



Ask James Caan: How can I get some young blood to join my business?



Small business agony uncle: James Caan

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James Caan

03 June 2013

Our small business agony uncle offers his advice on how to recruit young talent.

Dear James:

I have been running my own firm for years. However, I would like young talent with new ideas. What is the best way to achieve this? - Terry

James says:

One way to attract fresh talent is through internships which can benefit both employer and employee. Young people bring new ideas to a business and, in exchange, get invaluable work experience and a critical step on the career ladder.

The key is to make sure you are taking on somebody who is passionate to gain experience of your industry.

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It's quite common for companies to hire interns who are the offspring of friends or family but I've found that hiring young people without these connections is better for innovation and fresh thinking.

Another route is apprenticeships. They are subsidised by the Government so are easier for small and medium-sized enterprises to afford, and allow young people to learn on a job as well as obtaining qualifications. Apprentices reach further into an untapped workforce bringing to your business an entirely new mentality.

Innovation and young people are not just commercially a very attractive approach for businesses but with 21% youth unemployment, is an important economic group to support. I am a true believer in giving people from all backgrounds an opportunity and I'm working with the Deputy Prime Minister to encourage more businesses to open their doors to young people.

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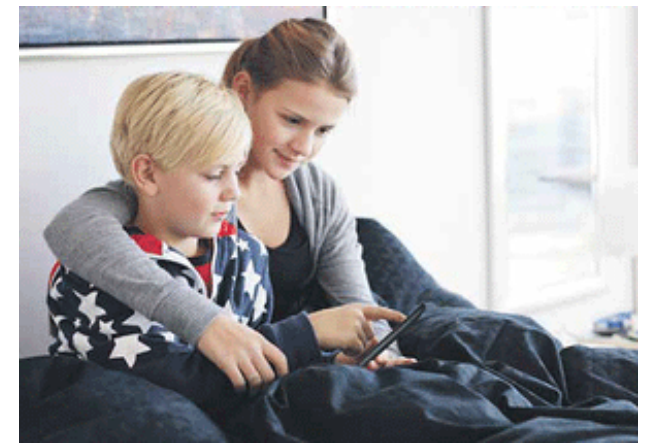
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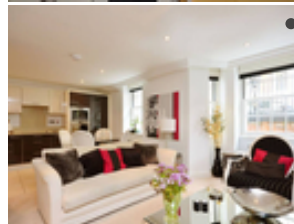
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