



Impact Report

The Young Professionals Development Programme was a pioneering initiative launched by the British Chamber of Commerce in August 2018.

The programme, organised by Young Professionals Forum Co-chairs, Charlotte Smith and Oliver Wessely, was designed to elevate key employability skills of young professionals, develop UK-China relations and benefit British business.

Fellows on the programme took part in four interactive workshops across a six month period on the themes of **leadership, communication, creativity and entrepreneurship**. These workshops were led by hand-selected mentors from a wide range of industries, all of whom are senior members of the Chamber with tremendous expertise in their fields.

2018-19 Cohort

We received an incredibly positive response to our request for applications to join the programme, with less than 50% of applicants being accepted into the 2018-19 cohort. The group of 30 young professionals was diverse, representing a wide range of perspectives, backgrounds and experiences. They were selected for their commitment to professional development and network-building through expert mentorship and peer-learning.



17 women
(57%)



13 men
(43%)

Nationality



15



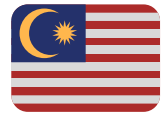
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2



2



1

Industry

Education.....8

Business.....6

Property.....2

Consulting.....2

PR.....2

Health.....1

NGO.....1

Accounting.....1

Food Manufacturing.....1

Tourism.....1

Law.....1

Finance.....1

International Relations.....1

Communications.....1

Service.....1

The mentors featured in the programme's inaugural year are senior representatives from the following British Chamber member companies:

LEADERSHIP
GROUP

KPMG

BRUNSWICK

The Economist Group

China-Britain
Business Council
英中貿易協會

Ogilvy

PLASTERED
SURFACES
8

问创
VENTURE

• Programme Details

The programme's four workshop themes were intentionally selected to help address a widely recognised issue: higher education is not aptly preparing young people for meaningful work. According to the Youth Employment: UK Employability Review (2017),

"young people today will have ten to fourteen jobs by the time they are 38 years old, with the top ten jobs in 2010 not existing in 2004".

The paper goes on to reference the UK government's Industrial Strategy Green Paper (2017), which emphasises

"the need for our young people to be able to develop skills required for the highly paid, highly skilled jobs of the future."

Therefore, developing key employability skills in leadership, communication, creativity and entrepreneurship is in alignment with the UK government's agenda to support young people to lead successful lives.

At the end of the programme, fellows were invited to complete an anonymous survey in order to provide feedback on their experience. When asked what their favourite workshop was and why, fellows responded by nominating all four workshops, demonstrating that a high quality was maintained throughout the programme.

Fellows' Feedback



Leadership

The [leadership workshop] about channelling your emotions under pressure was extremely valuable.

The leadership workshop was dynamic and interesting.

It was the best combination of theory and case studies with practice.

I learned a lot of practical lessons that I have already been able to put into practice and have gotten new perspectives about leadership and the different roads that can be taken towards positions of leadership.



Communication

The communication workshop is the most impressive and nervous one. It created a simulated (quite close to the real one) scenario for all of us about crisis management and with some practical skills about how to react to the external media and audiences.

The communication workshop was very entertaining and eye-opening.

Communication - very technical insight into a complex area.

I found the workshop about communication most interesting since we got to show an overview about communication and media and participated in an activity to study about crisis management.





—| Creativity

Creativity. The structure of the workshop. The activities. The tone of the speakers. The research and reflection that the speakers had gone into to address the topic. The personal nature of one of the tasks. The great venue. Plus free wine.

Creativity...It was a thought-provoking session.

The creativity workshop had a clear message and was held in a beautiful space.

The creativity workshop introduced the importance of being able to be creative in the age of A.I. As industry changes and A.I. takes over a lot of jobs, being able to tap into your creativity and emotions to set you apart in the workforce will be crucial; this workshop helped me learn how to do just that.





| Entrepreneurship

Entrepreneurship, because the two speakers had great insights, and having to plan our own start-up idea was a great activity that had real life lessons.

Entrepreneurship - found the stories of the respective mentors truly fascinating and inspiring. The activity, whilst challenging, was very enjoyable.

Entrepreneurship is my favourite workshop. It's very inspiring in a sense to motivate us to step out of the comfort zone and find our true value.

Entrepreneurship - the stories we heard were really colourful and memorable and left me with lots to think about.



Tracy Driscoll

Coach, Consultant, Facilitator, The Leadership Group



Tracy Driscoll's insights were the most functional and practicable.

She asked lots of questions and really encouraged the whole group to interact together.

Rachel Morarjee

Economist Corporate Network Director, Economist Group



Rachel Morarjee - passionate and knowledgeable.

Rachel is a quite professional female role model for me. She played a harsh and mean journalist during the 'simulated media conference' which leaves me a strong impression. In the mentor course, she trained us some practical skills by telling us what a real crisis management scenario is and let us figure out how to act with some clues in a more interesting way.

Daisy Shen

Partner & COO, Global China Practice, KPMG



Daisy is a role model representing the smart and hard working woman in modern society.

Daisy - I found her to be very knowledgeable and it seemed like she really cared about being a mentor and took her role very seriously. She was very inspiring and I hope I get the opportunity to speak to her again soon.

