

This term, our Post-16 learners have been working in partnership with Willmott Dixon on a **'What's Your Brand'** project. Like many of our employer-engagement activities, the initiative reflects the Academy's commitment to achieving the Gatsby Benchmarks.

The project aimed to raise aspirations, challenge stereotypes and promote equality and diversity. Throughout the programme, pupils explored how their learning skills and personal qualities relate to workplace skillsets and strengths. As part of the process, they developed their own CVs while building their personal brand.

Learners then confidently presented their CVs to a larger audience, demonstrating a strong understanding of how their knowledge and functional skills can be applied in the world of work.

To conclude the project, the group was invited to showcase their work in a boardroom at the Willmott Dixon offices. During the visit, learners experienced workplace technology first-hand by joining a live conference call and presenting their CVs to Marie and her colleague. The experience highlighted the confidence they have developed, enabling them to present and communicate effectively with unfamiliar professionals in a new environment.



We are extremely grateful to the team at Willmott Dixon for their warm welcome and for providing such an engaging and inspiring experience. Opportunities like this play an important role in strengthening the connection between education and industry, helping learners build confidence, raise aspirations, and gain a clearer understanding of future career pathways.



Quote from Marie Wilkes—Head of Social Value Midlands

“The personal branding project was delivered to get students to think about the skills and qualities that they already have and what will be required from them when transitioning from Calthorpe Academy. I was so impressed with how hard the students worked in the project they were fully engaged and created some fabulous CV’s. I invited the students to Willmott Dixon offices at One Snow Hill Birmingham, where they had an office tour, learned about our staff, the meeting room equipment and had the opportunity to read out their CV’s in our board room, the skills that they had developed on the project clearly shone through. It has been a great experience for me and I felt so proud of the Calthorpe students and staff”