

Know Careers Report 2024

***Understanding the disconnect between
careers, skills and the curriculum.***



**Real Skills – Powered by
Culture, Backed by Industry.**



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Executive summary

The world of work is evolving at speed. Traditional education and recruitment systems are failing to keep up, and businesses across the world are struggling to attract and retain new talent. **This generation are value-driven, seeking digital employers who are socially aware.** At the same time, schools, especially those serving under-resourced communities, are underequipped to prepare students for the realities of today's workplace. Teachers often lack the insight, resources, or connections to confidently guide students into industries like tech, communications, media or oil and gas. **This disconnect has created a crisis of access and understanding.**

Know Careers exists to lead the careers education revolution.

The findings in this report align closely with both Ofsted's 2025 careers education review and the World Economic Forum's Future of Jobs report. Like Ofsted, we highlight a significant lack of teacher confidence in advising on modern careers and the **urgent need for earlier, more diverse employer engagement**. Our focus on transferable skills such as communication, digital intelligence, and people management reflects WEF's call for future-ready skills over technical expertise alone.

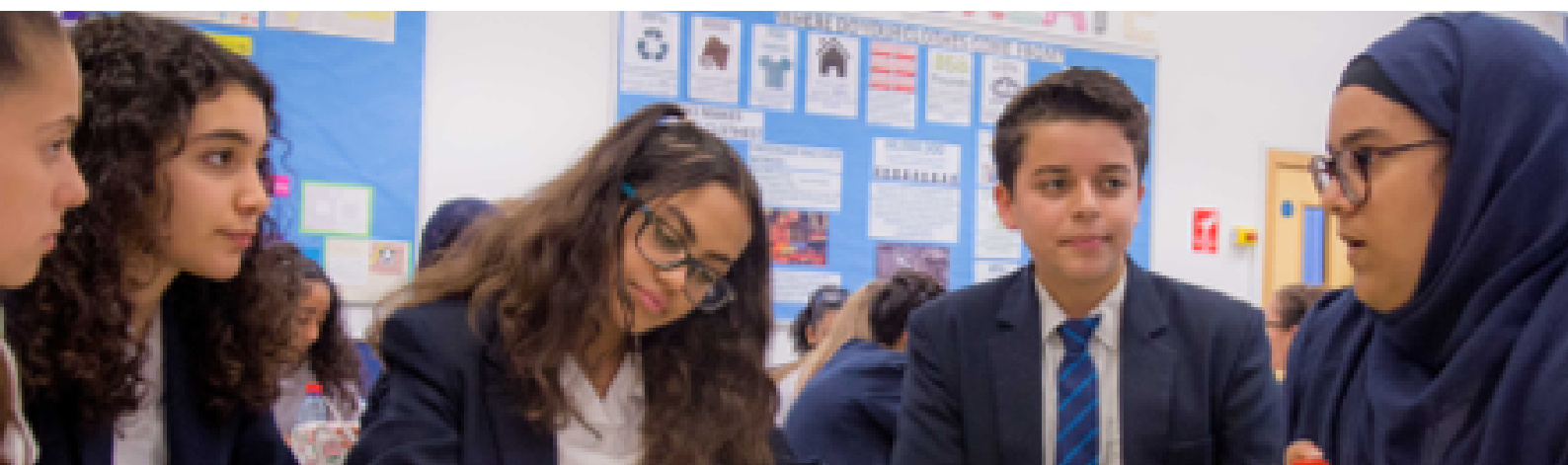
Know Careers bridges these national and global gaps with a culturally relevant, scalable solution that empowers students, schools, and businesses alike.

We connect educators and careers through industry-aligned careers education curated by employers, that resonates with young people and strengthens early talent pipelines in a **commercially and socially responsible** way. Our work meets **Gatsby benchmarks 2, 4, *5, 6 and 7** as well as contributing to the **United Nations SDGs 4 (Quality Education) and 8 (Decent Work and Economic Growth)**

By 2030, our goal is to connect over **10,000** young people globally with 'hidden' **career pathways and the transferable skills needed to thrive in changing economies**. We do this by working directly with education providers, co-creating resources with employers, and shifting how and when career conversations happen.

We're not waiting for change. We're leading it.

*See page 6 for details



Foreword

At Know Careers, we believe **disruption is the catalyst for change**. While it can be uncomfortable, it drives powerful transformation and creates lasting impact. Our mission is to shake up the way businesses recruit and nurture a future-ready workforce from Gen Z and Gen Alpha.

