



case study:
lbs

sand box

Client:

Lancashire Business School (17 delegates)

Objective:

To produce creative ideas for improving the employability of LBS students.

Process:

Lancashire Business School asked us to design a workshop that could help them examine current and future strategies for producing employable business school graduates.

Always eager to obtain the view of the 'user', our first step was to invite groups of current and past students into Sandbox to ascertain their views on the subject. LBS were right to think that their employability strategies needed looking at: there was a very mixed response to the current offering. We suggested that the workshop group should comprise a cross section of stakeholders, including employers.

After initial icebreaking exercises, the day began with a presentation of the student group feedback findings, before moving onto a group Red session to establish common definitions and concerns.

Early on we had identified the major employability initiatives currently in operation at the business school. So, splitting the group into four sub-groups, we asked each to map out one of the four processes. Each group had to challenge the model to produce a rich system map. Each delegate had the opportunity to physically highlight the strengths and weaknesses of every initiative.

The second half of the day built on the morning's 'how the land lies now' work. Different groups were challenged to produce a physical model of 'the perfectly employable student'. This was a blue-sky exercise that helped establish a 'now to future' gap. The final exercise was designed to help produce actions to bridge that gap. Small groups identified actions and ideas by answering the question, 'if we know what the perfectly employable graduate looks like, then what do we need to do now?'

Sandbox continues to work with UCLan employability groups, and has also been asked to design an international workshop that will bring together academic and other institutions, around the subject of employability.