


Partnering with GoodWork

Why we exist.



 Only 17% of Londoners from the lowest socioeconomic backgrounds go on to work in “professional” occupations.

Oliver Wyman, 2020

 35% of “entry-level” jobs ask for more than three years of relevant experience.

LinkedIn, 2021

 70% of internships are unpaid and only 17% are advertised publicly.

The Sutton Trust, 2018

Our mission.



GoodWork creates meaningful, equitable employment opportunities for young people from marginalised communities, while enabling employers to make the systems and culture change needed for underrepresented talent to thrive.

Educational inequality, institutional bias and a lack of fair opportunities all play a role in the UK's unfair jobs market – and the problem is only getting worse. The erosion of entry-level positions is increasingly common, with employers routinely demanding evidence of experience for roles that are supposedly for the inexperienced. Add to this the expectation of a stellar academic record and a university degree and it should come as no surprise that **social mobility in the UK is the worst it's been for over fifty years** (IFS, 2023).

Our extensive networks across London's youth groups and local authorities help us reach the "hard to reach" and our experience developing and supporting talented young people to launch their careers ensures their success. **Can you help us?**



The young people we support.

- We focus our work on the young people who **are typically excluded from opportunity**.
- Our candidates are **high potential** but may not have the grades or connections they need to break through.
- We run bespoke assessments to **understand their strengths** and ensure they're capable of performing in demanding roles.
- Every young person comes from **a lower socioeconomic background**, but most will have faced further barriers to work – such as disability, caring responsibilities, racial discrimination or experience in the care system. Most have not attended or graduated university.



Delivering impact with us.



The GoodWork Programme

- Our flagship programme combines training, support and paid work experience for young people aged 18-25.
- We source, assess and train candidates in key transferable skills to ensure they're ready to take on entry-level opportunities across a range of sectors.
- We partner with organisations who interview and hire directly from our programme, into internships, apprenticeships or permanent posts.
- We provide wraparound support for at least six months, including inclusive manager training for your team, ongoing training and mentoring for young people and community engagement opportunities.
- In 2024, we're launching new cohorts, giving employers regular opportunities to hire new talent through our programme.
- From £3,500 + VAT per candidate

Bespoke Programmes

- For employers looking to offer a larger number of opportunities, we create and deliver bespoke programmes.
- These can range from brief work experience placements, to longer-term traineeships and internships.
- We source and pre-screen candidates (taking the labour-intensive work off your hands), with your team getting the final say on hires.
- Training is designed around our key principles, but flexed to ensure it meets the needs of the teams you're hiring into and your organisational approach. Again, you can co-deliver or leave this entirely up to us.
- Our wraparound support ensures you have our expertise and interventions when you need it, as well as volunteer opportunities for your team.
- Bespoke pricing

The programme journey.

Programme ends

- Support to transition into permanent roles, or find opportunities elsewhere
- Reflections on learning
- Celebrating success



Connect

- Speak with our team
- Discuss roles and timescales
- Agree to work together

Placements begin

- Structured mentoring programme
- Ongoing training and support from GoodWork
- On-the-job learning

Outreach, Assessments & Onboarding

- We find and pre-screen candidates
- Participants complete our soft-skills onboarding programme
- Your team interviews for your roles
- We deliver support and inclusive line manager training

Our approach to learning.



To build a workforce fit for the future, we need talent that is diverse, resilient, proactive and creative. With the digital landscape changing almost overnight, our focus is on developing the essential transferable skills that underpin any role. The following competencies underpin all training across our programmes.



More ways to work with GoodWork.



Workshops, Training & Talks

- Led by our Founder, the GoodWork team can deliver expert training, talks and workshops across a range of areas, including:
 - Inclusive Internship & Line Management Training, tailored to those supporting early career hires
 - Social Mobility in Early Careers, covering strategies for sourcing, assessing and retaining talent
 - Candidate Attraction, focused on Gen Z hires from underrepresented communities
 - Entry-Level Assessment, using best practice approaches to hire inclusively
- We're also able to develop bespoke training offerings and talks, to engage your talent team or help dive a bit deeper on a specialist area
- From £500 + VAT per half day

Consulting on Early Careers Strategy

- From fully facilitated Early Careers Strategy Days, to longer-term consulting projects to co-design new initiatives, GoodWork can help Talent teams to reimagine entry-level hiring and put the right processes in place.
- We can also provide implementation support and help source great talent, when you're ready to put the work into practice.
- Bespoke pricing

Candidate Referrals

- Just want to hire some great talent? If you're looking for a no bells and whistles approach, we're happy to scour our talent pool to find you some great candidates.
- Bespoke pricing

What our partners say:



“One of the main USPs for GoodWork is the vetting process. You don’t send through CVs, you send a person summary which is really nice because it takes away the noise of the traditional recruitment process and helps you focus on the individual.

It’s about talent. I don’t think it’s ever crossed anyone’s mind that our intern didn’t come in through a traditional recruitment process. At a senior level it’s helped validate that there is a viable talent pool out there.”

– Jaimie Stewart, Head of People at Newsflare



“We would highly recommend connecting with GoodWork for your Early Career hires. They have provided a solid foundation of careers advice and self-confidence tools for their young person to apply in the workplace, which our trainee references regularly.

GoodWork have continued supporting our intern through his first few months with regular check-ins, encouragement and offering wider support such as coaching. Their communication and referral process has been thorough and reliable.”



– Cathy Burns, Operations Manager at Bootstrap Charity

“At Daintta, we aim to be a socially conscious, daring, fair, and transparent organisation and, giving back is a cornerstone of our values and culture. As a rapidly growing organisation, having a diverse workforce is crucial for us to ensure diversity in thought.

The work done by GoodWork enables organisations like ours build a more inclusive entry pool, providing opportunities for young people who may not have had them otherwise. We are learning how to run an effective internship programme, ensuring we are providing the right type and level of support to our intern with the help of GoodWork.”

– Fiyin Amosu, Consultant at Daintta



Getting involved.

We're proud of the impact we create with our corporate partners.

- You can read more about what it's like to partner with us in [this interview](#) with the Head of People at Newsflare.
- Interested in a young person's perspective? Hear the other side of the story from our programme alumnus Razz, [here](#).
- [Read our 2023 Impact Report](#) to find out more about our work.

Ready to support our mission?

Book in a call or drop us an **email** now, to get the conversation started.