As a woman born in Barking and raised in Newham, two London boroughs navigating long-standing disparities in opportunity and visibility, I was fortunate to attend a school that helped me build unshakeable confidence whilst providing access to a multitude of opportunities. That foundation led me to a 'squiggly career' that took me from waste management to leading and **implementing global early careers programs for a FTSE 100 organisation**.

Outreach programs aren't new, but our transparency and approach to developing the raw talent of the young people we work with is. These **young people are full of curiosity, creativity, and drive, but what they lack is access**. Career conversations are now starting as early as age 7, that's why we choose to work with students from their first year of secondary school onwards.

Both Gen Z, Gen Alpha and now Gen Beta have been born during or whilst we were on the brink of recession. As a result, their awareness of economic realities, work, and disparities across the world is surfacing earlier than ever. **There are over 2 million children in the UK alone in need of the support we provide**.

Businesses are engaging future talent far too late – often waiting until post-16 education is complete. But by then, young people – particularly from under-resourced communities, have already made key decisions about their futures based on poor advice. Whilst these decisions can change, they deserve the right to **high quality and accurate information** about all the careers available to them as early as possible. This delay **leaves industries scrambling to fill pipelines, while students remain unaware of the full spectrum of career paths available to them**. This lack of awareness extends to experienced hires when companies refuse to invest in adequate Learning & Development resources.

Social mobility programs aren't just 'nice-to-have' PR exercises. For employers, they're a **gateway to innovative, resilient, and driven talent**. And for young people who join them, it's the start of a **life full of opportunity, freedom, and dreams fulfilled**.



Leonia

Leonia

Founder, Know Careers

Who are we?

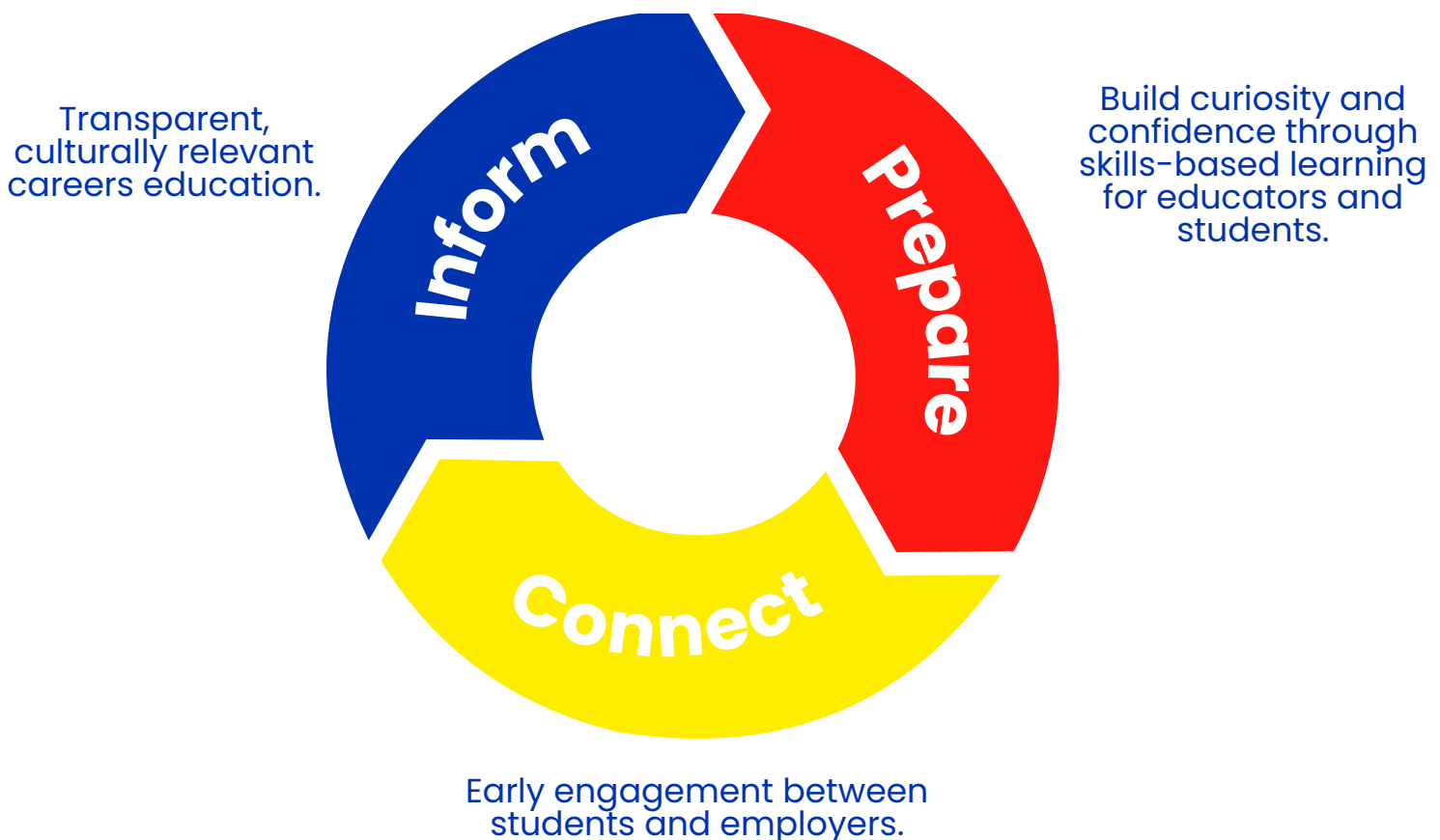
Know Careers is an **experience platform powered by culture, backed by industry.**

