



**DISCOVER A CAREER
WITH IMPACT**



AN INTRODUCTION TO OUR CAREER TASTER SESSIONS

A week's work experience at the local law firm, insurance brokers or primary school has been a standard feature of most young people's journey into adulthood. These weeks are an excellent opportunity to test drive a job or career path, understand the skills needed for work and experience the workplace environment.

Due to the pandemic, a large cohort of young people have missed out on this valuable opportunity and will be entering a working world that will be quite different to that of pre-Covid times with little or no understanding of what

to expect. As a potential future employer of this cohort, we realise we have a role to play in supporting them. With the continued restrictions and changing ways of working, the traditional format of on-site work experience has not been possible and may not be possible for some time to come, so we have created an alternative.

With the support of colleagues from across Lloyds Banking Group, we have designed a suite of virtual sessions aimed at 15-18-year-olds. These interactive sessions share

'a day in the life of' a range of roles, including that of a Human Resources Manager, Marketing Communications Manager and Data Analyst. The sessions will demonstrate what it means to be in these roles, the career paths to them, the skills needed and the type of tasks completed on a day-to-day basis. They will also highlight the different ways of working and the wide range of careers possible in big organisations like Lloyds Banking Group.

We realise that virtual sessions will offer a different experience to that of an

on-site placement, but with a changing and more digitally capable world, we believe they will be a helpful window into the world of work. We are confident that these sessions will be both enjoyable and inspiring.

This guide gives schools and academies full details of the career taster sessions that are available. You can register your interest and book a group session by contacting Cathryn Boylen:

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Jeremy Hayward

South West Ambassador, Lloyds Banking Group

THE CAREER TASTER SESSIONS

We've teamed up with the Skills Builder Partnership to offer you nine interactive career taster sessions – each one focusing on a different career path.

Each session has been designed around the essential, transferable skills that Skills Builder has identified as being needed for employment.

The sessions will help students consider how their skills can be used in the workplace and help them identify which skills to develop. They can then practise these skills whilst in education or during extra-curricular activities, all of which will be useful for their future career path.

DID YOU KNOW?

80%

of employers report a skills gap in young recruits.

70%

of teachers think transferable skills need more focus in schools.

75%

of teachers think transferable skills will be the most important factor for students to succeed in a post-Covid world.

THE EIGHT ESSENTIAL 'SKILLS BUILDER' SKILLS



Listening

The receiving, retaining and processing of information or ideas.



Speaking

The oral transmission of information or ideas.



Problem-solving

The ability to find a solution to a situation or challenge.



Creativity

The use of imagination and the generation of new ideas.



Aiming High

The ability to set clear, tangible goals and devise a robust route to achieving them.



Staying Positive

The ability to use tactics and strategies to overcome setbacks and achieve goals.



Leadership

Supporting, encouraging and developing others to achieve a shared goal.



Teamwork

Working cooperatively with others towards achieving a shared goal.

We understand that a student might have academic ability but lack some of the other essential skills needed to succeed in their chosen profession.

Giving young people the opportunity to recognise these skills and understand how to put them into practice is key and will allow them to continually evolve.

NINE CAREER TASTER OPTIONS FOR 15–18-YEAR-OLDS

Your school or academy can arrange for students to join as many of the following career taster sessions as needed, depending on what suits your pupils' requirements. Each group session will be held virtually and will be hosted by a Lloyds Bank colleague in that role or in that area of expertise. They'll share first-hand experience of their role and give an example of what they do in a typical day.

REGISTER YOUR INTEREST AND BOOK CAREER TASTER SESSIONS

Cathryn Boylen

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- 1. Customer Service Advisor**
Pensions and Insurance
- 2. Retail Branch Manager**
Retail Branches
- 3. Marketing Communications Manager**
Marketing and Advertising
- 4. Data Analyst**
Data Analytics
- 5. Events Manager**
Business Banking
- 6. Financial Manager**
Finance and Accounting
- 7. Human Resources Manager**
Human Resources
- 8. Scrum Master**
Project and Change Management
- 9. Software Engineer**
Project and Change Management

A day in the life of a **CUSTOMER SERVICE ADVISOR**

Customer Service Advisors are a first point of contact and build relationships with customers, managing queries day-to-day and helping customers have the best experience possible.

ESSENTIAL SKILLS

Skills that are key to the role and will be covered:

Listening, problem-solving, staying positive, teamwork.



TASTER SESSION TOPIC

PENSIONS – NOT JUST FOR OLD PEOPLE

DISCUSSION POINTS AND SESSION SUMMARY

How customer service supports customer experience

During this session, your host, a Pensions Customer Service Advisor, will share details of what a working day looks like for their team, including how Lloyds Banking Group has adapted with technology to work from home.

What kind of enquiries do we receive?

