



Catalyst | Generation
Innovation.

Work Experience Reimagined.

Calling all Businesses. We need you!

Generation Innovation energises the imaginations and aspirations of young people in Northern Ireland by increasing their development of 21st-century skills and awareness of exciting future careers in innovation.

This programme will inspire and upskill participating students and will build an innovation skillset through a full immersion into the Design Thinking methodology.

The Work Experience Programme is for ambitious 17-18 year olds interested in up-skilling for the jobs of the future.

Students will receive Design Thinking training over the course of 4/5 days (depending on which location they apply to). This experience will be facilitated in person and students from across Northern Ireland will work as part of a new team, developing new ideas and communicating solutions with their peers and participating companies.

Students will use their newly acquired skills to solve a company challenge before pitching their prototype and solution back to their partner company.

This is your opportunity to spot and shape Northern Ireland's talent for the future workplace, which could even be your own.

The 2022 programme will engage with 600 students this June for an in-person event. Students will have the opportunity to work with some of the most successful and dynamic companies in Northern Ireland.

Students will develop skills in:

- Communication
- Teambuilding
- Emotional Resilience
- Problem Solving
- Creativity
- Presentation
- Empathy
- User-centred design

Key Dates

Derry/Londonderry 14th-17th June
University of Ulster, Magee Campus

Belfast 20th-24th June
Catalyst, The Innovation Centre

Armagh 27th-30th June
Armagh City Hotel

You have the option to participate in any or all the events locations.

You will nominate 1-2 company representatives to attend when required and be part of this unique and exciting experience.

Companies will be required for a maximum of 2 hours on each of the programme days and arrange a company visit for your team(s) on the final morning of the programme.

Company representatives will attend a training event in early May where they will develop & set your company challenge, be upskilled in the areas of Design Thinking, communicating with young people and safeguarding.

Daily Schedule*

9:30am – 12:00pm
Morning Session

12:00pm – 2:00pm
Networking, expos & Lunch Break

2:00pm – 5:00pm
Facilitated Team Work

*Subject to change

Why you need to be a part of this:

- You will inspire and upskill the next generation preparing them for the future world of work
- To showcase your company and the exciting opportunities to 600 students from across Northern Ireland
- To provide a meaningful work placement
- Corporate social responsibility
- Huge marketing opportunities – social media, logo on website and other media sources
- To invest in and engage with creative, innovative young people who are at a crucial point in their life in deciding on their future career path
- Provide opportunities for your team to learn new skills

Agenda*

Day one:

Overview of the week, introductions, team-building tasks, introduction to Design Thinking. Company details and challenge statements.

Day two:

Expert Interviews, make a challenge map and define the problem.

Day three:

Ideation – concept sketching, create an initial prototype.

Day four:

Prototype and testing.

Day five:

Feedback, visit to company offices, presentations to company teams and celebrations.

*Applicable to the 5 day programme.

Want to get involved?

Visit www.generationinnovation.co for more information or to sign up contact generationinnovation@wearecatalyst.org