



# CEO SUMMIT 2023



MOVEMENT  
TO WORK



Movement to Work  
CEO Summit  
An overview

## CEO Summit overview

On Monday 17th April 2023, Movement to Work (MtW) hosted its annual CEO Summit in London. Amongst more than 110 attendees from 83 organisations, MtW convened a diverse mix of young people together with leaders from business, government and youth organisations. The CEO Summit and Youth Employability Awards also marked 10 years since the charity was founded.

## Event objectives

Movement to Work is primarily B2B, focusing on motivating and supporting businesses to help young people from diverse backgrounds enter the workplace in a way that benefits all. In November each year we host our Youth Summit with young people and HR professionals (see last year's short summary [here](#)). The CEO Summit agenda is informed by the insights we glean from young people at the Youth Summit, and is therefore an opportunity for a 'problem-solving' discussion to inspire leaders into positive action. At the CEO Summit, we aim to:

- **Educate**... our network on the salient problems and solutions related to youth employment alongside providing opportunities for authentic storytelling from professionals and young people.
- **Motivate**... MtW employers to expand their commitment and inspire new employers to join the Movement - seeing both the social need and the business benefits.
- **Activate**... focus on problem-solving so that attendees are clear on what commitments and actions can be taken forward.

Ultimately, we want to engage and expand our network to help more #YoungPeopleWork and promote a fairer world.

## Acknowledgements

Movement to Work's biggest annual event simply could not be possible without the dedication and support of our generous sponsors and partners. A huge thank you to our hosts at Marriott for the stunning venue of The Ballroom at JW Marriott Grosvenor House London. In addition, many thanks to Tesco, Diageo, Accenture, M&S, Smarts / MSQ and Powwow Events for their valuable contributions.

We also heard from some fantastic speakers from across our network including:

- Mims Davies MP, Minister for Social Mobility, Youth & Progression
- Antonia Tony-Fadipe, Inclusive Hiring Lead, The Body Shop
- Kayleigh Fosker, Customer Consultant, The Body Shop
- Melony Gouna, Employer Brand & Attraction Manager, Wagamama
- Joshua McLaughlin, Social Media Executive, GetMyFirstJob
- Heather Graham, Employability Programme Manager, M&S
- Luna Cummings, Customer Assistant, M&S
- Samantha Sullivan, Pre-employability and Work Placement Manager, Tesco
- Ryan Smith, Customer Assistant, Tesco
- Marc Bolland, Chairman Blackstone Europe & Founder and former Chair of MtW
- Olly Benzecry CBE, MtW Trustee
- Charles Woodburn, BAE Systems Chief Executive and MtW Chair



The keynote speech was delivered by Minister Mims Davies who gave an update from DWP alongside words of encouragement for the MtW network.

Both the CEO Summit and Awards were hosted by award-winning television and radio presenter, Angellica Bell, and the final award of the night was presented by the Prince's Trust Ambassador, Hugh Dennis.

# Topic 1: Inclusive Hiring & Uncomplicated Processes

## OVERVIEW

### Topic background

According to the [YEUK 2022 Youth Census](#), young people continue to fear that they do not have the adequate work experience, life skills or practical job hunting skills that they need to progress. Some key stats that illustrate such barriers are:

- Only 34.4% of those in education thought they understood the skills employers were looking for.
- Over half (56.6%) of those looking for work thought their biggest barrier to employment was a lack of work experience.
- Less than half (44.6%) of young people aged 19+ think they could write a CV.
- Less than a third (28.7%) of young people aged 19+ think employers are supportive of hiring young people
- Only 14.2% of young people were 'confident' or 'extremely confident' they could find quality work where they lived.

This theme was reinforced at our annual Youth Summit in November, where young people reported experiencing the highest levels of stress during the application and interview stages. We heard loud and clear the appeal to employers to make these early stages as quick and stress free as possible.

### CEO Summit discussion

We heard from representatives from The Body Shop on their Open Hiring process, where the focus is on a person's potential rather than their work history. A purposeful and progressive example of inclusive recruitment practice, we heard from the business and a young person who was recruited through the Open Hiring process, to discuss the benefits of simplifying entry level hiring processes and what more can be done to un-complicate recruitment processes and unlock potential for all.

