious bias and much more.

- **Workshops and seminars on 'big' issues**

In-depth sessions delivered by progressive experts and thought leaders exploring youth unemployment, improving the quality of work available to less advantaged groups, inclusive leadership, microaggressions in the workplace, cultural competence, unpacking racism and privilege, LGBT+, gender stereotypes and more.

- **Immersive experiences**

Visits, focus groups and interviews with specific disadvantaged groups to gain a first-hand understanding of their needs and barriers.

- **Self-reflection exercises**

Short tasks designed to encourage delegates to reflect on the importance of the topics that they are exploring, and to consider the personal, organisational and societal impact.



- **Executive Coach support**

Focussed support to develop your Pitch for Change. This will include bi-monthly 1:1 sessions with an executive coach from the Genie team.



- **Genie Community Networking**

Online and in-person networking to enable each of the delegates to share and showcase their progress, identifying transferable learning, and providing a platform of two-way support between peers on the programme.

- **Monthly Genie newsletters**

Detailing key course milestones and content, relevant resources, news articles, the latest social mobility research and more.



**A RICH MIX OF  
EXPERIENCES, ACTIVITIES  
AND INTERVENTIONS**

# 5. THE GENIE PROGRAMME

## AN OVERVIEW

### The shape of the year



#### Months 1 – 4: INFORM & INSPIRE

The first four months will be focussed on informing and inspiring delegates – a full-immersion period of learning about the breadth and depth of issues impacting social mobility and the employment prospects of diverse and disadvantaged groups. Expect plenty of workshops, discovery sessions, eye-opening visits, life-changing stories and more.



#### Months 5 – 8: INNOVATE & INVENT

The second four-month period is focussed on digesting and reflecting on everything you've learnt at the beginning of the year, deciding on a topic for your Pitch for Change that is relevant to your organisation, and developing innovative, inventive ways of addressing those challenges. This will include regular 1:1 time with our executive coach, ongoing peer-to-peer support opportunities, project development workshops and more.



### **Months 9 – 12: INFLUENCE & IMPLEMENT**

The last third of the year is dedicated to fine-tuning your Pitch for Change, looking at what practical recommendations you could make to your organisation – and then delivering your pitch to your Directors.

Alongside continued networking, workshops and coaching sessions, we will also help you to develop some 'quick win' points here too – easily implemented changes that can help make an immediate difference to your organisation.

**INFORM & INSPIRE  
INNOVATE & INVENT  
INFLUENCE & IMPLEMENT**

# 6. WHO IS THE PROGRAMME FOR?

**While there are no formal criteria that need to be met to participate on The Genie Programme, we expect that delegates will have a number of common traits.**

- The programme has been designed to support and empower ambitious, motivated individuals who want to affect change and have impact within their organisation.
- Delegates will be passionate about social mobility, diversity and inclusion for apprenticeships. They'll be excited to push and challenge their own preconceptions in these areas, and ready to commit time and energy to their learning and the development of their Pitch for Change.
- Genie Programme delegates are likely to be aspiring middle managers, apprenticeship or vocational programme leads, early careers managers or equivalent. Applicants from any size of organisation are welcome.
- They will also be able to balance the requirements of their current workload against time spent on the programme (as a rough average across the year, around two days of concentrated activity per month).



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## “AMBITIOUS MOTIVATED INDIVIDUALS WHO WANT TO AFFECT CHANGE”

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The programme has been developed with an emphasis on apprenticeships and vocational education as strong entry points for a range of diverse and under-represented individuals. However, we also recognise that many of the lessons and takeaways from the programme will have broader relevance across an organisation's early careers/HR functions.

We welcome and encourage applicants from all social, religious and ethnic backgrounds, and of any and all genders, sexualities, ages, disabilities or health conditions. We are happy to make any adjustments you may require to the application process or programme delivery model to accommodate your needs – just let us know as early as possible how we can help.



### **Any questions?**

Contact us via email at [genie@amazingapprenticeships.com](mailto:genie@amazingapprenticeships.com)

# 7. THE APPLICATION PROCESS

## A STEP-BY-STEP OVERVIEW

The application process for The Genie Programme is designed to ensure that both applicants and their employers are committed to the aims and time requirements of the programme. The information we gather also helps us to place applicants in the best cohort for them, creating diverse, cohesive groups that quickly develop into friendly, mutually beneficial communities.

