

Gatsby	Start	Track
A stable careers programme	<ul style="list-style-type: none"> ✓ Free, future-proof, core offer ensuring a centralised approach that facilitates joined up thinking. ✓ Involves all staff and local employers. ✓ Learners take ownership and prepare to make excellent decisions at key transitions as they progress through careers journey. 	<ul style="list-style-type: none"> ✓ Coordinate your strategy and identify areas of strength and weakness. ✓ Quickly plan, track and evaluate the impact of interventions using skills progress and aspiration data. ✓ Visible progress
Learning from career and labour market information	<ul style="list-style-type: none"> ✓ Live LMI data presented in a learner friendly format. ✓ Impartial information on job roles, qualifications and progression routes. ✓ Inspiring real life examples from local employers. 	<ul style="list-style-type: none"> ✓ Ensure your learners are on track. At a glance analyse learner aspirations alongside live LMI and job suitability.
Addressing the needs of each student	<ul style="list-style-type: none"> ✓ Personalised approach, owned by the learner. Job suggestions based on learner attributes and presented in a unique and engaging format. ✓ Individual careers journey. 	<ul style="list-style-type: none"> ✓ Plan differentiated interventions based on learner aspirations.
Linking curriculum learning to careers	<ul style="list-style-type: none"> ✓ Over 1,600 job roles and continuously updated media linking to all areas of the curriculum. ✓ Make it easy for all teachers to add a real life context to lessons. ✓ Raise aspirations and engage learners by linking learning to real life. 	<ul style="list-style-type: none"> ✓ Develop curriculum in line with learner aspirations. ✓ Transferable skills - track progress, evidence impact and plan targeted interventions for skills improvement.
Encounters with employers, employees and experience of workplaces	<ul style="list-style-type: none"> ✓ Video content from real people. ✓ Prepare learners to succeed and get the most out of encounters with employers and experiences of work places thorough research and improved awareness of labour market and skills suitability to job roles. ✓ Ensure learners reflect on their experiences by updating their skills assessment and career matches. 	<ul style="list-style-type: none"> ✓ Quickly search for all learners with similar interests to create attendance lists for employer led activities. ✓ Identify skills gaps for improvement and areas of strength in order to ensure better matches.
Encounters with further and higher education	<ul style="list-style-type: none"> ✓ Presented in an easy to understand and engaging format including interactive maps, live opportunities and the ability to 'rate' courses and destinations. ✓ Impartial and independent access to courses, apprenticeships and destinations. 	<ul style="list-style-type: none"> ✓ Use data to organise encounters and experiences linked to learner aspirations. ✓ Evaluate impact and monitor intended destinations.
Personal guidance	<ul style="list-style-type: none"> ✓ Prepare learners for guidance interventions with careers professionals. ✓ Use during interviews to provide online and accessible information as an alternative to leaflets. ✓ Use to enhance guidance provision and integrate it fully into your strategy. 	<ul style="list-style-type: none"> ✓ Detailed learner profiles enable professionals to prepare to deliver high quality guidance. ✓ Target learners based on interests and learning preferences, use data to plan appropriate workshops based on learner need. ✓ Monitor impact.