To give more specific examples, we'll discuss the kind of enquiries we deal with for our pensions customers and some of the challenges our colleagues face day-to-day. We'll also look at the technology and processes we use to meet the needs of our customers. Plus, we'll explain who our customers are: not just individual pension holders, but the large UK businesses whose pension schemes we run.

TASTER SESSION TOPIC

A HOME INSURANCE CLAIMS DEPARTMENT IS NEVER BORING!

DISCUSSION POINTS AND SESSION SUMMARY

How a Home Insurance Claims Advisor uses problem-solving techniques

In this session, we look into the role of a Home Insurance Claims Advisor and see what skills are needed to become one. Dealing with multiple claims means a day is never boring. The role ensures you're always at the forefront of servicing customers' needs across a range of claims, such as fire, flood, theft, leaks, accidental damage or subsidence.

Working in this field, you may be solving problems as well as adapting and learning new skills, which will ultimately enhance your career development.

A day in the life of a RETAIL BRANCH MANAGER

A Retail Branch Manager has varied responsibilities, supporting both customers and their branch colleagues. They are a key ambassador and play a vital role in actively creating the best team and customer service, as well as developing and helping local communities thrive.

ESSENTIAL SKILLS

Skills that are key to the role and will be covered:

Listening, problem-solving, staying positive, leadership, teamwork.



HELPING CUSTOMERS, COLLEAGUES AND THEIR COMMUNITIES

DISCUSSION POINTS AND SESSION SUMMARY

In this session we look at the many responsibilities a Lloyds Bank Branch Manager has within their branch. A Branch Manager will coordinate all the roles within their team and oversee all the daily activities. Therefore, they may touch on any number of different areas each day, from customer enquiries to operational strategies. It's important they have strong relationships with customers and the local community, including local businesses.

During this career taster session, we'll explore all the skills needed for them to best support their customers and the branch.

A day in the life of a **MARKETING COMMUNICATIONS MANAGER**

The marketing team bring a brand to life with a distinct voice and strategic campaigns to enhance both customer experience and engagement.

ESSENTIAL SKILLS

Skills that are key to the role and will be covered:

Listening, problem-solving, creativity, teamwork.



ISN'T A MARKETING DEPARTMENT THE SAME AS SALES?

DISCUSSION POINTS AND SESSION SUMMARY

What is the purpose of marketing and advertising?

In this session, we'll understand why marketing is important, including why it's so much more than a 30-second ad break in Love Island! We'll see what goes on behind the scenes, how to reach the right audience and how we know when marketing is working. We'll also discover the many ways that marketing can support Lloyds Banking Group customers.

What key skills are needed?

Your session host will discuss the role of a Marketing Communications Manager and give personal insight into the key skills needed every day in this role. They'll also show how they have developed those skills over the course of their career.

A day in the life of a **DATA ANALYST**

Data Analysts work across many sectors, from marketing to finance. They need to understand data, provide insight and analysis and communicate their observations.

ESSENTIAL SKILLS

Skills that are key to the role and will be covered:

Speaking, problem-solving, aiming high, teamwork.



HOW DOES NUMBER CRUNCHING HELP OUR CUSTOMERS?

DISCUSSION POINTS AND SESSION SUMMARY

What is data?

Data is everywhere. In fact, each year the average person scrolls the equivalent of the height of Everest on social media*. At Lloyds Banking Group, we send out the equivalent of 24,000 HD films' worth of email data each year and over 2,000 communications every second to our customers. That's over a billion a year! A fact that is, perhaps, a drop in the ocean compared to the 300 billion emails which are sent every day worldwide.

So how do we cut through the noise and make sure that we reflect the diversity and unique needs of our customers? We personalise the messages we send and make them relevant to the person receiving them. You'll see personalisation on your

Netflix homepage or on text messages that get sent to you. We all see ads in the right place at the right time, telling us about a product that could meet our needs. Have you noticed them while watching your favourite TV programmes? Or you may have noticed them whilst browsing on Twitter or YouTube.

Understanding customers through data

In this session, you'll learn how data and insight help to inform us and help us understand our customers better. Data is at the heart of helping customers get the best out of their money and helps Lloyds Banking Group build a relationship with them that will last a lifetime.

* <https://melmagazine.com/en-us/story/how-far-you-scroll-in-a-year>

A day in the life of an **EVENTS MANAGER**

Event Managers provide holistic support through an events programme to meet business objectives such as developing skillsets. They work with multiple stakeholders to ensure that a business meets its event objectives and attending guests also have a valuable experience.

ESSENTIAL SKILLS

Skills that are key to the role and will be covered:

Listening, speaking, problem-solving, staying positive.



HOW DOES AN EVENTS PROGRAMME HELP BUSINESS OWNERS SUCCEED?

DISCUSSION POINTS AND SESSION SUMMARY

Why do we have events as part of our Business Banking service?

