

# Founders4Schools



<p><b>What is a Keynote Career Address?</b></p>	<p>Keynote Careers Addresses allow teachers to invite guest speakers into their school to inspire a group of students by talking in-depth about the journey they took from school through their career. This format usually includes one guest speaker delivering a keynote talk over an extended period of time. During the keynote speakers are requested to 'tell a story' about their career journey:</p> <ul style="list-style-type: none"><li>• What inspired them to choose their career path</li><li>• Why they find it high impact</li></ul> <p>What they enjoy most about their career</p>
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**This encounter will help and support you to meet the following Gatsby Benchmarks:**

**1.A stable careers programme**

Our digital platform enables time-poor educators to create a structured careers programme quickly and simply. We provide educators with clear guidance on the types of events they can book and, using smart algorithms, make recommendations on which speakers and volunteers will have the most impact.

**3. Addressing the needs of each pupil**

With our advanced filtering system, we put control of the student-employer encounter firmly in the hands of the educator, ensuring they can select speakers who are best suited to inspire their students. Educators can filter by industry, gender, race, company revenue and growth.

**4.Linking curriculum learning with careers**

We encourage all educators to bring their subject to life with Student-Employer-Encounters. Our machine learning algorithms remember educator preferences, making it even easier for educators to filter local speakers based on their curriculum needs.

**7. Encounters with further and higher education**

We enable educators to connect with a wide range of employers and employees who can speak to young people about their career path. By providing a diverse perspective on how they have approached their careers, students will be able to understand the different academic and vocational routes that are available to them.

**Age Appropriacy**

From our research we found that this encounter type is most appropriate for the development of young people from 11 and up. Older pupils approaching decisions about post-16 or post-18 education and training participate in sessions targeting specific career readiness skills. Do read the full report to get more information and context on this!

<https://cfey.org/wp-content/uploads/2019/04/Making-Careers-Education-Age-Appropriate-digi.pdf>

**What is the impact of Keynote Career Address sessions?**

Keynote Careers Addresses generally have fewer guest speakers. Therefore the speakers can offer a more focussed, in-depth and comprehensive discussion. They will take students through their entire journey and reflect on their successes and failures in the world of employment.

There will also be a Q&A session after the keynote so that students can ask their own questions.

These meaningful encounters inspire students and have a positive impact on their future life chances.