St. John Moore

Partner & Head of Beijing, Brunswick



The calm and relaxed yet very confident of St. John's attitude when he spoke in front of the crowd is what I'm trying to learn.

St John - I found him to be a very captivating speaker, and think I could have listened to and been engaged by him talking about almost anything. He was also very knowledgeable and I learned a lot from him.

Andrew Low

Executive Creative Director, Ogilvy



Andrew is a nice tutor and person. After the training course, he is willing to share with me his thoughts about how to get ideas. It is quite abstract, and may not be that easy, but he provides a different angle of how to creating ideas compared with what I learned from book/the Internet/other sources.

Andrew Low from Ogilvy - he was thought-provoking but also provided practical advice.

Zhu Bei

Co-founder & Senior Partner, Venture Education



Zhu Bei and Dominic. Truly admire their spirit and attitude in pursuing what they love and believe in. It can be daunting just to think of starting a business from scratch, but the challenges never scared them away. Instead, they demonstrate leadership, communicate with stakeholders, strategize creatively as an entrepreneur and go forward.

ZhuBei - I liked how honest and open she was and that she related all the skills she spoke about to her own life, thus demonstrating the way she had developed the skills/realised how important they were for entrepreneurial success.

Kiran Patel

Senior Director of Business Development, China-Britain Business Council



The two mentors from the creativity workshop. They had opposite personalities and were the most dynamic partnership.

Kiran was a great mentor and role-model. He showed us how to practically tap into our creativity, and also demonstrated the importance of being creative regardless of the field in which you work.

Dominic Johnson Hill

Owner, Plastered8



Dominic and Zhubei. Found their respective stories incredibly inspiring. Their detailed stories helped remind me that success is often not an overnight thing, and we are all bound to encounter great highs and great lows on our journeys.

Dominic's success story is very inspiring and it tells us to be brave to takes chances and always find ways to reach the goal.

Statistics

As well as elaborating on their experiences of the workshops and perceptions of the mentors, fellows also answered a series of questions that were designed to help us gauge the success of the programme.

The following graph and statistics demonstrate just how valuable the fellows found YPDP to be and, therefore, speaks to the overall success of the programme.

100%

of respondents reported that the programme met or exceeded their expectations

67%

of respondents reported that participation on the programme made them more aware of the British Chamber and their work

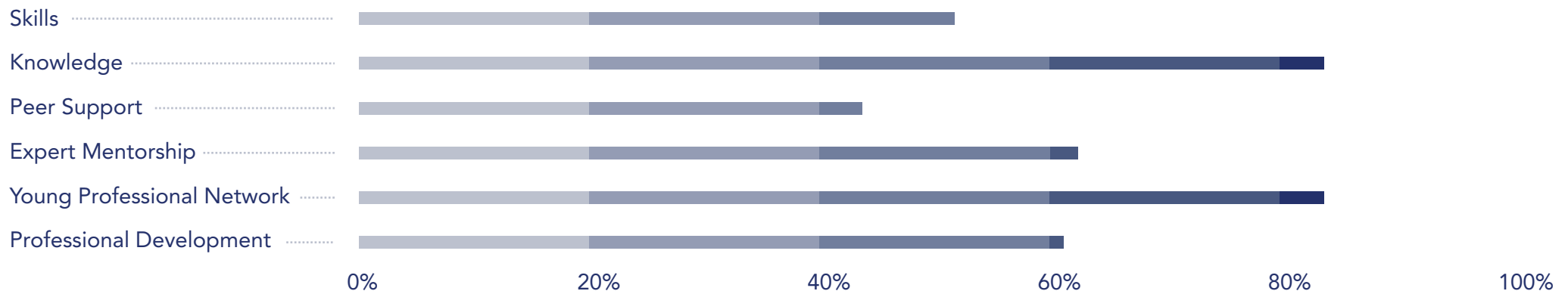
88%

of respondents reported that British Chamber membership is a worthwhile investment in order to receive benefits such as the Young Professionals Development Programme

100%

of respondents would recommend this programme to a fellow young professional

What did you gain from the programme?



• Parting Thoughts

Organising and running the Young Professionals Development Programme has been a deeply rewarding experience. This was further compounded by the overwhelmingly positive feedback received from the fellows. When asked if they had any other comments about YPDP, fellows expressed their gratitude for the opportunity to participate in the inaugural cohort of this new British Chamber initiative.

"Great workshops and great experience!"

"It's a great initiative and the best thing was being able to meet lots of other young professionals with connections to the UK."

"Very well organised, great leadership from Charlotte, a friendly and supportive group and an all-round fantastic course. Thank you so much!"

"Design of the posters and overall organisation has been top notch."

"Thanks for Ms. Charlotte Smith's hard work for organizing the event and coordinating with different parties!"

"Appreciate the hard work put in by the organisation team. Look forward to an opportunity to promote the programme next year."

"I enjoyed sharing my ideas and also learning from others."

"I've really enjoyed the overall experience of YPDP...I also met a lot of interesting and wonderful young professionals, so I appreciate the work that went into choosing the cohort, as I think they were an interesting and diverse group of individuals."



After the success of the inaugural Young Professionals Development Programme, we look forward to welcoming a new cohort to an enhanced version of the programme in the near future.