



Workshop Guide

Mapping Pathways to Creative Careers

AT A GLANCE

This workshop format has been designed to engage young people interested in a creative career and creative employers in exchanges and reflection around their professional goals, access pathways in creative domains, and in particular skills required for professing as a creative in particular domain, as well as transversal skills. Moreover, this workshop will identify hidden and missing skills needed for the development of the creative industries. It will help participants explore routes into a creative career, the skills that they already have, and how the creative employers value these skills.

Who is this workshop for?

- Young people 16-24 years (6 to 12 participants recommended)
- Employers: industry employers/representatives including one from HE/FE who are able to share their own experiences and give an overview of skills needs.

Preparation and materials

In preparation for the workshop, the room can be prepared using the downloadable materials available:

1. **Journey map printed on cardboard:** On each group table there is a large A0 / A1 poster with a career journey map. To note all young people will use this map to pin their choices – this is a collective exercise of reflection.
2. **Persona cards:** Sets of pre-formatted cards are available on each table, following the main landmarks in the journey [ABOUT ME, ..., MY CAREER GOAL] Each card features a title and space to write. Cards come in colour-coded sets, according to profile. Also, blank cards are available for those who do not identify with a profile. Each participant is provided with a unique set of cards at the beginning of the exercise, based on a short question game. *[Variation: Cards can also feature a code on the back, one for each set of cards associated with a profile. This would enable the workshop organisers to relate the answers from a single young person, since each participant is provided with a unique set of cards at the beginning of the exercise.]*
3. **Comments & questions board:** A large board visible for everyone, where during the workshop young people but also employers can go and pin questions, comments, thoughts, ideas. These will be discussed in the Networking session at the end.

PART 1. CREATIVE CAREER PROFILES

1. Divide into groups – each with scribe/facilitator/employer
2. Everyone introduces themselves – 2 mins (name, job/education, interests)
3. Expectation setting – all young people put on a post-it or a form what they want out of the session.






1.1 Identify Personas

This first part aims to:

- Encourage young people to speak about their career goal.
- Help identify young people with a persona from the 5 profiles or help to identify new personas not captured in the present profiles.

Young people: On each table there is a large, printed journey map and a suitable number of colour-coded sets of cards. The facilitator introduces the exercise, the journey map, and **focuses on the end & beginning points** of the journey:

1. First, they answer **Career stage:** *Have you decided on a creative career? Pin here your choice!* Depending on whether they have decided or not on a creative career, they are positioned along the 5 profiles or choose an original answer.

	<i>I don't know yet what sort of career I want, just exploring possibilities [THE EXPLORER]</i>		<i>I know what sort of career I want, and I'm looking for opportunities this field [THE DECIDED]</i>
	<i>I'm interested in a creative career, but not certain which one to go for [THE SELECTOR]</i>		<i>I have multiple talents and directions, and don't want to settle on just one creative career, but keep my options open [THE MULTIFACETED CREATIVE]</i>
		<i>I or studied/have studied in a different sector, I want to change and move into a creative career [THE SWITCHER]</i>	

[Pin here the card with your own answer]

2. Once positioned, young people are given a set of cards of relevant colour, representing their profile, or a set of blank cards for original answers. They write down their creative **career goal** on the corresponding card and pin it on the map area My Career Goal: What sort of creative career do you want?

3. [I Am Here](#) – young people are asked to write down socio-demos on the colour-coded card [About Me](#) and pin it in the map area [I Am Here](#)

Employers: Will be assigned to a table for this first part, and then continue to rotate throughout the exercises. They may ask and be asked questions and be involved in the discussions.

1.2 Discuss *Influencers, Barriers, and Needs*

Young people: The facilitator now focuses on three aspects of the journey:

- [Influencers](#): *When you need information, advice, or support about your future career, where do you turn to?*
- [Barriers](#): *What makes it challenging for you to get into the career you want?*
- [Required support](#): *What information, advice, or support do you need, which you don't get now?*

Each of these is taken one by one, and young people are encouraged to work in pairs to discuss answers, write on cards their thoughts and pin them on the relevant journey point on the cardboard/flipchart page.

Employers: Continue to rotate among tables and get engaged – ask and answer questions.

PART 2. INTERESTS, ACTIVITIES, AND SKILLS

Group task to identify the **skills, personal attributes and experiences** participants will have gained through non-formal education routes and self-directed activity (e.g., learning a musical instrument or making animations at home)

2.1 Discuss *Interests and Skills*

Young people: In small groups, associated to the same tables with the journey cardboards/flip charts. Facilitator concentrates discussion on the [Interests](#) and [Skills](#) point of the journey. Young people are encouraged to discuss and write up thoughts on cards to pin at those points (card [Interests](#) & [Skills](#) 6a-6b).

Employers: to talk about some of the skills they are looking for in young people. Employers could talk about team building, collaborative working, presentation skills etc. They talk about what that means and break down what evidence they are looking for.

Break and networking 10 mins: Participants can gather around the board for questions or comments that come up.

2.2 Where skills fit: Q&A with 2- 3 employers

Participants gather in groups around tables.

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Employers: concentrate on point 6c of the *Interests* and *Skills* journey, aiming to show participants that all skills are valuable in the right role/organisation: *How are the skills gained from young people's activities relevant for creative professions?*

- The facilitator for each table guides the discussion, focusing on a selection of skills from the ones written on cards.
- The employers discuss where the identified skills could/would fit within their organisation or job type. Answers are written on cards and pinned under the relevant cards with the corresponding interests and skills.

2.3 Plenary discussion with all employers

Each employer talks for 1 minute on skills and barriers (10 mins) followed by 15 mins of questions/discussion.

- Share which **hard & soft skills** they feel are most important to industry.
- Some of the **barriers** that have come up on the table.
- Each employer gives a **top tip** at the end.

2.4 Participants' feedback and wrap-up

The facilitator offers a short summary of the session completed. The discussion can then take prompts from the Comments & questions board that have not been already answered and ask young people to offer their feedback on the session (structured feedback & evaluation forms can be handed out if available). The end of the discussion will focus on resources in support of next steps for supporting young people to follow up on this experience.

Credits note: The workshop guide and the associated map and cards have been conceived, designed and developed by the Connect2Aspire AHRC Fellow in collaboration with the V&A Museum Young People's Team (David Judd and Nicole Jones), the V&A's Youth Collective and Dr Holly Ling Hou. This workshop guide template was designed by Dr Noémi Zajzon.