



The Oyster Programme

COACHING YOUNG PEOPLE TO STAND OUT TO EMPLOYERS

CLENNAM
COACHING

What is it?

What is coaching?

A series of one-to-one conversations in a safe and trusting environment which raise awareness and catalyse positive change in the coachee. During the coaching, specific goals are agreed, and progress is measured as the coaching progresses.

What is the Oyster Programme?

An individually-tailored coaching programme designed specifically to equip undergraduates for internships, their first job and for the rest of their working life.





The Need

In the UK and globally, there is an over-supply of students with high grades. Employers find it hard both to differentiate between them and to identify young people with the skills and capabilities they seek.

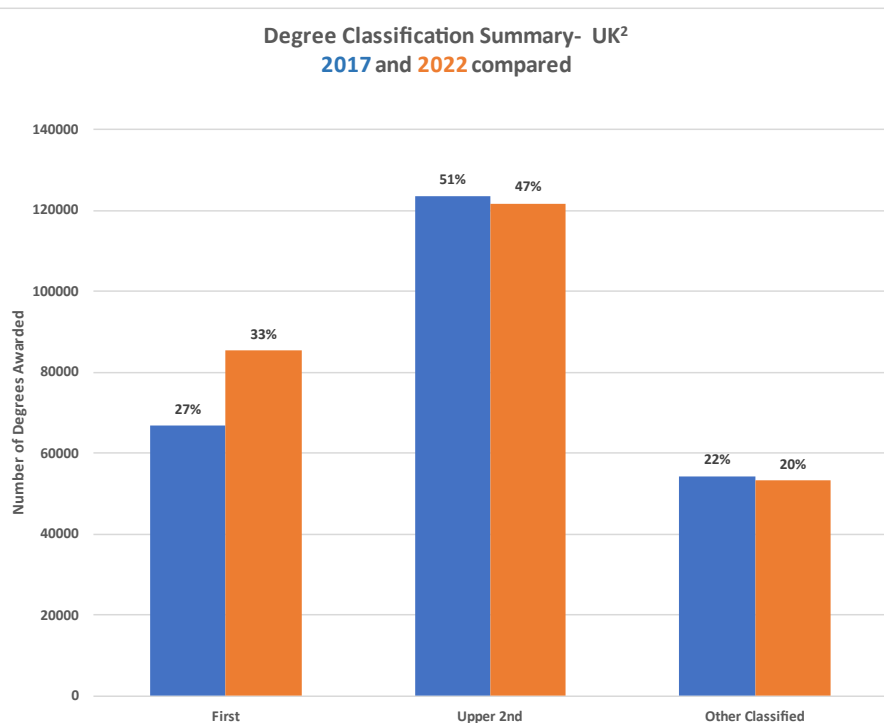
Young people find it hard to access and acquire the package of personal and interpersonal skills and habits that will enable them to succeed and thrive in today's workplace.

The Facts

Plenty of competition

The number of university graduates worldwide will more than double to 300 million between 2013 – 2030. It's an increasingly global job market and these people are all competing with each other for the career they want.¹

Degree Classification Summary- UK²
2017 and 2022 compared



Employers can't differentiate between students on grade

Grade creep in degree classifications means that, even if you have a first-class degree, this no longer a sufficient differentiator for an employer to pick a graduate out of the crowd.² Something more is needed to differentiate a young person from the pack.

The following skills command a premium and are in short supply

Employers say they are looking for the following most important capabilities in their graduate recruits, but they are at a premium because they are in scarce supply³:

- Resilience, positive attitude
- Inter-personal communication
- Ability to introduce yourself confidently and professionally
- Problem solving
- Teamwork
- Self-management
- Analytical thinking

¹ OECD (2019) *Benchmarking Higher Education System Performance*, Higher Education, OECD Publishing, Paris

² The Office for Students (2023) *Analysis of degree classifications over time*

³ University and Colleges Admissions (2023) *Service What skills are employers looking for?*

The solution

Develop the capabilities which are in short supply by undertaking a live, 'continuous' coaching programme which uses situations in your daily life to practise and grow the skills you need.

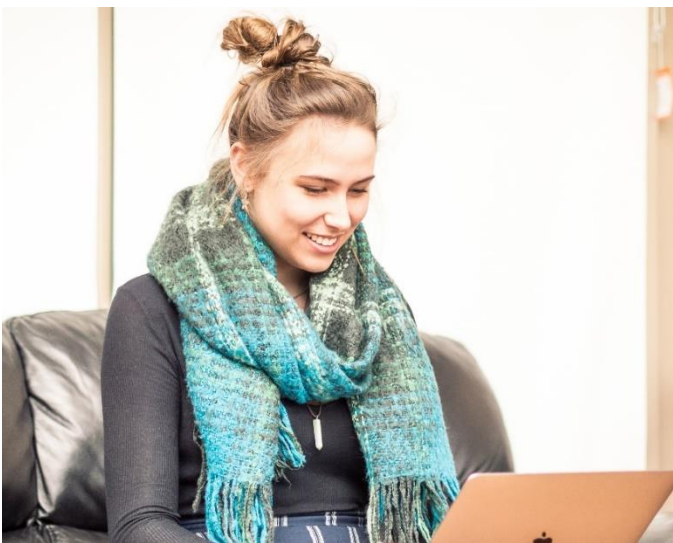
The earlier you gain the skills and habits which suit your personality and the people around you, the sooner you will enjoy more choice and satisfaction in your working life.



THE OYSTER

Emotional Intelligence

PROGRAMME



Coaching content

The coaching focusses on whichever of the skills and habits the coachee is most motivated to develop and covers the full range of sixteen emotional intelligence attributes across the following dimensions:

- **Core identity** – who are you and what matters to you
- **Self-managing skills** of resilience, initiative and decision making
- **Skills in managing your relationships** with others.
Communication and influencing skills which help you get things done in work environments

Programme format

The programme is designed to fit around personal preferences. It can be entirely face to face, via video, or a combination of video call, text-based coaching and telephone.

All coaching programmes include JCA Emotional Intelligence profiling at the start and end in order to track progress and provide information which can be used in selection and interviewing processes. A Myers-Briggs-type personality profile can also be included, if required.

Tools and techniques are provided to the coachee to put their new learning into practice in between sessions.

Follow up reviews are offered three and six months after completion of the programme in order to embed the personal transformation that has taken place.

Blended 'continuous' coaching

Three face-to-face coaching sessions plus regular online text-based coaching conversations over the course of four – six months. Go faster in the holidays or during term time, as it suits you.

Face to face coaching

Eight face to face coaching sessions of up to 90 minutes with follow up texts/emails to promote further learning. Sessions are typically 3-4 weeks apart.

Cost

The cost of the programme depends on the shape of the bespoke programme agreed.

A one-off coaching session is available to enable both the coach and individual to decide whether the Oyster programme is suitable for them at this time.

Is this for me?

Yes, if you

- Recognise that your personal and interpersonal skills and habits are just as important as your 'head' learning
- Want to learn these skills now that will be valuable to you throughout your working life
- Are prepared to put some effort into your own self development in order to gain some skills and habits that will be of immediate use to you both at work and in your personal life



For more information

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