



Step Up

STEP UP is a campaign platform for aspiring young people to focus on what their true career ambition is and specifically ask for the support that will help them progress towards that ambition. We are giving young people a chance to stand out and make their network count. This product/service continues to develop in 2013 so keep your eyes peeled and watch this space. Visit www.next-stepup.co.uk to see it in action.

“It’s clear that our current systems are no longer sufficient to create the right opportunities for young people. We urgently need fresh thinking and new solutions. Digital technology allows us to explore new ways of helping them do just that in more meaningful and relevant ways. - Annika Small, CEO of Nominet Trust

What was the problem?

We want to create a sustainable shift in how young people make themselves discoverable - this is a big deal for us and we’re excited about it. Our mission is to get confidence and ambition working again and ultimately, to make the Job Centre redundant within five years. In order to help us on this journey, we’ve created STEP UP - a campaign platform for aspiring young people to stand out to their networks, by creating a 21 day campaign to specifically ask for the support that will help them progress towards their true career ambition.

Why 21 days? Well, 21 days is a relatively short burst of time that acts as a great catalyst to create confidence and instil a sense of progress. Throughout the 21 days, we will also send the campaigners optional nudges - for example - “Say hello to a neighbour you normally ignore!” and these will inspire campaigners to get out there. At the end of their campaign, the sum of these nudges will mean added confidence by meeting new people, a growing network and a far more exciting experience than emailing a CV to someone.

And how did we solve it?

Word of mouth recruitment is so prevalent and yet young people around the UK are being told to find jobs by sending out unsolicited CVs or filling in application forms. Having worked as a mentor with disadvantaged youth for many years and after meeting so many unemployed young people, especially over the past several months - the message is clear - something has to change or we’re going to lose a generation of talent. With almost one million young people unemployed, severe income inequality and tougher economic conditions for the disadvantaged, a new way is needed to level the playing field.

Our message to young people is - be ambitious and be willing to ask for help. Put yourself out there and get noticed by those around you. If you inspire them, they will back you all the way. No matter how small your network is, make it count for something - those doors can open wider than you think.

The Results?

One of our success stories was Matt - a talented creative from Birmingham, unemployed and demoralised for over two years. He created his Postcard of Ambition asking to be spotted by an ad agency and created a campaign called ‘21 Days, 21 Briefs’ - Take a look at Matt’s Campaign.

25 first users

Which services did this include?

- DESIGN & BRANDING
- DIGITAL & INTERACTIVE
- STRATEGY & MARKETING
- CONTENT ENTERTAINMENT
- CONSULTANCY & WORKSHOPS
- IN-HOUSE PRODUCTS

Like this, let’s talk? email michael@thehousethondon.com or call + 44 (0)20 7209 4957