



THE **GENIE**
PROGRAMME
GENUINE INTEREST IN EQUALITY

INFORM

INSPIRE

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

Past Genie delegates include:



southern coop



FIND OUT MORE

If you require any further information
please visit: www.amazingapprenticeships.com/genie
or send us an email at:
genie@amazingapprenticeships.com

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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.

This decade 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 empowers 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 gives 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 can achieve by making small changes to the way that they attract and retain talent. The programme focusses 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 is a hand-picked group of 15-20 people. We 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.

Each cohort progresses through a 12-month mixed delivery programme including 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.

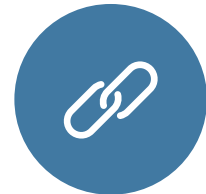
3. OUR PHILOSOPHY

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 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 informs, inspires and empowers changemakers to drive real positive change in their organisation.

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



"How do we get from where we are now to where we want to be? It's dialogue we need to take us to the next level. Let's have those uncomfortable conversations – that's where change starts."

Prof. Geoff Thompson, MBE FRSA DL, Founder & Chair Youth Charter, The Genie Programme keynote speaker

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

4. THE GENIE PROGRAMME

KEY BENEFITS

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.

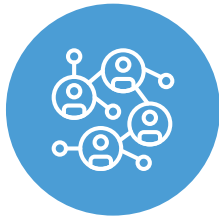
BENEFITS FOR YOU:

- 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.
- Receive bespoke executive coaching.
- Equip yourself with evidence and experience to lead on diversity, inclusion and social mobility issues.
- Build your personal network of peers from diverse backgrounds to support your journey.



"I can't recommend this programme enough. It's opened my eyes, it's changed my language and it's allowed me to have difficult conversations. It's one of the best courses I have been on."

Jodi Fair, Solent Apprenticeship Hub



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 consists 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 are far-reaching, covering the different groups of individuals affected by social disadvantage and 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.



"We're thrilled to be involved with The Genie Programme, which promises to provide some fantastic ideas for change. Advancing social mobility is something we can all have a part to play in."

Katherine Doherty, Sutton Trust

**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 focusses 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 focusses on digesting and reflecting on everything 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.



"The journey The Genie Programme delegates are all on is about challenging history, challenging norms, trying to break down barriers internally and externally."

Mike Thompson, The Genie Programme Keynote Speaker

**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 supports and empowers 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, 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 be able to balance their current workload against time spent on the programme (as a rough average across the year, around two days of concentrated activity per month).

“AMBITIOUS MOTIVATED INDIVIDUALS WHO WANT TO AFFECT CHANGE”

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

7. 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 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

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. The Genie Programme works to bring forward and share insight about 'what works', as well as inspire new ideas and collaborations to explore alternative, exciting approaches.



Time investment

The programme includes one 3 hour core structured session a month and then as much time as you want to dedicate to cultivated resources, research, discussion and contact time with peers and coaches.

Additionally, we recommend where possible, an Executive Sponsor from within your organisation gives their time to support the Genie delegate through discussions and guiding the 'Pitch for Change'.



Financial investment

We are freezing the current cost of £4500 + VAT per delegate for 2022, 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.

We may be able to offer a number of part-subsidised places for delegates from charities.

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

8. NEXT STEPS

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

Ready to join us?

We currently run two cohorts a year with a maximum of 15 delegates per group. Applicants are carefully considered and placed in a group best suited to their needs. Starting dates are pre-planned with delegates.

Once your application is accepted and you are enrolled, you will receive resources and scheduling information for the 'Inform & Inspire' phase of the course which will include discovery sessions, workshops and visits to immerse you in the key issues we will be considering.

When you are ready to take this next step, please request a copy of the application form:

genie@amazingapprenticeships.com.

Need a little more information?

Participation in The Genie Programme requires commitment. While the return on investment will be more than financial, the time you invest will need to be supported by your organisation. If you need more information, or you are required to create a business case, we can help with research and a template document. Get in touch with the team to get started.

“EMPLOYERS, LEPS, LOCAL AUTHORITIES AND TRAINING PROVIDERS – IF YOU DON’T KNOW WHERE TO START WITH THIS AGENDA, WE’RE CONFIDENT THAT THE ANSWER IS THE GENIE PROGRAMME.”

Working in partnership

We have built flexibility into The Genie Programme to ensure it is accessible to all.

Whether that involves working with LEPs or apprenticeship hubs to offer innovative subsidised programmes, tailoring programmes across departments or entire organisations, or engaging whole sectors to drive diversity and inclusion, we are open to developing a bespoke solution.

Reach out with questions

Our inbox is always open to new ways to collaborate and raise the bar for social mobility. If you want to discuss the programme in further detail please do not hesitate to contact us at genie@amazingapprenticeships.com.



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
or send us an email at:
genie@amazingapprenticeships.com