### STEP 1

#### Organisation commitment

Once you've read this brochure the next step – where required – is developing a business case for your involvement in the programme and securing the funding for your participation. Many organisations will require the submission of a business case. They will ask you to put forward a compelling case for you to undertake the programme, justify the budget required to your employer, and help to demonstrate what success and/or Return on Investment (RoI) will look like for you.

### STEP 2

#### Application form

Once you secure a commitment from your organisation to fund you to take part in the programme, you will be asked to complete a full application form. We will ask you for more information about yourself, helping us to place you in a cohort where your unique insight and experiences can be best utilised. At this stage, you will also be asked to choose an Executive Sponsor within your organisation – a member of your leadership team with a passion for issues around diversity, inclusion and social mobility is ideal.

### STEP 3

#### **Acceptance and enrolment**

Once we've processed your application and assigned you to a cohort, we will get in touch to let you know that you are formally accepted onto the programme. At this point we will also invoice your organisation (or chosen payee as detailed in your application form) for the full cost of the programme. You will then progress to enrolment, where you'll be given your unique Genie platform login, and be introduced to the rest of your cohort and the Genie team.

### STEP 4

#### **Welcome to the programme**

Once your full cohort is enrolled, we will be in touch to start the programme. You will receive resources and scheduling information. This will include the first four months of the course – the 'Inform & Inspire' phase of the programme – which will include a range of discovery sessions, workshops and visits to immerse you in some of the key issues we will be considering.

**YOU WILL JOIN A  
DIVERSE, COHESIVE  
GROUP**

# 8. YOUR BUSINESS CASE

**The Genie Programme is designed to deliver real insight and the potential for real change around key issues that affect your organisation.**

Your business case, if you need to provide one, will help create a compelling reason for you to undertake the programme, justify the budget required to your employer, and help to demonstrate what success and/or ROI will look like for you. It will also help you to clearly outline your aims and priorities around the programme.



You may be senior enough within your organisation to be holding sufficient budget for the programme yourself. Alternatively, you may have created business plans before when applying for budget, and have a system that works for you and your employer.

If you do need our help on how to research and structure your business plan we can provide you with a template document that outlines key headings and suggested information to include. The template also signposts key resources and statistics around social mobility, diversity and inclusion and their relationship to both quantifiable business results (improved financial returns and reduced staff turnover costs, for example) and broader benefits around staff morale and motivation, improved diverse talent attraction and more.

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## “THE RETURN ON INVESTMENT WILL BE MORE THAN FINANCIAL”

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By signing off the business case at a strategic level, the programme delegate will also have gained the formal commitment to funding the programme and authorisation for the time required before completing the full application form.



The time allocation will be essential for both carrying out work to ensure the successful implementation of the project, and committing to full participation in the learning opportunities available from The Genie Programme.

We are also encouraging each organisation to further support their Genie delegate by providing an internal Executive Sponsor – a person with strategic oversight who will be able to advise as the delegate's Pitch for Change project progresses, lend the pitch authority and ensure it gets a hearing with the appropriate decision makers.

# 9. INVESTMENT

## Financial investment

Throughout 2021, the programme's pilot year, The Genie Programme will offer a discounted introductory cost of £4,500 per delegate + VAT, to be paid in full on enrolment.



If you work for a charity, please get in touch with a member of the Genie team directly by email – [genie@amazingapprenticeships.com](mailto:genie@amazingapprenticeships.com). We may be able to offer a number of part-subsidised places for delegates from charities.

## Return On Investment

We know that the Return On Investment will be tangible for your organisation. Companies with diverse management teams show 19% higher revenue and are 15% more likely to increase their market share in any given year than those with less representative leadership.\*

\* 'How Diverse Leadership Teams Boost Innovation', BCG Henderson Institute, 2018

### **Time investment**

We anticipate that delegates will need to allocate two days per month to this programme, through participating in workshops and discussions and undertaking further research.

