

# Enterprise Adviser Survey

2023 Insight Briefing

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Business engagement with schools and colleges is mutually beneficial. The benefits to the education sector flow from the direct links business engagement bring to the world of work and the rich and rounded experiences it affords young people. The direct business benefits are also becoming more recognised, tangible and measurable. The business professionals with experience on the front-line supporting schools and

# Business professionals working with schools say being an EA role enriches their career and are commi

At a time when retention has become an increasingly important strategic issue for many organisations, EAs say their role working with schools and colleges in their local community enriches their current career and brings a strong sense of personal fulfilment. Nearly two thirds (63%) say it gives them a sense of purpose and 62 per cent say it has increased their network (Chart 1).

It has also enhanced their skills set. Nearly half (46%) per cent say it has helped them develop their communication skills and 45 per cent say it has helped them develop their relationship management skills.

Similar to other measures, the effect is more profound the longer they are in the role. For those in post for three or more years 54 per cent say it has improved their communication skills, 53 per cent say it has improved their relationship management skills and 30 per cent say it has increased their strategic planning skills.

Four in five (80%) say they want to continue in the role, nearly the same number (79%) would recommend it to someone else and 70 per cent say they have a good experience in the role.



Enterprise Advisers see positive impacts on careers provision and outcomes for young people which deepens the longer they are in role

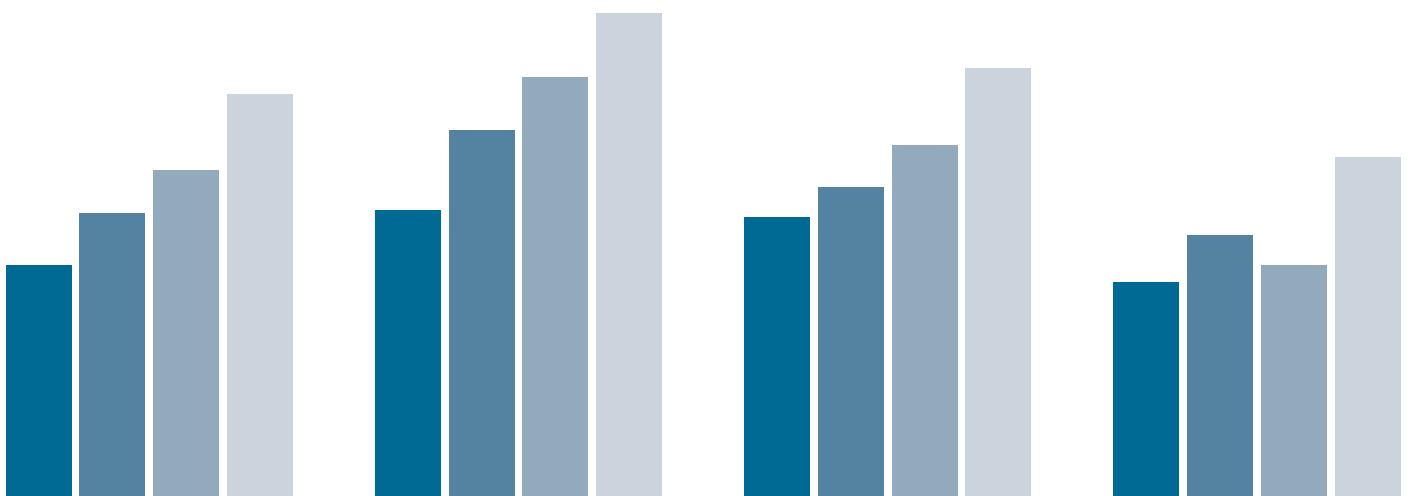
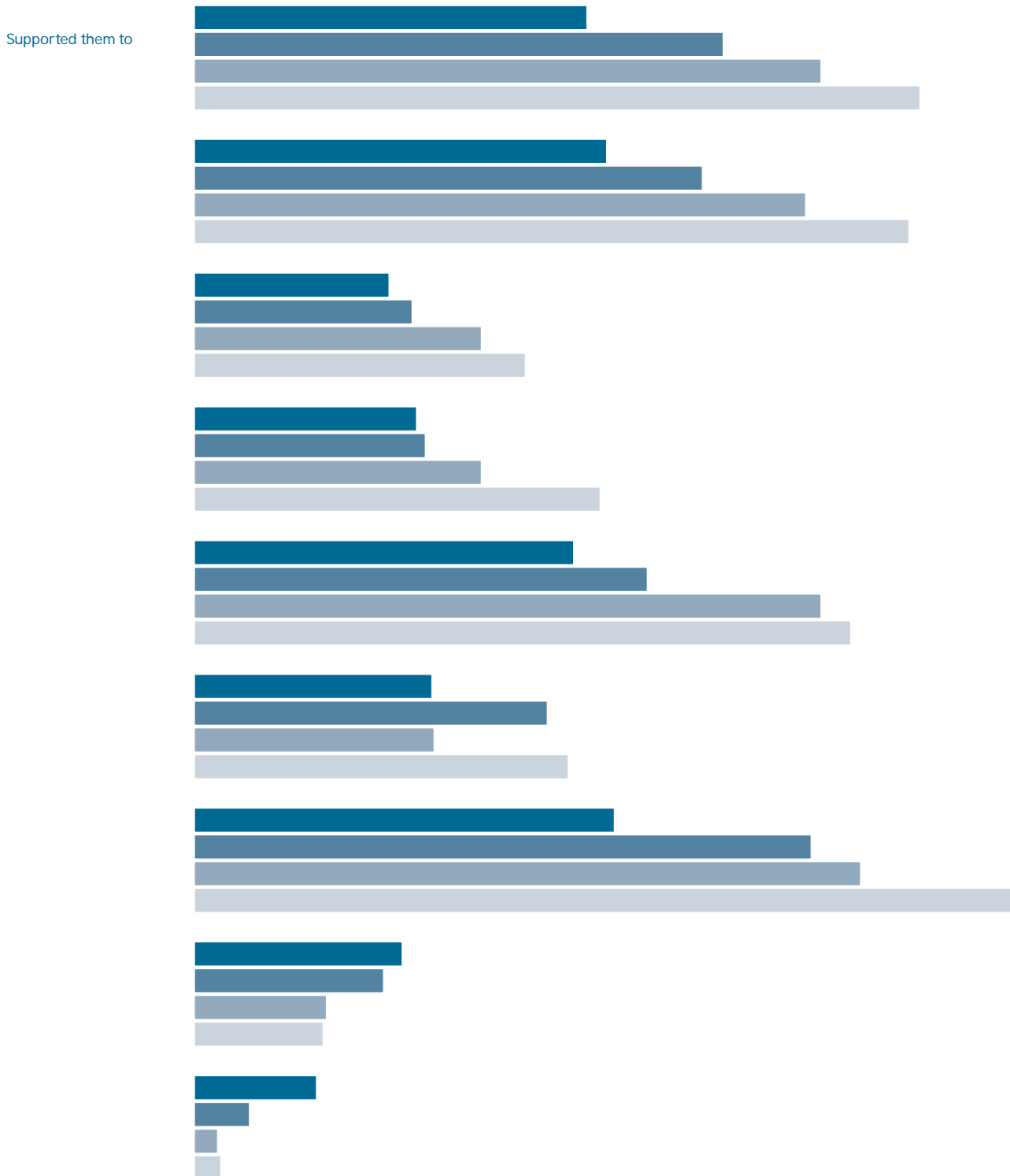


