



# What makes a graduate employable

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# Agenda

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- ▶ Some context
- ▶ How we go to market
- ▶ What we look for
- ▶ How we find it
- ▶ My crystal ball

# Context - Graduate market

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## Graduate numbers

- ▶ 335,000 students graduated in 2009
- ▶ 260,000 graduated in 1999
- ▶ 175,000 in 1994

## Graduate vacancies (top 100 graduate employers)

- ▶ 19,900 vacancies in 2008
- ▶ 14,300 in 2009

## EY Opportunities

- ▶ 750 graduate places across UK & Ireland
- ▶ 320 internship places

# How we go to market

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## Attraction

- ▶ Media channels
- ▶ 30+ target universities
- ▶ Campus teams – 300+ events per year
- ▶ Milkround presentations
- ▶ School scholarship programme
- ▶ Leadership courses
- ▶ EY Degree
- ▶ Summer internship programme
- ▶ 1-year industrial placement programmes

# Context – Ernst & Young

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## Recruitment challenge

- ▶ c18,000 applications per year
- ▶ c2,500 interviews
- ▶ c900 at assessment centres
- ▶ 22,000 hours of business time

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**And we still had vacancies unfilled**

# What we look for

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- ▶ Practical intelligence
- ▶ Problem solving ability
- ▶ An ability to work with and through people
- ▶ Ambition
- ▶ Drive

# Definition of strengths

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*“A strength is a pre-existing capacity for a particular way of behaving, thinking, or feeling that is authentic and energising to the user, and enables optimal functioning, development and performance”*

*(Linley, 2007)*



# The EY graduate strengths

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- ▶ Social Adaptability
- ▶ Persistence
- ▶ Pride
- ▶ Work Ethic
- ▶ Learning Agility
- ▶ Self Awareness
- ▶ Growth Orientation
- ▶ Team Supporter
- ▶ Credibility
- ▶ Personal Responsibility
- ▶ Analyst
- ▶ Relationship Investor
- ▶ Enabler
- ▶ Organiser
- ▶ Time Optimiser
- ▶ Business Champion

# Strength based recruitment

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- ▶ Focuses on what is right, what is working, and what is strong
- ▶ Strengths are part of human nature; everyone has strengths
- ▶ Our areas of greatest potential growth are in the areas of our greatest strengths
- ▶ We succeed in addressing weaknesses only when we are also making the most of our strengths
- ▶ Using our strengths is the smallest thing we can do to make the biggest difference

# What good looks like

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- ▶ Good academic track record
- ▶ Motivated - not happy with average
- ▶ A team-player
- ▶ Self aware
- ▶ Confidence without arrogance
- ▶ A desire to work in the commercial sector

# Getting to the heart

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# My crystal ball

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- Competition is returning to the graduate market
- How we recruit needs to change
- Market forces will drive employability issues with students
- Greater demand for internships
- Helicopter parents





# Questions?

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