Additionally, the Executive Sponsor will give their time to support the Genie delegate through discussions and guiding the 'Pitch for Change'.

### **Organisational investment**

The Genie Programme is best suited to organisations that recognise the benefit of developing a more diverse and inclusive workforce, and would like support to develop different strategies and approaches to achieve this.

We recognise that each organisation will be at a different stage - some will already have some strategies in place, others may be at the beginning of their journey. Through The Genie Programme we will work to bring forward and share insight about 'what works', but also to inspire new ideas and collaborations to explore alternative approaches.

**INSPIRE NEW IDEAS AND  
COLLABORATIONS TO EXPLORE  
ALTERNATIVE APPROACHES**

# 10. WORKING IN PARTNERSHIP

Working in partnership creates huge value for our customers and partners, and we know that one size rarely fits all. We have built flexibility into The Genie Programme and are able to work with Local Enterprise Partnerships (LEPs) and Local Authorities on bespoke versions of the programme.

We are ideally placed to work with you to tailor a unique version of The Genie Programme that educates, informs and inspires around specific key issues, sectors or geographies.

We have worked closely with the Solent Apprenticeship Hub to develop an innovative subsidised programme offer for their employers. As Hub Manager Jodi Fair writes,

**“The Genie Programme will meet a current and important need. Our employers are conscious of wanting to ensure that their organisations are fair and equally accessible to all – however, they are worried about doing the wrong thing and so, in the past, the tendency has been to do nothing at all.**

**This programme will give delegates the confidence to break this impasse, and enable them to address key challenges with sensitivity and understanding. So LEPs, Local Authorities, employer networks and Training Providers – if you don’t know where to start with this agenda, we’re confident that the answer is The Genie Programme.”**



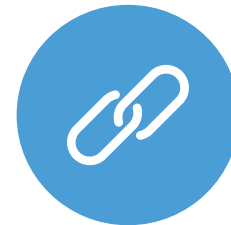
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## “THE GENIE PROGRAMME WILL MEET A CURRENT AND IMPORTANT NEED”

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Creative approaches could include:

- Providing subsidies for employers best placed to benefit from The Genie Programme
- Creating a bespoke programme for employers in a particular town or area with clearly defined social mobility needs
- Engaging across a sector and with supply chains to drive diversity and inclusion
- Tailoring programmes for whole teams to ensure cross-department buy in



... and anything else you want to talk through. Our inbox is always open, and we love finding new and exciting ways to collaborate with organisations raising the bar for local social mobility.

To discuss how The Genie Programme can be adapted to meet your needs, email [genie@amazingapprenticeships.com](mailto:genie@amazingapprenticeships.com) now.

# 11. NEXT STEPS

**We couldn't be more excited to be delivering The Genie Programme from 2021, and we hope you'll join us, get inspired and drive real positive change within your organisation.**

If you are interested in progressing with your application, here's what you need to do next:

- **Prepare your business case**

Start thinking about your business case, and ask for our template support document if you need it. Start to have discussions with colleagues to investigate more fully the benefits you wish to see as an organisation. This will underpin your business case development.

- **Identify an Executive Sponsor**

Find a senior mentor within your organisation to support you through the programme. Engaging with CSR teams or senior leaders with responsibility for Diversity & Inclusion (D&I) or Workforce Development can be a great way to identify an Executive Sponsor.

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# “JOIN GENIE AND FIND SMALL WAYS TO MAKE A BIG DIFFERENCE”

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- **Secure sign off**

Get sign off for your business case and secure funding.

- **Make your application**

Request a full application form, complete and return it by the deadline. We run cohorts throughout the year – contact us to find out the next start date.

- **Reach out with questions**

Contact us at [genie@amazingapprenticeships.com](mailto:genie@amazingapprenticeships.com) if you require any further information.



### **Missed the deadline?**

If you have missed the current deadline, please contact us for information on the next planned cohort.



## **FIND OUT MORE**

If you require any further information  
please visit: [www.amazingapprenticeships.com/genie](http://www.amazingapprenticeships.com/genie)  
or send us an email at:  
[genie@amazingapprenticeships.com](mailto:genie@amazingapprenticeships.com)