



Assima donates technology, time and expertise to help Accenture provide its Skills to Succeed Academy, which is helping thousands of young jobseekers gain employment



THE CHALLENGE

Youth unemployment is expected to cost the UK government around £28 billion* over the next decade, with one million young people currently out of work. While this issue is high on the government's agenda, young jobseekers are often disengaged, demotivated and difficult to reach. This creates a knowledge gap and many young people simply don't know how to go about finding and applying for a job.

Through its global Corporate Citizenship initiative, **Skills to Succeed**, Accenture is focusing on advancing employment and entrepreneurship opportunities for people around the world. In the UK, **Skills to Succeed** focuses on addressing youth unemployment and Accenture wanted to use its learning and technology expertise to empower young people to develop the skills they need to find and keep a job. To maximise the positive impact of the initiative for young jobseekers, Accenture engaged support from several strategic partners, including leading training expert Assima.

Andrea Rutledge, Talent and Organisation Senior Manager at Accenture and **Skills to Succeed** Academy Project Lead, says: "Assima joined a group of partners which includes employability

subject matter experts from an East London employment charity, a creative communications and learning agency, and young jobseekers themselves who worked alongside us. Based on close collaboration among all project partners, we identified relevant learning objectives for the **Skills to Succeed** Academy, and set about developing engaging training content to support the programme."

“By providing its technology and know-how for free, Assima has played a key role in the delivery of the Skills to Succeed Academy, which will help young jobseekers gain the skills they need to find work and build a rewarding career”

SOLUTION

Accenture worked with Assima and the other project partners to develop 35 simulations and character-based training modules, each addressing an identified learning objective. Assima contributed extensively to the process, providing technology, training and creative and technical support, all free of charge.

AT A GLANCE

CHALLENGES

- There are over 1 million unemployed young people in the UK today
- Reducing the cost of youth unemployment for the UK
- Delivering skills training in an appropriate engaging way
- Delivering a cost effective, scalable solution

SOLUTION

- Deploying Assima technology for developing training content
- Running Assima onsite training
- Providing technical support from Assima engineers
- Delivering specialist consultancy from Assima training experts
- Creating engaging training animations provided by Assima

BENEFITS

- Relevant, engaging online training for young people
- Assima technology and consultancy delivered free of charge
- Young people empowered to build their skills and take action to find work
- 94% of pilot users reported an improvement in their employability skills
- Supporting the employability sector to do more with less

* ACEVO Commission on Youth Unemployment – February 2012
Acevo Commission on Youth Unemployment; Youth unemployment: the crisis we cannot afford
<http://www.bristol.ac.uk/cmipo/publications/other/youthunemployment.pdf>

In the first instance, Assima provided a technology platform to help Accenture team members develop training content in a collaborative way. “Most systems for developing training run on the desktop, which makes it difficult for distributed teams to share ideas,” says Andrea.

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Assima also provided in-depth training to help the Accenture team speed up the development process. “An Assima expert trained our team on site over several days, which helped us work effectively with the tool from the earliest days of the project,” says Andrea. “The Assima team also helped us get to grips with the advanced features of the system, and resolved our support issues very quickly.”

The Assima platform supports a wide range of multimedia content, helping the Accenture team connect with more young jobseekers. In addition, an ‘urban’ look and feel was implemented across all the training materials using the Assima tool.

“Assima training modules use text, video, animations, surveys and more on screen, with sequences of activities to keep users engaged,” says Andrea.

“Assima developed new functionality especially for us, adding alternative survey presentations, new drag and drop features and more to make the training even more attractive to young people.”

Finally, Assima developers created a sophisticated on-screen animation for each module to grab users’ attention. “Thanks to the skilled people at Assima, we have an animated supercar, a skills wheel, and a tube train making training modules far more fun and interactive,” says Andrea. “As well as engaging more young people, these animations reduce our reliance on text-based training and help young people with basic literacy skills to complete courses on their own.”

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Working together, Accenture and its partners created three courses: ‘You and Your Career’, ‘Getting a Job’ and ‘Success in Work’. Comprising 35 modules in total, including 25 character-based training modules developed on the Assima platform, these courses provide advice and tips from 50+ employers, advisors and jobseekers and a virtual coach who supports participants in their learning journey.

RESULTS & BENEFITS

96% of Skills to Succeed Academy pilot users reported an improvement in their skills

Accenture, Assima and the other project partners combined their extensive skills

and experience to maximise the impact of the training and engage more young people. A pilot of the first course showed that the training is helping young people gain important employability skills. Specifically, 94% of users said they are now more confident, 96% reported a skills uplift, and 91% thought the training was of ‘high quality’.

Supporting the employability sector to do more with less

As an additional benefit, the **Skills to Succeed** Academy helps the UK employability sector do more with less in a time of austerity, providing free, online training materials that tackle the challenges of youth unemployment.

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The training modules will be used by numerous government bodies, including the National Careers Service and Job Centre Plus.

More young people empowered to find work

Assima is proud of its contribution to the success of the **Skills to Succeed** Academy. “We needed the right technology, training and support to make this project a success,” says Andrea. “By providing its technology and know-how for free, Assima has played a key role in the delivery of the **Skills to Succeed** Academy, which will help young jobseekers gain the skills they need to find work and build a rewarding career.”

