



THE CAREERS &  
ENTERPRISE  
COMPANY

# Cornerstone Employer

Working Together Kit

# Thank you for being a Cornerstone Employer!

You have made a crucial commitment to join a national community of Cornerstone Employers, inspiring and preparing young people for the ever changing world of work. During this period of economic recovery, more than ever, young people need support to understand what the future of work looks like, have exposure to different industries and job roles and have the opportunities to build their networks and develop their skills. For businesses, having the right people with the right skills, behaviours and attitudes has never been more important. Your work as a Cornerstone will make a significant contribution to supporting and developing future talent in your area, benefitting not only the young people themselves but also your business and the whole community.

This pack has been designed to support you to communicate your role as a Cornerstone Employer to both your internal and external stakeholders. In particular, it will support you in demonstrating that you are an organisation that invests in young people and your communities and will inspire your local business networks to support the mission and join in.

Don't hesitate to contact the team if you need more information at [employers@careersandenterprise.co.uk](mailto:employers@careersandenterprise.co.uk).

We look forward to working together to help every young person make their best next step.

**The Network and Employers team**  
The Careers & Enterprise Company

# 1 | Proud to be a Cornerstone Employer

Spread the word about your Cornerstone role and get more of your network on board. This will shine a light on your organisation's commitment to supporting young people and ensure greater sustainability of your efforts.



Tools available



# Proud to be a Cornerstone Employer continued...

## Tools available

<b>'Proud to be a Cornerstone Employer' logo</b> to include in your email signature and website	<b>Template text for reports</b>
<b>Template message for all staff</b>	<b>3 template slides</b> about the role and getting others involved
<b>Template text for websites</b>	<b>Cornerstone Employer flyer</b>
	<b>Become a Cornerstone Employer webpage</b>

## Ways to use them

- Use the template text to share with teams such as procurement, account management, corporate responsibility and diversity, to help raise their awareness.
- Secure a senior sponsor: use the template text and slides to make sure your Board / Senior Leadership Team are familiar with the benefits of careers education so that they can support your efforts for the long term.
- Use extracts from the template texts to post on social media, sharing your pride in being a Cornerstone Employer and raising awareness.
- Write a blog/ LinkedIn post about business benefits of engaging with the world of education.
- Talk about your Cornerstone role and add the Cornerstone logo to your website, newsletters and reports.
- Share information about the Cornerstone role (flyer, webpage and case studies) with other employers that would make a great addition to your local Cornerstone Employer community.

# 2 | Our priorities

The Career and Enterprise Company's core priorities, supported by Cornerstone Employers, are to:



## Raise quality

Raise the quality of careers provision in schools, special schools and colleges against the Gatsby Benchmarks through training for the education workforce, targeted support and quality assurance



## Drive experiences with employers

Drive more high-quality experiences with employers for students and teachers – with a focus on current areas of need



## Boost skills pathways

Amplify apprenticeships, technical and vocational routes – including by supporting the implementation of the Provider Access Legislation (PAL)



## Tackle disadvantage

Focus on interventions for economically disadvantaged young people (FSM) and those who face most barriers – through identifying and addressing the needs of specific cohorts



## Connect careers to economic need

Connect careers provision in schools and colleges to the needs of local economies – as articulated through Local Skills Improvement Plans (LSIPs)

# 3 | Employer Standards: Shaping your future workforce

The Employer Standards is a free tool that will help you think about and plan up-front what you want to achieve from working with schools, special schools and colleges, review the quality of your outreach and how it aligns with your business objectives. Completing the Employer Standards assessment and using this to inform your work in the Careers Hub is an important part of the Cornerstone Employer commitments.

It will also help you confidentially assess your performance against your peers, nationally, sectorally, regionally and locally. As well as your results, you will receive an evidence pack underpinning each Standard to support your business case, inspirational case studies from other businesses and curated resources to improve the quality of your careers education outreach.

Tools available 

# Tools available

## Tools available

Employers standards website



Employer standards framework Pdf



Register to complete the assessment



## How to use them



Register to complete the assessment



Once completed, you will be able to access your results and receive tailored resources, evidence packs and case studies



Use your findings to improve your provision and track progress



Share the tool with interested stakeholders such as your suppliers, clients and customers, partners, and business networks

# 4 | Recruit more Enterprise Advisers

Enterprise Advisers are professionals from a range of industry backgrounds, working directly with a school or college's senior leadership team to develop their careers programme and build networks with employers. Individuals are carefully matched with a school or college and are supported with tools, training, and networking opportunities.

