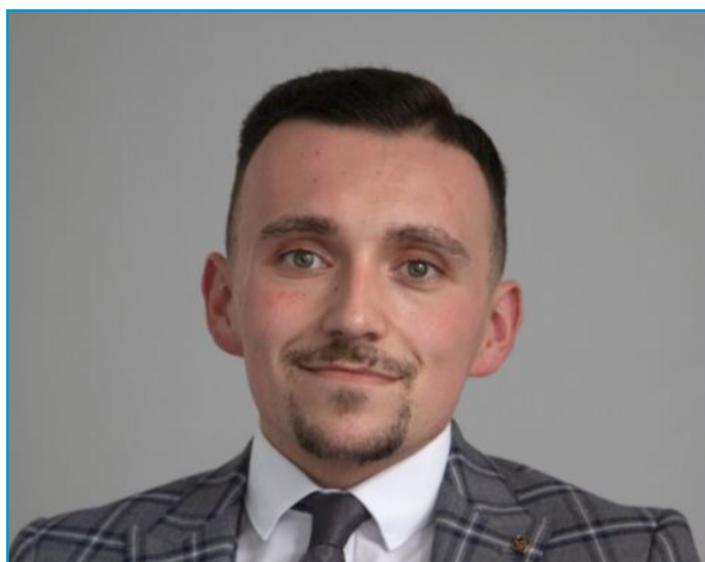


# Traineeships can make a difference

Meet George Greaves, a past trainee and now a business owner.

Traineeships build skills and are a valuable tool to support your child to engage with employment, exposing them to the workplace and aiming to help your child progress onto an apprenticeship or future employment.

We caught up with George, a past trainee, who explained how his traineeship changed his life and future career.



I left school with no GCSE's and uncertain about what I wanted to do. I didn't see myself as being academic so didn't want to go to college. My peer group were involved in crime, drinking and drugs which meant I was surrounded by negative role models. However, I did have the opportunity to make some money looking after a friend's dog in a security business, which helped me to see that there are alternative ways to earn a living. This, in turn, made me think differently about my future.

I started to apply for apprenticeships, but I was not getting any replies, which was frustrating. With encouragement from my mum, I kept searching and found an opportunity to take a traineeship. This 12-week programme helped to build my confidence; I gained skills and knowledge and, importantly, experienced what it was like in the world of work. I managed to secure a 4-week extension.

At 16, I started working at a reception where I was meeting and greeting people all of the time. I made sure that I always spoke to everyone and started to get noticed by the staff, including the Director. This paid off for me and helped to develop my people skills to such an extent that I was asked if I wanted to join the sales team. My all-round experience secured me an apprenticeship in Client Relations in the Recruitment Screening Department. Part of my role was to help young people find apprenticeships. Being so close in age to many of them and recently being in the same situation, I became more passionate about wanting to make a difference to future generations. By the age of 19, I was promoted, to Head of Sales and Client Services.

**"Through the traineeship, I was able to gain a better understanding of how to communicate with others."**

As a young person, I liked to talk to people ... what I needed to learn was how to use my method of communication in a way that would meet the requirements of the working world. Through the traineeship, I was able to gain a better understanding of how to communicate with others and use my development of a highly transferable skill to my advantage.

I am now leading by example by running my own successful business. It connects enterprise, education and communities enabling younger people to make a difference in their own lives. My career path started with a traineeship and gave me a real opportunity. As a result, I am now promoting the benefits of traineeships and apprenticeships so that other young people can achieve similar success themselves.

## More information

To find out more about traineeships, visit:

<https://amazingapprenticeships.com/traineeships>