

# Business Case Study Challenges: Links to Gatsby Benchmarks



# Links to Gatsby Benchmarks

The Gatsby Benchmarks provide a framework for delivering world class careers guidance and are a key part of the Government's Careers Strategy.

Gatsby Benchmark	Description	Evidence in this curriculum
<b>A stable careers programme</b>	Every school and college should have an embedded programme of career education and guidance that is known and understood by pupils, parents, teachers and employers.	All case studies challenge pupils to work as part of a PwC Team on a fictional client, developing their business knowledge and key employability skills. All sessions are published publicly and can be shared with parents/influencers.
<b>Learning from career and labour market information</b>	Every pupil, and their parents, should have access to good-quality information about future study options and labour market opportunities. They will need the support of an informed advisor to make best use of available information.	The sessions are simulations of business challenges that PwC teams work on. They give an insight to pupils about some of the work PwC does, and also some of the teams/areas that they could work in in the future. Links to our website are also provided, and pupils are encouraged to complete further research into PwC, different routes into PwC and potential careers. These sessions simulate the structure of some assessment centres, and therefore give pupils the opportunity to practise part of an application process.
<b>Addressing the needs of each pupil</b>	Pupils have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each pupil. A school's careers programme should embed equality and diversity considerations throughout.	These sessions can be adapted by teachers to suit the needs of their class. There is a high level of teamwork in these sessions, so team roles can be differentiated based on the need of individual pupils. Pupil booklets contain key terminology and all of the background information that pupils need to access the tasks, ensuring no prior knowledge is needed to enjoy the sessions. These sessions aim to raise pupil aspiration by giving them an insight into some exciting client work.
<b>Linking curriculum learning to careers</b>	All teachers should link curriculum learning with careers. For example, STEM subjects should highlight the relevance of STEM subjects for a wide range of future career paths.	These sessions can be used to support specific schools subjects - e.g. Business Studies and Science. However, the soft skills such as teamwork, problem solving, and communication skills are relevant across multiple subject areas.
<b>Encounters with employers and employees</b>	Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes.	
<b>Experiences of workplaces</b>	Every pupil should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks.	
<b>Encounters with further education</b>	All pupils should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace.	Links to our website are also provided, and pupils are encouraged to complete further research into PwC, different routes into PwC and potential careers.
<b>Personal Guidance</b>	Every pupil should have opportunities for guidance interviews with a careers adviser, who can be internal (a member of school staff) or external, provided they are trained to an appropriate level. These should be available whenever significant study or career choices are being made. They should be expected for all pupils but should be timed to meet their individual needs.	

# Thank you...



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