



## **Developing Cumbria's Leaders for Today and Tomorrow**

# Dream Placement 2016



CENTRE for  
LEADERSHIP  
PERFORMANCE

[www.cforlp.org.uk](http://www.cforlp.org.uk)

# AI Wilson new General Manager at CfLP



- met a lot of you – businesses, institutions
- hearing a need to adapt to meet unprecedented change
  - collaboration
  - skills shortage / attracting talent
  - innovation
- CfLP ideally positioned to enable proper dialogue – provoke change
- engender a realisation that we all need to adapt – not just wait for others

**Awareness**

**Tools & Skills**

**Confidence**

# What is Dream Placement?

- Work placement scheme for local 16-18 year olds
- Not any ordinary work placement scheme
- Based on the theme of leadership
- Placements are offered by local companies

# Organisations involved – so far...



78% of 2014 came back for 2015  
85% of 2015 signed-up for 2016



# How it Works

**Applications** – students apply to CfLP, applications circulated to Host Companies to short-list

**Selection Event** – Host Companies interview their short-listed students

**Development Day** – Host Companies and students get together for a day of activities

**Placement Week** – students spend a week with their Host Company

**Showcase Event** – a celebration event for all to share their experiences and achievements

**Flo Hanlon** - on placement with Sellafield Ltd

**Ashleigh Huddart** - on placement with CN Media Group

# What Companies tell us are the benefits of being involved in Dream Placement

- identify and forge relationships with talented young individuals
- be actively involved in the selection and development of your placement student
- find your leaders of the future - *try before you buy!*
- show talented individuals how your organisation operates
- create more awareness of what you do with local schools, parents and communities
- help raise aspirations and make students more aware of the world of work
- bring fresh young ideas into your business
- get help on a particular or one-off project
- develop your own staff's skills in areas such as mentoring, planning and communication
- achieve impactful PR – be seen to be giving something back
- B2B networking at Dream Placement events
- feel good factor for all !!



# Your Commitment

- be involved in shortlisting and selection of your student, including attending the Selection Event
- attend the Development Day (it's a Saturday!)
- design and deliver a worthwhile, leadership-themed placement for the student
- attend the Showcase Event
- make a financial contribution (£500 for SMEs, £2,000 for larger firms)
- help to promote programme in local schools

# Interested?

Pick up the brochures and flyers on your way out



Contact CfLP:      01900 824822      [info@cforlp.org.uk](mailto:info@cforlp.org.uk)

Pop in to see us at our new offices in Cocker mouth Town Hall