With employer needs rapidly evolving and work culture changing drastically since 2020, **we bridge the gap between businesses globally and educational providers**, offering both young people and experienced professionals relevant careers guidance as they develop critical transferable workplace skills for the future.

We align our learning materials with the content our audiences engage with daily, **making careers education accessible, engaging, and culturally resonant.** Employers are the heart of our resources as they contribute to our curriculum by providing insights and learning opportunities to build skills for life. This means **better-prepared candidates, lower attrition rates, and less reliance on remedial training.**

We aim to make information on careers easy to access and apply through our **learning ecosystem of observation, interaction, coaching, and training.**

The pillars of our learning ecosystem:



The Learning Ecosystem

Our Vision: Equip the next generation with the insight, skills, and networks they need to thrive through **culturally responsive learning, meaningful employer engagement, and accessible digital tools.**



Inform

Spark understanding

Education Providers

- Plug-and-play lesson plans aligned with Gatsby Benchmarks **2, 4, 7.** *5 and 6 are met when an employer takes the client role.
- Real-time employer insights and industry trends
- Staff CPD and confidence-building around career guidance
- Tools to make career education more visual, relevant and student-led

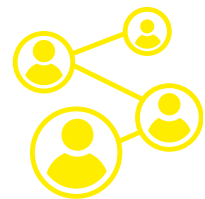


Prepare

Build skills and confidence

Employers

- Co-creation of classroom resources that align with future talent needs
- Access to Gen Z and Gen Alpha through mentoring, workshops and insight days
- Data and impact reports that feed into Talent Acquisition, ESG and early careers metrics
- A channel to shift from CSR to measurable commercial and social ROI



Connect

Link talent with opportunity

Future Talent

- Build confidence and curiosity about the world of work
- Gain practical experience through insight days and mentoring
- Access real stories and relatable role models from their communities
- Make informed, aspirational choices about their future careers

