



Short course – You Make It Happen

2 days at Publicis.Sapient – Central London location TBC
3rd & 4th June 2019

**Subsidised cost to take part in this pilot: £250 per delegate
(you will need to cover any travel and subsistence expenses)
Tea/ coffee and lunch provided**

You Make It have recently been highlighted as an [‘architect of meritocracy’](#) in the Financial Times, in recognition of its consistent and high impact work to empower marginalised young women from some of the most deprived boroughs in London since 2011 to succeed in life against the odds. Across all of our programmes, we achieve over 90% retention and of all graduates to date, 82% have credited our intervention for enabling them to access long term employment, establishing their own start-ups or accessing formal education linked to well thought through career aspirations.

While our core team is small, we are huge on partnerships for delivery of our programmes including mentoring, recruitment of women, work placements and workshop hosting. To date, just a handful of these have included Publicis. Sapient amongst other digital agencies, Barbican, Free Word Centre, Rich Mix, Royal Opera House, Tommy Hilfiger, Vice Magazine, Media Trust, University of East London, and corporates including State Street Bank, Morrison & Foerster and Eversheds LLP.

The You Make It team, in consultation with our beneficiaries, have now distilled what makes our approach successful, and have used this as the basis from which to design this two-day course and the modules covered in it. We invite you to take part as someone working in either the commercial, public or charity sector with a remit to engage, retain and ensure success for young people.

The course will be highly interactive, inspire open and honest discussion and reflection of your current practices. There will also be consideration of our practice, and time to consider how you could trial new ways of working as a result, and how to share outcomes with the group later in the year.

Places on this course are limited. Please email manon@you-make-it.org by close Tuesday 30th April 2019 to confirm your attendance.

DAY 1

1. Intro to YMI 9:15-10am

Breakfast and networking

Intro to the course, YMI and each other

2. Outreach and recruitment 10am-12pm

How do you do it now? Who in your organisation should do it? How do you create relationships with those who have access to young people? How do you get young people to trust you and buy into your opportunities?

10-10.15am: ice breaker exercise

10.15-11am: outreach and recruitment inc YMI's

Tea break

11.10am-12pm: outreach and recruitment inc YMI's continued

Lunch 12pm-1pm

3. Maintaining engagement: mentoring and other 1-1 support 1pm-2.45pm

What makes for effective mentoring schemes? How do you create trusting and effective relationships with young people? Who in your team has responsibility for this, and what personality traits are needed for this kind of work?

1pm-2pm: mentoring inc YMI's

2pm-2.45pm: direct relationships with young people inc YMI's

4. Well being 2.45pm-3.45pm

How do you really know what's going on for your young people? How do you ensure their personal lives don't derail them from opportunities? Are you equipped to address all their needs?

2.45pm-3pm: open discussion

3pm: YMI approach

Tea break 3.45pm-4pm

5. Detailed feedback and discussion 4pm-4.45pm

What people are going to take forward and apply to their own organisation + feedback onto us.

DAY 2

1. Young people learn by doing 10am-11am

How do you ensure work placements work for your young people? How do you attract work placement hosts and what are the terms of these? What does a successful placement look like? How to provide opportunities for young makers to test their skills?

10am-10.30am: work placements inc YMI's

10.30h-11h: creatives – selling and exhibiting work (YMI trading places, art show cases, business pitch competitions).

11am-11.15am Tea break

2. Right to the city 11.15am-12pm

How to cultivate a right to the city for young people? Putting yourself into the shoes of a marginalised young person.

11.15am-11.40am: open discussion

11.40am-12pm: YMI approach

Lunch 12pm-1pm

3. The impact of group learning on young people: workshops 1pm-2.30pm

If you're running workshops, what are you focusing on and why, who is leading them and do they work?

1pm-1.20pm: group discussion

1.20pm: YMI approach (user developed, cultivating self-awareness, confidence/ a voice in young people, ideas generation, inspiration, a safe space, solidarity and joint working amongst young people, professional contacts, a right to the city, practical skills and knowledge, resilience,

Tea break 2.30pm-2.45pm

4. Evaluation and impact 2.45pm-3.35pm

How do you currently measure or quantify your impact? How do you evaluate?

2.45pm-3.05pm: group discussion

3.05pm-3.35pm: how does YMI do it?

5. Creating a healthy work structure 3.35pm-4.15pm

Are your external values mirrored by your internal ways of working? How do you inspire, nurture and support the growth of your team?

3.35pm-3.45pm: group discussion

3.45pm-4.15pm: YMI's approach

6. Round up 4.15pm-5pm

What people are going to take forward and apply to their own organisation + feedback onto us

CLOSE