Events are a really exciting and important part of the service we provide to our business customers and local communities. Having an events programme helps business customers succeed in setting up and running their own companies and provides many lasting benefits.

What specific skills are needed?

In this session, we'll cover what an Events Manager is, what they do and why they run events for businesses.

We'll also discuss the skills it takes to organise and host events and give an overview of the type of events we run, with examples to show the wider benefits they provide.

A day in the life of a **FINANCIAL MANAGER**

Finance Managers help businesses set their strategy and create their financial plans. They monitor how the business is performing and keep control of cash resources. Their work is diverse, ranging from ensuring suppliers and colleagues get paid and dealing with mergers and acquisitions to handling tax and forecasting.

ESSENTIAL SKILLS

Skills that are key to the role and will be covered:

Problem-solving, creativity, aiming high, teamwork.



HOW FINANCE KEEPS BUSINESSES GOING DAY-TO-DAY

DISCUSSION POINTS AND SESSION SUMMARY

In this session, we'll give an overview of what working in finance means and understand the variety of roles that fall under finance and accountancy.

What is the role of finance?

The field of finance covers many different jobs, all of which play an important part in keeping businesses running smoothly. If you work in this sector, you could be part of an accounting firm, help companies to prepare their annual accounts or be auditing, ensuring numbers are correct.

There may be an opportunity to work in a larger company, helping to work out whether plans for future development are viable. Or you could be working in a small business, making sure all the employees get paid correctly.

All of these roles are more than 'adding up numbers', which people sometimes wrongly assume working in finance means. You'll need to work as a team, speaking to lots of people and being creative to solve any problems.

A day in the life of a **HUMAN RESOURCES MANAGER**

An HR Manager is responsible for developing a skilled workforce and ensuring employees feel trusted, supported and empowered. They can be involved in learning and development, recruitment, creating policies and performance management.

ESSENTIAL SKILLS

Skills that are key to the role and will be covered:

Listening, problem-solving, leadership.



ENABLING PEOPLE TO BE FIT FOR THE FUTURE

DISCUSSION POINTS AND SESSION SUMMARY

Human Resources, or HR, plays a fundamental part in companies. During this session, we'll explore what HR is and look at how HR is run within Lloyds Banking Group. There'll be an introductory activity to encourage attendees to share their current knowledge of HR followed by a deep-dive into each of the six core People and Property business units. These areas will be highlighting the purpose, principles and key activities for each one and why they exist.

Students will also complete a personality profile, be grouped according to their respective preferences and work collaboratively. This session is designed to help attendees better understand and potentially adapt their working styles.

A day in the life of a **SCRUM MASTER**

A Scrum Master looks to develop agile working practices and coach their team to discover new, improved ways of working. This in turn effects positive change in complex product areas and creates improved customer experience.

ESSENTIAL SKILLS

Skills that are key to the role and will be covered:

Problem-solving, creativity, leadership, teamwork.



SCRUM MASTERY

DISCUSSION POINTS AND SESSION SUMMARY

What do we mean by the term 'scrum mastery'?

In this session, we'll talk about what a Scrum Master is and what skills are needed to fulfil this type of role. Generally, a Scrum Master supports leadership to help build and facilitate a new way of working. They use agile techniques in complex product areas to effect a change, coaching and mentoring colleagues to help them also develop agile expertise. We'll look at how this role enables mobile development for Lloyds Banking Group and what a typical day looks like. We'll also explore career development and what the role could lead to.

A day in the life of a SOFTWARE ENGINEER

A Software Engineer is at the forefront of technology, creating new, innovative and industry-leading digital finance technologies. They implement and develop these areas and work collaboratively with other teams creating the best possible digital experience.

ESSENTIAL SKILLS

Skills that are key to the role and will be covered:

Listening, problem-solving, teamwork, aiming high.



BUILDING BUSINESSES OF THE FUTURE

DISCUSSION POINTS AND SESSION SUMMARY

The scope of a Software Engineer's role within the bank

Another area of project and change management is a Software Engineer role. This session will cover what a Software Engineer at Lloyds Banking Group does, what skills are used and developed and what their day-to-day activities might be.

Software Engineers often create new, innovative and industry-leading finance applications. The role is very varied, with specialisations possible in different technologies and focus areas such as digital and mobile development or big data engineering.

We'll discuss how this role enables the bank to scale and remain competitive and how we work with other teams such as design and strategy to enhance the experience of our banking customers.

We'll also explore what the role could lead to.

HOW TO BOOK YOUR CAREER TASTER SESSIONS

If you have any specific requirements for career taster sessions, we're happy to discuss options. Please note session dates are flexible to fit easily into your curriculum.

To find out more and arrange Lloyds Banking Group career taster sessions for your pupils, please contact:

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