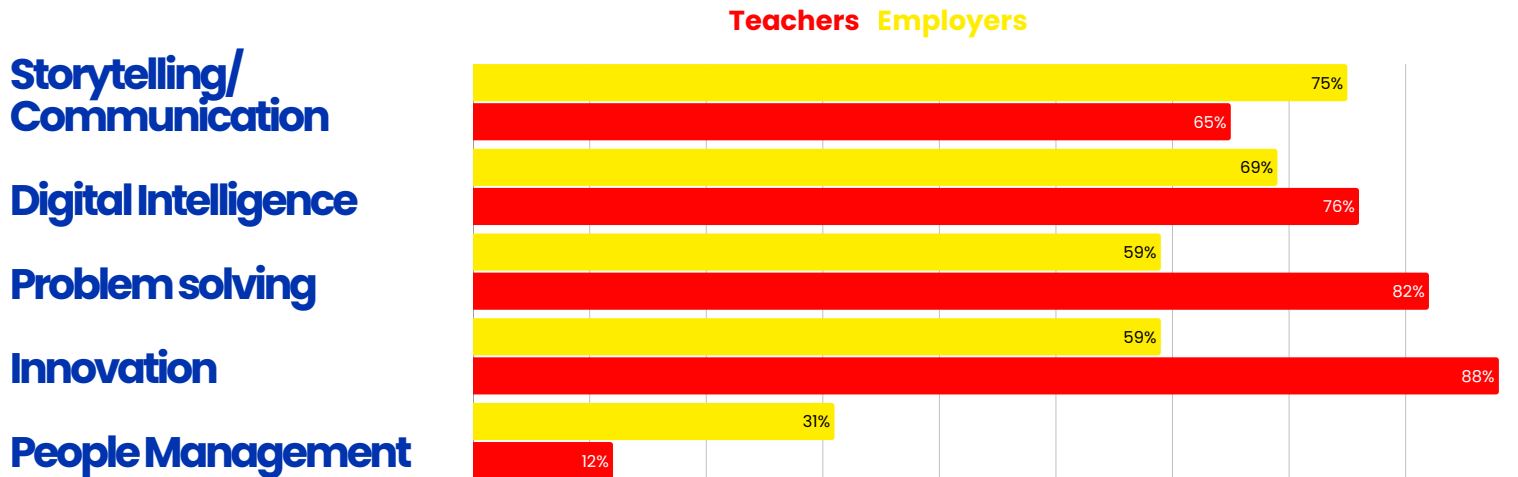
At the heart of our Learning Ecosystem is a simple belief: **when employers engage early, educators can better prepare, and students can thrive.** By co-designing real-world experiences and making career learning culturally relevant, **we close the gap between education and employment.** For employers, this means building a future talent pipeline that's diverse, engaged and ready – not just aware of your industry, but excited by it. For schools and colleges, it means having the tools, insights and partnerships needed to turn career education into lasting outcomes.

The Data



Employers and educators expectations are miles apart

'What are the top 3 skills needed for young people to excel in the workplace over the next 5-10 years?'



Schools underestimate the **importance of interpersonal skills**, but these are exactly the skills employers need. With advancements in technology such as AI, people skills and adaptability are invaluable for the future.

Employers Believe in Engagement, **But Don't Act**

74%

of employers surveyed offer no opportunities to young people under 18

46%

said engaging with students would be very or extremely beneficial to their organisation



Employers are keen to develop young talent, but don't have the pathways to access schools and colleges. We tackle this with **easy plug and play resources developed by employers, delivered by educators.**

Together, we can change the future of work.

Educators Massively **Lack** Industry Knowledge



**'We just don't
what know these
jobs are'**

Despite enthusiasm, **64%** of teachers we surveyed don't understand what jobs exist in the tech and creative industries



Teachers influence career choices more than anyone else, yet can lack insight into the careers they're advising on. **Input from employers is crucial to support teachers** and deliver accurate information to students.

Misinformation is a **Barrier to Access**

Belief	Reality
 There's no money in creative careers	 UK creative industry is worth over £124 billion annually



This is a massive preconception that could be holding students back. **53% of educators surveyed agreed** with this belief, emphasising how critical employer engagement is to future talent development.

Together, we can change the future of work.



'The creative industries in the UK are worth around £100 billion annually. The problem is that lots of the jobs are technical and don't seem exciting as the focus is always on the end product and not the process. Nationwide there should be more education about the industries, it just means we have work to do!'

Employer, C-Suite – London



'This was my experience getting into advertising at 28. I had no idea careers like this existed till I spoke to a recruiter about a change in career.'

Employer, Mid level – London



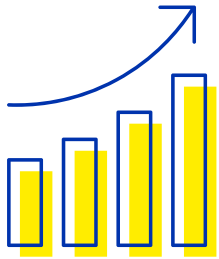
'Our understanding of the creative industry is that there is not much money to be made, but we know there are interesting jobs available. We just don't know what these jobs are.'

Careers Advisor – London



Impact

Employer Impact – Converting TikTok views into hires



37.7k views
2000+ likes
600+ shares
1,500+ saves
in just 5 days

“Exposure of our brand by Know Careers allowed us to **double the number of roles we were able to fill** as they drove a pool of talented candidates to our open roles, who were highly competent and ready for the workplace.”

