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Solutions based scenario animations and discussion prompting presentation screens.



HEADSTART

### Words&Pictures Case Study

## EMPLOYABILITY SKILLS SESSION – ICAEW

The Institute of Chartered Accountants for England & Wales (ICAEW) is a world leader in developing and supporting the accountancy profession. They found that a common problem for newly hired graduates was the change that comes with working in an office environment.

Working in partnership with the ICAEW Words&Pictures created *Headstart* – a skills session focusing on young people being

‘work-ready’ – transitioning from education into the workplace. A combination of stills and short animations present realistic work-life scenarios, from the perspective of the graduate accountant. The scenes cover a range of topics, including managing work commitments and exams, dealing with difficult team situations, and when to ask for help.

All materials were developed to enable viewers to put themselves in the graduate’s position.

Rather than proposing any one answer, students are prompted to discuss their responses and propose solutions. The presentation prepares them for changes and challenges they may face once they start a career in professional accountancy.

The skills sessions are now being run by recent graduates undergoing their ACA training across the UK, forming a core part of the ICAEW education engagement strategy.