



## **BUSINESS IN THE COMMUNITY'S JOB COACHING PROGRAMME - SUPPORTING JOBSEEKERS WITH BUSINESS-LED COACHING**

### **OUR AMBITION**

We want to support jobseekers, especially those groups who were already disadvantaged in the labour market prior to the COVID-19 pandemic, with a programme that can improve their chances of a successful job outcome by equipping them with:

- Essential and digital skills
- Increased knowledge of the job market and skills to progress towards employment
- Enhanced wellbeing and resilience – guidance to stay positive and connected to the world of work

The programme will work to mobilise our members' employees, acting as volunteer coaches, offering a minimum of six sessions of 1:1 coaching.

Coaches will support job-seeking clients to offer new perspectives, build their skills and improve their chances of success. This includes support to access other opportunities through BITC members where available. Clients will access the programme through a partner organisation by referral only.

### **TARGET GROUP**

This programme is aimed at those who:

- are unemployed and ready for work;
- speak good conversational English (level1);
- have access to an email and a mobile phone;
- would benefit from the support of a 1:1 volunteer coach to support them to build their skills, enhance their wellbeing and improve chances of progressing into employment.

We anticipate there will be two categories of clients for whom our programme will be most effective and appropriate:

- Jobseekers who have experienced complex or multiple barriers to employment;
- Jobseekers made unemployed due to the COVID-19 pandemic - who were previously in insecure and/or low paid employment.



### THE OPPORTUNITY

Business in the Community is looking for organisations to work with us and act as referral partners to support clients onto the programme. Partners will have a national and or regional reach, and support the clients outlined in our target group. BITC will:

- Support and brief all staff on referral processes, eligibility criteria and programme expectations;
- Work with partners to connect their clients with trained corporate volunteer coaches;
- Onboard, train and manage the business volunteers to effectively support clients;
- Collate and share impact and evaluation data around success and outcomes.

**“THE LAST 18 MONTHS HAVEN’T BEEN EASY, ESPECIALLY FOR THOSE OF US WITHOUT THE COMFORT OF JOB SECURITY, BUT I’VE FOUND INTERACTIONS WITH MY COACH TO BE MOTIVATING AND PARTICULARLY HELPFUL FOR PLANNING NEXT STEPS”**

- DON, JOB COACHING PARTICIPANT

### WHY WORK WITH BITC?

- BITC has a successful track record with a wide range of referral organisations, where we have supported over 12,000 people facing significant barriers to work who would be unlikely to enter employment without our support. Together with our business network we have supported over 40% of participants into employment across the country.
- A study by the University of Dusseldorf looking at BITC’s Ready for Work programme showed participants matched with a coach are 3.7 times more likely to get a job than those who don’t have a coach.
- Our established relationships with employers from a wide range of sectors means that we can quickly bring business support to people facing multiple barriers to work. With different people of all levels and seniority supporting our programme, we have a large bank of skills on offer to help each participant in the most effective way.

**FOR MORE INFORMATION OR TO DISCUSS HOW YOU CAN BECOME A  
REFERRAL PARTNER PLEASE CONTACT: [COACHING@BITC.ORG.UK](mailto:COACHING@BITC.ORG.UK)**