### Speakers

- Antonia Tony-Fadipe, Inclusive Hiring Lead, UK & Global Functions, The Body Shop
- Kayleigh Fosker, Customer Consultant, The Body Shop

### Key points raised

- The constant cycle of rejections that young people face when applying for jobs can cause '*Low mood and overwhelm.*' - Kayleigh Fosker, Customer Consultant, The Body Shop.
- The Body Shop introduced Open Hiring whereby applicants are required to simply answer 'yes' to three questions to get the job; 1) Do you have the right to work in the UK? 2) Can you lift up to 11kg? 3) Can you work for up to 8 hours?
- A key challenge faced by The Body Shop was shifting mindsets, which they are investing training into to aid this
- However, since its launch, managers have fed back that: '*Based on this person's CV, I would not have hired them, but now I'm so glad that we did.*' - Antonia Tony-Fadipe, Inclusive Hiring Lead, The Body Shop.



*'The more you do it the more you learn, and the more lives that you change.'* - Antonia Tony-Fadipe, Inclusive Hiring Lead, The Body Shop



*'I would definitely recommend other organisations try open hiring'*  
*''Honestly [the application process] was unreal.'* - Kayleigh Fosker, Customer Consultant, The Body Shop



# Topic 1: Inclusive Hiring & Uncomplicated Processes

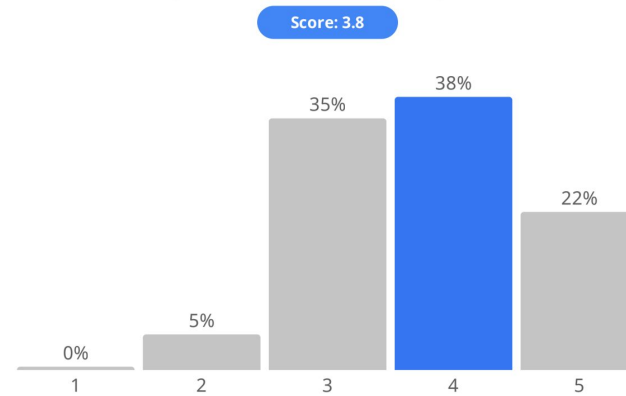
## LIVE POLL RESULTS

Before and after hearing from our speakers for each discussion, we used Slido to conduct some live polling, alongside offering the audience an opportunity to add their views and ask questions.

Q1. What does inclusive recruitment mean to you?



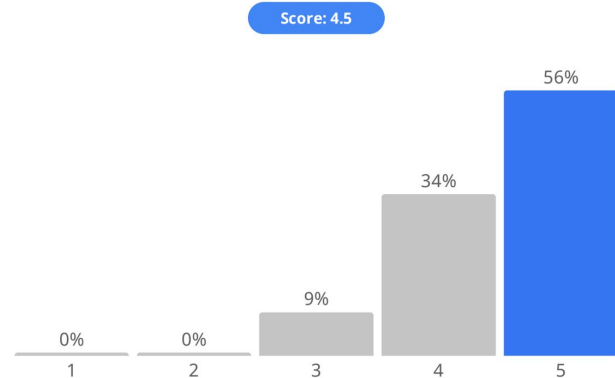
Q2. Rate your current youth recruitment processes...  
1 - Very selective to 5 - Very inclusive



Q3. What are the key blockers to more inclusive recruitment practices?



Q4. How inspired do you now feel to review your recruitment processes and further reduce barriers to work for young people?  
1 - No potential for change to 5 - We have to make changes



*'75% of the people we hired through this process were from disadvantaged backgrounds.'* - Antonia Tony-Fadipe, Inclusive Hiring Lead, The Body Shop



*'I'm learning something new everything single day.'* - Kayleigh Fosker, Customer Consultant, The Body Shop

## Topic 2: "Meet us where we are!"

### OVERVIEW

#### Topic background

Young people continue to share that they don't know what's out there when it comes to employment opportunities. At our Youth Summit last year, they again challenged employers to be more creative and think "outside the box" when promoting their programmes and opportunities. The three messages loud and clear were:

- Get creative: Employers should explore non-traditional recruitment channels to meet young people where they are and use more targeted advertising to promote opportunities. This includes punchy social media campaigns on channels such as TikTok and Instagram, the use of influencers and QR codes where young people can find out more about the company and opportunity quickly and easily. Employers should also consider advertising where young people congregate, i.e. parks, shopping centres and "chicken shops."
- Consider the language & tonality: Employers need to communicate with young people in a way that inspires them, not daunts them. Consider neurodiversity, scrap the jargon and simplify language to make job descriptions and application processes quicker, less stressful and more accessible for all.
- Invite & tempt me with benefits now (pensions later!): Explain what's best about your company at the top of the application or advert and focus more on immediate benefits i.e. the pay, whether there's a guaranteed job or interview, the buddy systems in place, your mental health provision and access to other facilities/provisions.

