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THE PROJECT

Not all students have a PC at home that they can use to research education and training opportunities or write applications. Many schools also lack the technical prerequisites for vocational counseling. In order to address this, the Strahlemann Talent Company has established in-school vocational guidance and career readiness facilities. These spaces are not traditional classrooms - with a lounge area, high-quality furnishings and PC workstations, they more closely resembles a modern office. Specialized courses on vocational orientation, workshops by cooperating companies, assessment training, and consulting by employment agencies and private organizations take place in this space. Cooperation between the schools and local companies is central to the Talent Company, as is the targeted support of disadvantaged students, who often possess hidden talents and, in many cases, will constitute the future skilled workforce for local companies. The project leaders actively support the schools in their search for cooperating partners, advise and motivate the teaching staff, and involve every Talent Company in an annual network meeting. The project is now being conducted at 20 schools across Germany, and a further 10 Talent Company locations are planned.

IMPACT

The Talent Company packages together all issues involving career readiness at the partner school. It creates space for companies and schools to meet, networks existing parties and makes the offer more transparent for everyone. This also increases the importance of vocational guidance at the school. One of the criteria for success is the room concept – the design and furnishings help ensure that students value vocational orientation offers and take them seriously. A local company network for vocational orientation is associated with the room concept. This network is long-term, takes into account all partners in vocational guidance, and receives ongoing support from Strahlemann. In a December 2014 survey of the teaching staff in the participating schools, 80% agreed that the Talent Company had established better awareness of the issue of vocational orientation at the school, and 80% also agreed that the issue is more accessible to the students. Some 90% believed that more vocational orientation measures were taking place, and 80% felt that the contact to the local economy had improved.

Founded: 2002
Project start: 2011
Organization income (2015): €626,237
Project budget (2015): €394,000
Number of project staffers: 30
Of which volunteer: 20
Project locations: 20
Reach: Local, national
Target group: Students at lower and upper secondary schools



Potential project impact

Objetives and target groups	★★★★★
Approach and concept	★★★★★
Development of quality standards	★★★★★
Organizational performance	
Vision and strategy	★★★★★
Leadership and staff management	★★★★★
Supervision	★★★★★
Finance and oversight	★★★★★
Transparency and public relations	★★★★★