

# IntoUniversity



SMART  
WORKS

## Partnership report 2020 - 2021

Prepared by **IntoUniversity** for Smart Works

‘The Smart Works coach was really able to put me at ease and she gave me tips and interview style preparation which I haven’t seen anywhere else – her preparation was top tier. It helped me to feel confident going into the interview’

Martyna, **IntoUniversity** Hackney Downs

# IntoUniversity and Smart Works

**IntoUniversity** is an award-winning charity, providing an innovative programme that supports young people from disadvantaged backgrounds to attain either a university place or another chosen aspiration. **IntoUniversity** have local learning centres based in the heart of communities across the UK.

**Big City Bright Future** is a unique part of the **IntoUniversity** programme, it is an annual three-week paid work experience programme created to support school leavers who aspire to work within competitive industries. Three years ago, **IntoUniversity** began referring female applicants to **Smart Works** to support them with the vigorous application process.



**Smart Works** are a UK charity that exists to give women the confidence they need to reach their full potential, secure employment and change the trajectory of their lives. **Smart Works** believe in the power of clothes and coaching to transform a woman's confidence.

'It's one thing to know that you can think the part to be in an interview, but when you know that the look the part as well it just makes you feel a thousand times better and I feel like I was eliciting confidence.'

Martyna, **IntoUniversity** Brighton

This is followed by a one-to-one coaching session with an expert interview coach, where each client receives valuable interview preparation, unlocking her potential and enabling her to succeed at interview.

Each client receives a bespoke dressing consultation with two trained volunteers, to find a beautiful and high-quality interview outfit that will fill her with confidence. This is free of charge and the clothes are hers to keep.

'[Smart Works] really helped me narrow down my answers, highlight the key things I wanted to say, and think back to my experiences and draw out really great things that I could use in my interview to highlight skills I had learned.'

Bezawit, **IntoUniversity** Leeds East

**Smart Works** have supported 251 **IntoUniversity** students across the UK in the past 3 years, 55% of them went on to get the job.

# Rachel, IntoUniversity Walworth

Rachel is an aspiring 17 year old, hoping to become a Chartered Accountant. Rachel's first engagement with **IntoUniversity** was in 2014 when she joined after-school Academic Support. Rachel continued to attend throughout secondary school and joined holiday programmes at her local centre. More recently, Rachel applied for **IntoUniversity's** Big City Bright Future Internship and received support from Smart Works prior to the interview.

## How have IntoUniversity supported you on your career journey?

'At the beginning of last year, I was able to do work experience with JLL for a week which was really good and was also paid'

'IntoUniversity send so many emails on different things that people may want to do, whether that's the Arts or Media or more traditional sectors like Law and Medicine.'

'I feel like through **IntoUniversity** I have a great support system; I have a mentor that I can talk to or even other people within my Walworth centre.'

## How have Smart Works supported you?

'I learnt how to conduct myself within the interview techniques for content, like introducing myself in a certain way and speaking in a certain tone to ensure that they interviewer understands'

'The Smart Works preparations also helped me to be comfortable and make sure that me and the interviewer were like in a nice, comfortable space.'

'By sending me the outfits, that were tailored towards me and that's increased my confidence in the workplace'



## All of the dressing and coaching at Smart Works is delivered by trained volunteers, here is Rachel's coach Nina said;

'Rachel was a very positive candidate. She had shown commitment by researching the internship she was after and was very keen. We spent time in our session thinking about the key qualities she wanted to communicate in her interview, and developing some good answers to potential questions, and she was really engaged. She'll be a great asset to any internship programme.'

**IntoUniversity** look forward to a continued partnership with Smart Works and more of our young people benefiting from their invaluable support.