#### CEO Summit discussion

We heard from representatives from Wagamama and Get My First Job who provided insights into how platforms such as TikTok (and other social media channels) can bolster the recruitment of young people into roles, providing examples of how recruitment campaigns can be more engaging, looking at language and platforms for maximum engagement, and how to connect meaningfully with young people.

#### Speakers

- Melony Gouna, Employer Brand & Attraction Manager, Wagamama
- Joshua McLaughlin, Social Media Executive, GetMyFirstJob

#### Key points raised

- Employers need to adapt to communicate with young people; *'Nearly 40% of Gen Z prefer TikTok to google as a search engine.'* - Joshua McLaughlin, Social Media Executive, GetMyFirstJob.
- Employers shouldn't be afraid to use trial and error when it comes to these platforms, testing in order to best *"communicate with young people in the way they want us too"* - Melony Gouna, Employer Brand & Attraction Manager, Wagamama
- *'Authenticity is definitely the key.'* - Joshua McLaughlin, Social Media Executive, GetMyFirstJob on when it comes to social media outreach, with young people looking to see themselves in the content they are viewing from employers.



*'Forcing young people into boxes won't work.'* - Melony Gouna, Employer Brand & Attraction Manager, Wagamama



*'Need to capture people's attention in three seconds, and then they're gone.'* - Joshua McLaughlin, Social Media Executive, GetMyFirstJob



## Topic 2: "Meet us where we are!"

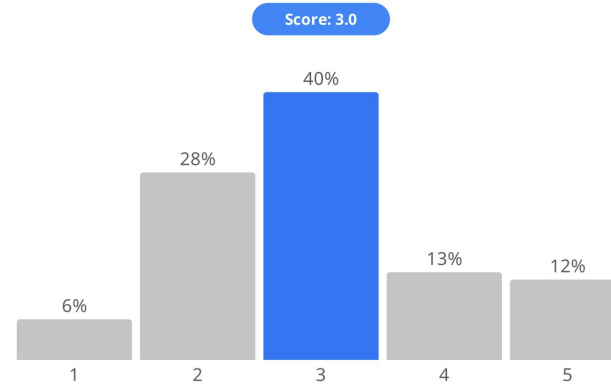
### LIVE POLL RESULTS

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Q1. List the top 3 platforms you use to promote youth employability programmes and early careers opportunities...

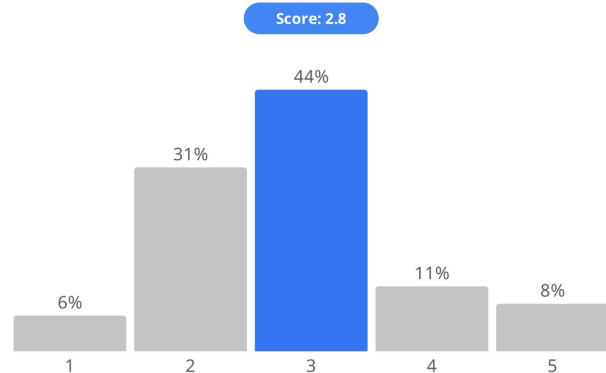


Q2. How effective do you believe your current recruitment campaigns are for engaging young people?  
1 - Poor to 5 - Very effective

