

FINAL

Mum and dad have the answers to kids' career choices

- New research reveals the majority of youngsters turn to their families for career advice.
- Yet one in eight** grow up in a home where neither parent works.
- Karren Brady, LifeSkills Ambassador, demands more support needs to be offered to young people entering the work place.

The old adage 'Mum knows best' seems to ring true when young people are looking for career advice. According to new research from LifeSkills, created with Barclays, youngsters turn to their parents for career guidance, with three quarters (75%) of 14-25 year olds turning to their family for career inspiration and (54%) for advice on securing a job.

But, with one in eight young people growing up in a workless household, families may need to be better equipped to help. In fact, this research shows, the closer a young person is to leaving school, the less support they get with decisions about their career. When asked who gives the best careers advice, those aged 16 to 25 are most likely to state 'nobody' (26%).

Karren Brady, LifeSkills Ambassador, commented: "Young people will instinctively turn to their family for advice about their future career. That's why it is crucial that families know where young people can get the essential additional information and support they need to succeed. LifeSkills plays a key role in this, as it gives young people the skills they need to enter the world of work, along with matching them to work experience opportunities, making the transition from school to work smoother."

The LifeSkills Youth Barometer also found that almost a third (30%) of 14-25 year olds want more training before entering the work place and half (49%) don't feel they have been given enough careers education to get their dream job.

Kirstie Mackey, Head of LifeSkills, commented: "Understanding the options available after education and feeling confident about a path into work is a challenge that every young person faces. We want to do more to ensure that young people have the right information at the right time to help them make the best career choice for them. Coupled with this, LifeSkills gives youngsters access to work experience, helping them to understand the skills they need to get them ready for work."

LifeSkills, created with Barclays, aims to connect businesses, education providers and young people to make young people's transition into work as easy as possible. The programme is endorsed by City and Guilds. Young people can use the LifeSkills website to complete a range of interactive resources to learn everything from how to write a CV through to matching their skills to a career. The more tasks they complete, the more points they can gain to unlock access to work experience opportunities. The curriculum linked programme also provides free, unbranded lessons and workshops for teachers across three modules: people, money and work skills. In addition, teachers can match their pupils to local work experience opportunities. To find out more and register go to barclayslifeskills.com.

If families are inspired by this research to encourage their children get ready for their careers, below are Karren Brady's top five tips on what to do next:

1. Find a potential career

Perhaps the very first step is encouraging your children to think about what careers they are interested in. LifeSkills and Plotr are packed with different careers which can inspire young people about what they are aiming for after they finish education.

2. Consider their path

If your children have an idea of what they'd like to do, encourage them to research how to get there. Traineeships and apprenticeships are available across a huge variety of industries now, so the traditional route of getting A Levels and a degree might not be the only, or even best, path into their chosen career. The National Apprenticeship Service is great starting point to find out more information.

3. Use the summer holidays to get work experience

Summer holidays are the perfect opportunity to help your kids get some work experience. You can use sites such as LifeSkills to find work placements in your local area via a teacher or try approaching businesses direct.

4. Create a CV

Encourage your children to create a CV using online resources like LifeSkills, to get advice on where to start and what to include.

5. Practice interview questions

Improve your children's confidence at potential interviews by running through some typical questions. This will get them used to thinking of good answers when they get put on the spot.

- Ends -

For interviews, more information or case studies, please contact:

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Note to editors

*Research undertaken January 2014 amongst total panel of 2,000 14-25 year olds.

** ONS data on working and workless households, 4th Quarter 2004 to 2013.

*** Research undertaken March 2013 amongst total panel of 2,000 14-25 year olds.

About LifeSkills, created with Barclays

LifeSkills created with Barclays aims, by 2015, to equip one million young people with the skills they need to enter the world of work and help improve access to work experience opportunities, traineeships and apprenticeships.

The programme provides schools with a range of free, curriculum-linked lesson plans, workshops and resources designed to help 11-19 years olds to develop the skills employers most seek. There are three core modules:

- Work Skills including interview skills, CV writing and information on choosing a career.
- People Skills including interpersonal skills, self-confidence, communication, self-awareness and personal presentation.