Chart 3: How EAs support the institution on they are matched to

## % EAs reporting each support measure

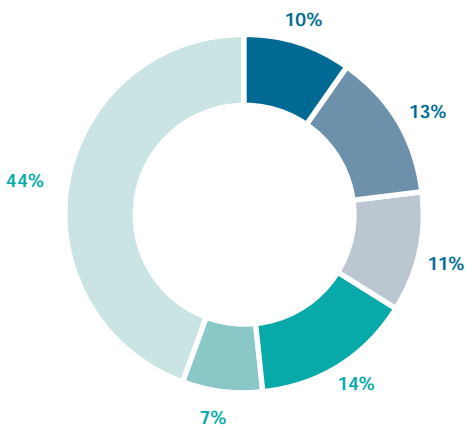


**Technical Note**

The Enterprise Adviser survey was open from February-March 2023. All Enterprise Advisers were invited to take part. 1,149 responses were received – 27% of the EA population.

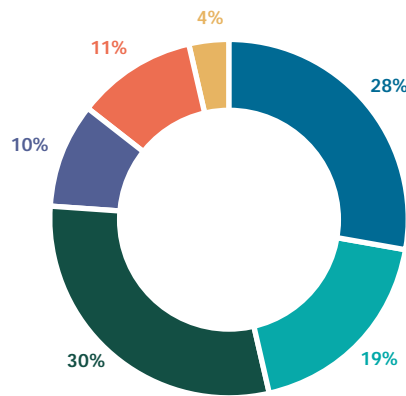
A more detailed analysis of the sample shows:

**What is the size of the organisation you work for?**



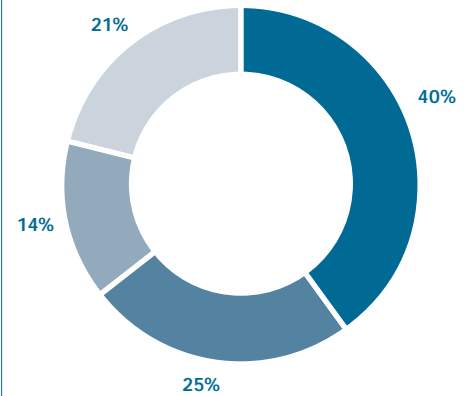
- Sole-trader (0 employees)
- Micro (1-9 employees)
- Small (10-49 employees)
- Medium (50-249 employees)
- Large (250-499 employees)
- Very large (500+ employees)

**Which of the following best describes your current job role?**

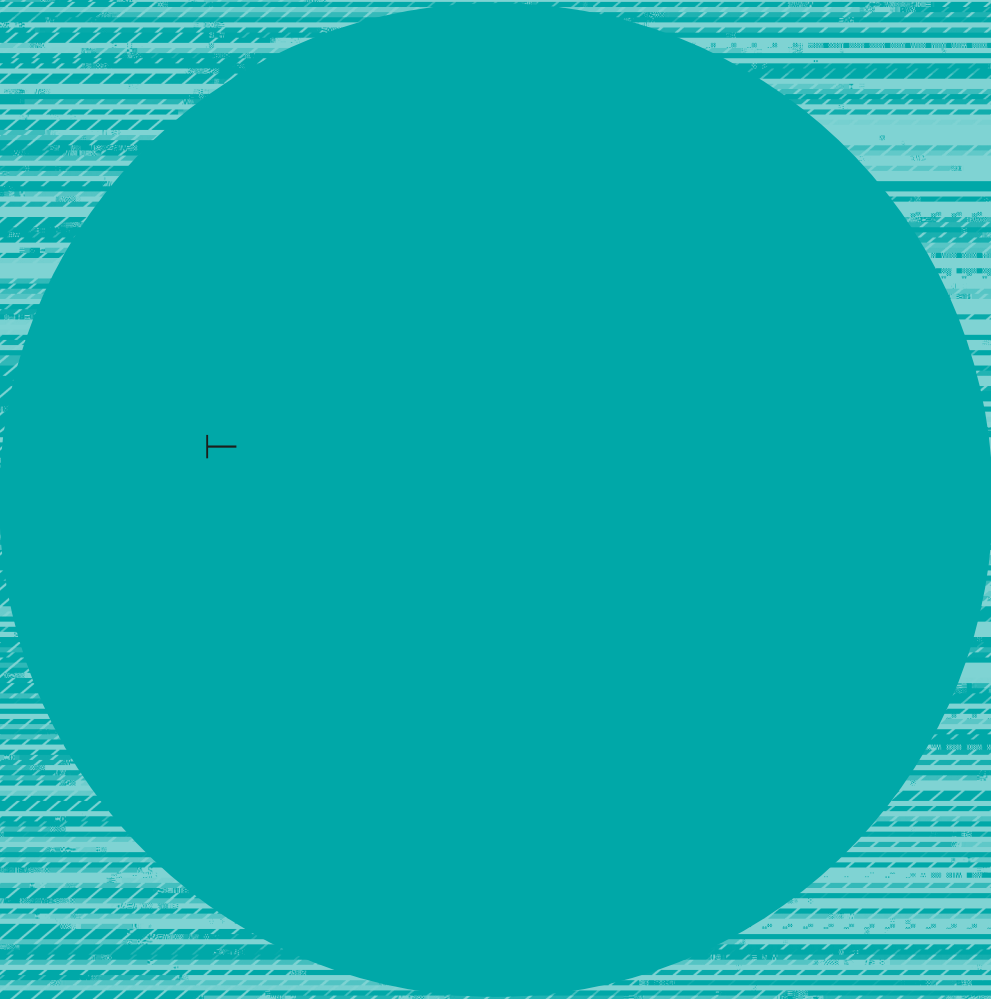


- Senior Leader e.g. Chief Executive/Chair/Director
- Head of function/Head of department
- Middle Manager/Professional e.g. Corporate Manager/Public Sector Manager/Professional Services
- Supervisor/Officer/Paid employee
- Self-employed professional
- None of the above

**How long have you been signed up as an Enterprise Adviser?**



- 0-12 months (1yr)
- 13-24 months (1-2yr)
- 25-36 months (2-3yr)
- More than 3 years



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