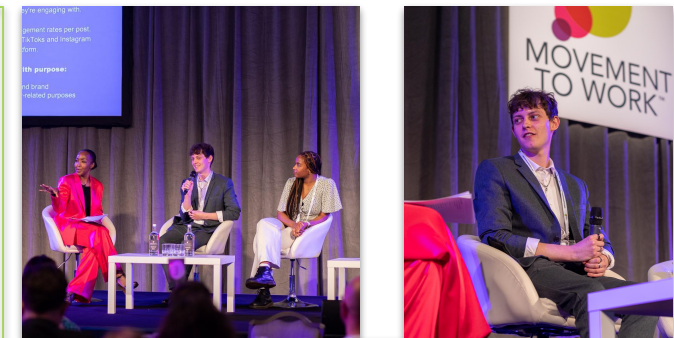
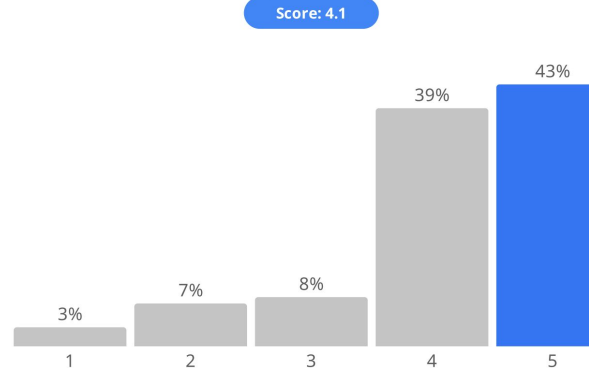


*'Be an example, and show you care about young people.'* - Melony Gouna, Employer Brand & Attraction Manager, Wagamama

Q3. How satisfied are you with your current recruitment campaigns for young people?  
1 - Very dissatisfied to 5 - Very satisfied



Q4. How likely are you to review your approach to recruitment campaigns based on insights discussed?  
1 - Never! to 5 - Highly motivated to review



*"Champion your people, champion your workplace."* - Joshua McLaughlin, Social Media Executive, GetMyFirstJob

## Topic 3: Responding to the changing needs of young people OVERVIEW

### Topic background

The YEUK 2022 Youth Census confirmed that the past three years have been deeply traumatic for young people, with COVID-19 and its continuing aftermath acting both as a “catalyst and as a suppressant for some of the biggest issues” facing young people: accelerating social, emotional and mental health challenges and contributing to the growing fears and feelings of isolation from age 11 all the way to age 30. At the same time we have seen a stall in careers education and work experience, skill development, work prospects and promotions. With a lack of necessary support networks and a safe routine, “young people are worried and immobilised with fear.”

More recently, The Prince's Trust NatWest Youth Index 2023 found the overall wellbeing of 16–25-year-olds has “flatlined”, remaining at the lowest point in its fourteen-year history, with young people least happy and confident in their money and mental health. It reveals the cost of living crisis (57%) and coming recession (34%) are young people’s biggest worries for the future, and how these concerns impact young people’s life goals and career aspirations. More than two fifths (46%) state that economic uncertainty makes them feel hopeless about the future, rising to 55% per cent of those from poorer backgrounds.

At our annual Youth Summit in 2022, young people continued to share frustration that often work experience and employability programmes are poorly paid or not paid at all. This creates financial stress and a reluctance to engage. They also shared the stress that's caused by that first month on the job awaiting salary and being unable to afford to cover basic costs, suggesting employers should consider ways to remove this early salary pinch.

### CEO Summit discussion

We heard from representatives from Marks & Spencer and Tesco who shared how their organisations are ensuring their youth employability programmes remain relevant and adapt to the needs of young people today. We also heard from young people who have recently completed a Movement to Work programme with both organisations who reflected on their experience.

### Speakers

- Heather Graham, Employability Programme Manager, M&S
- Luna Cummings, Customer Assistant, M&S
- Samantha Sullivan, Pre-employability and Work Placement Manager, Tesco
- Ryan Smith, Customer Assistant, Tesco

### Key points raised

- The importance of taster days in providing a non-intimidating experience for young people
- Organisations must provide ‘wrap-around support’ to young people; e.g.,
  - Ensuring they have buddies, mentors, or someone less formal than a manager to go to when they are in need
  - Covering costs such as lunch to help alleviate money worries
- Managers may require ‘retraining to support the growing number of young people that are neurodiverse’. - Samantha Sullivan, Pre-employability and Work Placement Manager, Tesco.
- Through these programmes young people have the potential to grow massively; ‘[young people’s] confidence coming into the programme can be so low, and the difference is huge by the end.’ - Heather Graham, Employability Programme Manager, M&S.



