

# Engaging innovatively with education to improve business performance

SCDI Council Forum  
20 March 2009



# Agenda

- Setting the scene (Lesley Alexander)
- Using HR to develop creative connections between business and the local community (Angela McCusker)
- Turning theory into practice (Staff and students from Bo'ness Academy)
- Interactive discussion (facilitated by SCDI)



# Setting the Scene

Lesley Alexander

Determined to Succeed

Enterprise and Employability for Young People Division



# Current economic environment

## Business perspective

- The financial challenge
  - Cost pressures across all areas of the business
- The people challenge
  - Motivating the current workforce
  - Difficulty in providing career progression during period of recession
- The reputational challenge
  - The need for business to be seen as responsible
  - Future workforce is likely to see business ethics as even more important than historically



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# Current economic environment

## Educational perspective

- Risk of “lost” generation
  - Lack of opportunity may condemn many young people to long-term unemployment
- Yet, young people are our future
  - Imperative to ensure that we protect their future
  - Government committed to helping young people grow into successful learners, confident individuals, responsible citizens and effective contributors
  - Curriculum for Excellence and DtS at heart of this strategy
- Business has a critical role to play in ensuring that young people have the skills for learning, life and work



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# The opportunity

- Win-win opportunities to engage employers with education
  - For employers
    - Developing the workforce through meaningful experiences
    - Motivating employees
    - Connecting with the local community in a tangible way
  - For young people
    - Preparing them for work and life
    - Adding context and relevance to their learning
    - Inspiring them to maximise their potential
- Scottish Government is committed to supporting that agenda