This skills-based volunteering opportunity provides valuable support to schools and colleges and is a unique learning and development opportunity for employees.

In 2023, we surveyed Enterprise Advisers about skills or competencies developed through carrying out the role. They told us these include community awareness, networking, communication, and coaching/mentoring. 80% would recommend the role to other employers and 78% agreed that the EA programme is a cost-effective way to improve business engagement with schools and colleges, this rises to 84% who have been in post for three years or more.

As a Cornerstone Employer, you are ideally placed to promote the importance of this role and to recruit more Enterprise Advisers from your own workforce and your wider networks.

Take a look at ways to do this and invite those interested to register their interest via the website.



Tools available 



# Recruiting Enterprise Advisers continued...

## Tools available

**'Become an Enterprise Adviser' webpage**



**Promote the Enterprise Adviser role in your organisation**



## Ways to use them

- Publicise the Enterprise Adviser role across your internal comms channels as a valuable volunteering opportunity.
- Set an internal target for how many Enterprise Advisers you will provide as an organisation. Identify an existing Enterprise Adviser in your workforce who can be a champion, to spread the word and encourage others to get involved. They can help you reach your target!
- Share the materials with your HR and volunteering teams to raise awareness of this skills-based opportunity.
- Hold 'Lunch & Learn' meetings to spread the word and have an Enterprise Adviser from your workforce speak about their experiences.
- Get your comms team involved – they may have their own suggestions about how to recruit Enterprise Advisers.
- Use the materials to share the message with your key stakeholders, for example, your suppliers, clients and customers, partners, and business networks.
- Introduce interested individuals to your Hub Lead or Enterprise Coordinator or ask them to register their interest via our website.

# 5 | Share your successes

As a Cornerstone Employer you have an important role to play in inspiring others. You also have the opportunity to raise the profile of your organisation and build your reputation as an employer that proactively supports young people into the workplace.

Share your successes by:

- Contributing to the Cornerstone Employers LinkedIn Group (search the group name: 'Cornerstone Employers – CEC' and ask for an invitation if you haven't had one already)
- Posting on social media using the hashtag #CornerstoneEmployer and tag The Careers & Enterprise Company:

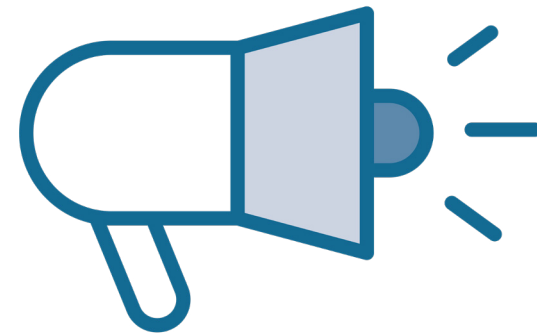
 Twitter: [CareerEnt](#)

 LinkedIn: [The Careers & Enterprise Company](#)

 Instagram: [Careersandenterprise](#)

 YouTube: [The Careers & Enterprise Company](#)

- Contacting us if you are interested in creating a branded case study, particularly any examples that have supported areas of disadvantage and delivered tangible business benefits: [employers@careersandenterprise.co.uk](mailto:employers@careersandenterprise.co.uk).
- Reach out to local media to share success stories of your engagement with local young people. If you need press support, please [get in touch](#) with us.
- Write a blog/ LinkedIn post about business benefits of engaging with the world of education.



# 6 | The Careers & Enterprise Company Narrative

Visit [our website](#) to find our narrative, which provides you with information about The Careers & Enterprise Company, including:

## Who we are

Set up by government in 2015, our mission is to help every young person to find their best next step. We are the national body for careers education in England, delivering support to schools and colleges to deliver modern, 21st century careers education.

Visit our website to find out more about what we do and [our impact](#).



Trouble accessing the resource links?

Please contact: [marcomms@careersandenterprise.co.uk](mailto:marcomms@careersandenterprise.co.uk)