*‘The loyalty to the brand from the people who come through the programme is huge.’ - Heather Graham, Employability Programme Manager, M&S*



*‘Provide [young people with] wrap-around support.’ - Samantha Sullivan, Pre-employability and Work Placement Manager, Tesco*

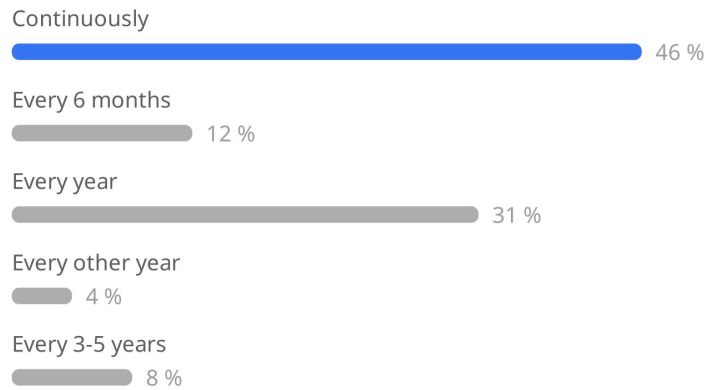


## Topic 3: Responding to the changing needs of young people

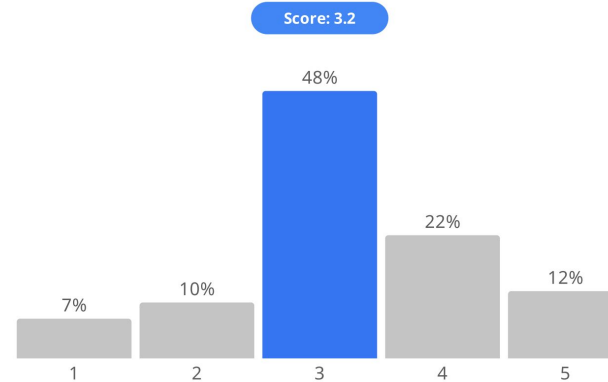
### LIVE POLL RESULTS

Before and after hearing from our speakers for each discussion, we used Slido to conduct some live polling, alongside offering the audience an opportunity to add their views and ask questions.

Q1. How often does your organisation review and adapt its youth employability programmes?



Q2. How well do you think your organisation understand the changing needs of young people and what's important to them?  
1 - Poor to 5 - Very effective



*'Not only have (M&S) they given you a job, but a space to be you.'* - Angellica Bell, TV presenter & host

Q3. Do you believe employers should continuously review and adapt youth employability programmes due to the ever changing needs of young people?



Q4. Based on today's discussions, what ONE key takeaway will you now discuss further within your organisation?



*'Since jumping on to the Marks and Starts programme, my whole world has turned around.'* - Luna Cummings, Customer Assistant, M&S



*'Why are we always looking for the finished article, we are never the finished article.'* - Mims Davies - MP,  
Minister for Social Mobility, Youth & Progression

*'Do it for young people. Listen to them on the ground. Make it the DNA of your organisation.'* - Melony Gouna,  
Employer Brand & Attraction Manager, Wagamama

## Next steps

- If you have any questions about this report - please get in touch with a member of the team to talk further!
- Over the coming weeks and months we will use the insights from the CEO Summit to further drive positive change throughout our network and beyond.
- Employers - join the Movement! If you are not already involved with Movement to Work, consider joining today. There is no fee for your organisation - all we ask is that you support our mission to deliver quality programmes and life-changing opportunities for young people.
- Young people - join our Youth Ambassador programme! Have you completed a MtW programme and want to be part of a growing community of young people committed to adding their voice and inspiring employers to break down barriers to work? Register your interest here:  
[www.movementtowork.com/youth-ambassadors](http://www.movementtowork.com/youth-ambassadors)



## Stay involved

Please follow us on our social media channels and tag us in content that you want us to see! Here you will also see the latest updates from the Movement to Work network and how you can get more involved.

For more information on any of the above please contact:  
[info@movementtowork.com](mailto:info@movementtowork.com) or your Movement to Work account manager.

[www.MovementtoWork.com](http://www.MovementtoWork.com)

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# Thank you!