

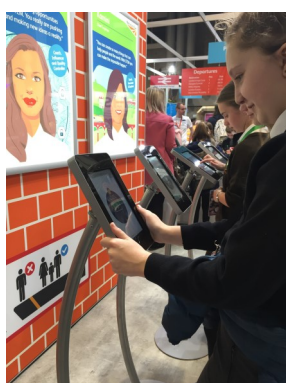


# A WISE My Skills My Life Case Study

My Skills My Life is a brand new outreach resource created by WISE to inspire girls to consider a career in STEM. It is an interactive, online tool that allows girls to find out their personality types and shows them role models with similar personality types working in STEM. It aims to raise aspirations of girls by giving them a greater awareness of jobs within the STEM sector.

My Skills My Life is designed to be flexible and engaging, not only in the classroom but in a wider environment.

Network Rail are one of the founding sponsors for the My Skills My Life initiative.



“My Skills My Life quiz is easy to set up and to use on i-Pads. It’s a popular activity we use at most of our events and is a really fun and engaging way for girls to explore career opportunities at Network Rail based on what they enjoy doing.”

Amit Kotecha, Network Rail

## Outcomes

- Over four days, there were over 1,100 quizzes completed!
- Everyone who visited the stand left having met inspirational female role models and with the information they needed to follow up on their interests.
- Network Rail had a high proportion of female visitors due to the visibility of women on the stand.
- The resource created an opportunity for Network Rail ambassadors to engage in conversation with girls as it provided an easy talking point.
- STEM ambassadors felt more confident following the training, as it provides advice and support on how to engage with young people.
- Network Rail will be delivering the quiz at all their Big Bang Fair events and plan to do something similar again at the National Fair next year.

## What was done?

Network Rail had a large stand at the Big Bang Fair at the NEC in Birmingham, showcasing various parts of the business. They were keen to engage with as many girls as possible and offered the My Skills My Life activity.

- They had 5 iPads logged into the My Skills My Life platform, allowing girls to complete the quiz easily and quickly.
- They had leaflets showcasing the personality types, job roles and role models currently working at Network Rail.
- Female role models hosted the stand and were able to have discussions about career choices and their potential pathways, with those visiting.
- All Network Rail employees on the stand were trained by WISE, meaning they were able to adapt their language and approach appropriately to the audience.

To have a go at the My Skills My Life quiz and explore the platform, visit [www.myskillsmylife.org.uk](http://www.myskillsmylife.org.uk).

“My Skills My Life is helping us to reach young people and change perceptions of the rail industry, which builds our future talent pipeline!”

Lydia Fairman, Network Rail