

## Barriers to engagement for EAs

Our existing Enterprise Advisers have told us about the challenges they've experienced and how they have responded to these. We are sharing their examples here.

We hope they will support you in securing early strategic level engagement at the school/college you are matched with.

Stage	Barrier	Consequences	Solutions
Getting up to speed	You don't understand the jargon used or the educational landscape.	This can make it more difficult to understand the schools' needs, as well as communicating with the Senior Leadership Team as peers.	Resources to support: Glossary; The Education Landscape – background for EAs; Governance overview. Available on <a href="https://careersandenterprise.co.uk">careersandenterprise.co.uk</a> ; search: EA Resources
The first meeting	There's a delay in getting the meeting confirmed.	You're frustrated and wondering if the school actively wants to be part of the network.	Your Enterprise Coordinator (EC) will persist with getting dates confirmed with the relevant people for the first meeting. If you have waited for more than 3 months, your EC may be able to match you with a different school or college.
Relationship building	You're not used to the school environment, and the roles and responsibilities within.	You're finding it difficult to build relationships with the Careers Leader, headteacher and Senior Leadership Team.	Your EC can revisit the relevant parts of the induction process if it's helpful, covering the differences between schools and businesses, and how governance works in schools. The sample meeting agendas provided should help to guide you and the key will be understanding the school's priorities and where they are on their careers journey.
Future meetings	You're having difficulty getting meetings confirmed.	There's too much time in between meetings and you're not able to add any value.	Ensure that a future meeting date is agreed at every meeting, and agree the frequency. Remind the headteacher of their commitment and the benefits to the school and students. Liaising with other EAs through your EC or on Facebook Workplace will provide you with useful examples of progress being made elsewhere. If delays persist, you may want to meet with the Governor responsible for careers.
Compass report	You don't have enough knowledge of the Gatsby Benchmarks.	You don't have confidence in challenging Careers Leaders or the Senior Leadership Team to improve.	Read the resources that summarise the Gatsby Benchmarks on the website - there are examples of what works for each of them. There is also a resource on how to ask questions to develop Benchmark performance. This can be found by searching for 'EA resources' on <a href="https://careersandenterprise.co.uk">careersandenterprise.co.uk</a>

