



## Alex Takes His First Steps Towards Management

Alex Dorrington had been unemployed for over a year and had become disillusioned about his future but, after undertaking the SureTrax and SFEDI Awards innovative self marketing and personal enterprise programme, he has now successfully secured a job with Café Nero as part of his long term strategy to work in hospitality and to run his own business.



It was during the programme that Alex defined his strategy, prepared his elevator pitch and started to network in the hidden jobs market. He began engaging with Café Nero and saw this as a key element of his strategy. Alex is now making such an impact with Café Nero that he is following their route to management.

Alex explained that the main outcome from the programme was an understanding of the importance of researching an employer's needs and the ability to sell his value. Alex said, "My self-worth was revitalised".

Karen Evans, Café Nero manager, had this to say, "Alex has quickly become a valued member of our team and we love having him aboard. He has already progressed to shift leader

and will be starting the Café Nero management programme in the very near future".

This innovative programme, based on proven sales and enterprise techniques, is designed to provide a learner with the confidence to move from a reactive to a proactive mode in the employment market.

Unlike typical employability programmes which focus on marginal outcomes, this programme concentrates on getting the individual to think like an employer, not a job seeker.

Based on their research and the understanding of themselves as a product, their chosen market and an employer's needs, the programme allows the learner to develop the tools and techniques to effectively sell their value and benefit to a business organisation.

With pilots of the programme showing up to 62% successful job outcome rates this programme is really taking hold proving just how important self marketing and enterprise skills are to securing that job.

Nic Preston, SFEDI Awards Chief Executive, had this to say, "It has long been our belief that an enterprising person is more effective in both their personal and professional lives. This partnership, with the forward thinking organisation SureTrax, takes an innovative and exciting look at how enterprise skills can play its part in supporting people into sustainable and fulfilling employment."

But don't take our word for it, here are the words of some of those who have gone through the programme,

*"Using the courses instruction I added an elevator pitch and headline to my CV and I have been shortlisted for the very first job I applied for. It has given a real boost to my confidence"*

*"This course has made me more confident and I feel more prepared to look for work. I also feel more prepared to find work by using my new knowledge of the hidden market"*

*"The right way to teach people how to progress into employment... all unemployed people should have to do it"*



The programme also has a complete range of support including learning materials, train the trainer and referral and tracking services that can also be provided to further support the delivery of this innovative programme.

For more information on the programme and the support materials available please contact SureTrax on [01642 345121](tel:01642345121) or via email at [enquiries@suretrax.org.uk](mailto:enquiries@suretrax.org.uk).

If you are a current SFEDI Awards centre and would like to add this exciting new qualification to your current offer please click [here](#) and submit the New Qualification Application Form.

If your organisation would like to join the SFEDI Awards delivery network please click [here](#) to find out just how simple the process can be for you.

If you would like to talk to a member of the SFEDI Awards Customer Service Team for further information you can speak to them via telephone on [0845 224 5928](tel:08452245928) or via email [customerservices@sfediawards.com](mailto:customerservices@sfediawards.com).