Senior Talent Acquisition Partner

Educator Upskilling

“Every educator across the country needs to engage in this content. Practical frameworks to help support students whilst gaining insights into the employers perspective on the world they must navigate as professionals was so valuable.”

Tutor – Capital City College
Embracing Differences – A Diverse Workforce

“As both employers and educators, Know Careers provided us with a thought provoking insight into how the career landscape is changing, which was useful for us as experienced hires but more importantly my students who will be job hunting very soon.”

Lecturer – Northampton University
Futureproofing your Career Training

Student Engagement

70 students engaged in one year (2024 – 2025)

- **100%** of students acquired new knowledge and confidence about the world of work
- **90%** felt the sessions totally prepared them for upcoming apprenticeship and career interviews
- **T Level placement secured** as a result of partnership

Trusted By



**SOUTHWARK
COLLEGE**

Roadmap to 2030

Our Mission: To empower youth to thrive, starting today, through culturally relevant careers education that connects ambition, identity and opportunity, whilst supporting inclusive growth, regional development, and global skills equity.

2025: Foundation & Brand Expansion

- Reach 1,000 young people through lesson plans, mentoring, and workshops

2026: National Reach + Strategic Positioning

- Reach 2,000 young people cumulatively, with a strong focus on underserved regions in Northern England

2027: International Rollout Phase One

- Engage 3,500+ young people across multiple UK regions and international pilot locations

2028: Platform Launch & Programme Acceleration

- Surpass 4,000 active platform users with a focus on measurable outcomes such as career confidence, skills development, and transitions into work or training

2029: Global Infrastructure & Influence

- Reach 7,500 young people cumulatively across UK, established and emerging international contexts

2030: Legacy & Leadership

- Support 10,000+ young people through blended delivery methods, with equitable access at the centre



What's Next?

At Know Careers, we believe early, culturally relevant careers education isn't a luxury, it's a necessity for building a future-ready workforce. If you're serious about creating real impact, we're ready to work with you.

For Education Providers

- Bring real-world relevance into the classroom through industry-informed, plug-and-play lessons
- Access free digital resources aligned with Gatsby Benchmarks
- Book CPD workshops to upskill your staff on career pathways in tech, media, comms, and more

Partner with us to better prepare your students for tomorrow's world of work.

For Employers

- Co-create learning resources for classrooms, shaping knowledge and workplace readiness globally (**students aged 11 – 16**)
- Gain early access to future-ready talent by hosting an insight day shaped by your industry (**ages 18+**)
- Meet your social impact, ESG, or early careers targets and **reduce the time taken to train junior talent** through a partnership that delivers value to both your brand and future hires

Let's explore how we can tailor a collaboration that aligns with your workforce goals.

For Policymakers & Funders

- Support the scale-up of an evidence-based, inclusive intervention that meets **national and global education and skills priorities**
- Embed early exposure to high-opportunity industries into your local or regional curriculum strategy
- Co-design scalable pilots that drive outcomes in **social mobility, regional development, and workforce equity**

Join us in reshaping how young people access opportunity – from the classroom to global careers.

[Book a discovery call with us today.](#)



The Time is Now

Know Careers is ready to support businesses, educators, and future talent globally.

Are you ready to join the careers education revolution?

Email

hello@knowcareers.co.uk

Website

www.knowcareers.co.uk



Appendix

Appendix A – Survey Questions

These questions were asked as part of our 2024 survey to 100 professionals, teachers, and careers leaders across the UK.

Employers – 51

1. What industry do you work in?
2. Where in the UK are you based?
3. What is your career level?
4. What is the size of your organisation?
5. Do you think young people from all social classes have equal access to your industry?
6. What 3 transferable skills do you believe will be essential over the next 5–10 years?
7. Do you or your company offer mentoring, work experience or training to under-18s?
8. How useful would engaging with young people aged 11–19 be for your work?
9. Please share a quote on the state of careers education or talent development.

Teachers / Careers Leaders – 49

1. What subject(s) and level(s) do you teach?
2. Where are you based?
3. How engaged are underrepresented students in your curriculum?
4. Would more culturally relevant content improve student interest?
5. What 3 transferable skills do you believe will be essential over the next 5–10 years?
6. Do you currently share careers pathways in your classroom?
7. How much knowledge do you have of careers in creative, comms, and tech industries?
8. Do you believe there are well-paid roles in creative industries?
9. Does the current curriculum support students' mental health and aspirations?