

# MAKING EXPERIENCE WORK LIVE BUSINESS CHALLENGE

Delivered by **Working Options** in partnership with **South Midlands Careers Hub**

South Midlands  
CAREERS HUB

THE CAREERS &  
ENTERPRISE  
COMPANY

& **WorkingOptions**  
IN EDUCATION

## WHAT IS IT?

A meaningful way to support young people in Year 9 who may miss out on traditional in-industry work experience.

As employers you provide a real business brief for students to work on in school, gaining fresh Gen Z insights while helping build the next generation's skills and confidence.

## WHAT'S THE COMMITMENT?

- One half-day school visit to launch the challenge
- Provide a real, engaging brief (e.g. marketing challenge, product idea)
- Optional involvement in skills workshops or pitch judging
- No financial cost – just your time, challenge and expertise

## HOW DOES IT WORK

Step 1: Brief Introduction

Visit a local school to introduce your company and the challenge. Share your business context and answer student questions.

Step 2: Skills Workshops

Industry professionals (your team or Working Options facilitators) deliver short workshops aligned with the Skills Builder Universal Framework.

Step 3: Student Pitch

Attend the final pitch event where students present their ideas and solutions to your brief.

## ABOUT WORKING OPTIONS

Working Options is a national charity empowering young people. In 2024 they supported 73,000 young people in schools and reached 2.5 million online. Powered by volunteers from industry, they deliver career talks, skills workshops, and work-related experiences that build confidence, capability, and connection – with measurable impact for young people and employers.

## WHY TAKE PART?

Make a positive impact on your local community and future workforce.

Gain fresh perspectives from young people on real business challenges.

Give your staff the opportunity to inspire the next generation and develop their own skills.

Build brand awareness and demonstrate your commitment to social value.

Be part of a scalable, proven model with strong outcomes for students and employers alike.

**WORKINGOPTIONS.ORG.UK**