



Early Careers

A New, Ground-Breaking Approach



91% of those in early careers are keen to switch jobs
(Personal Capital and The Harris Poll)

50% feel burnt out at work
(SHRM, 2020)

26% of graduates quit in the first 6 months
(Mthree Research)

AUTHENTICITY MATTERS

“Young adults **do not want to shapeshift** on a Monday morning to feel like they fit in at work. iAM is about **embracing your individuality**”



WHY?

The workplace is changing: it has to. Young people value purpose over profit, authenticity, and want to enjoy their working hours, not be absorbed by them. They don't want to shapeshift on a Monday morning to feel like they fit in at work.

WHAT?

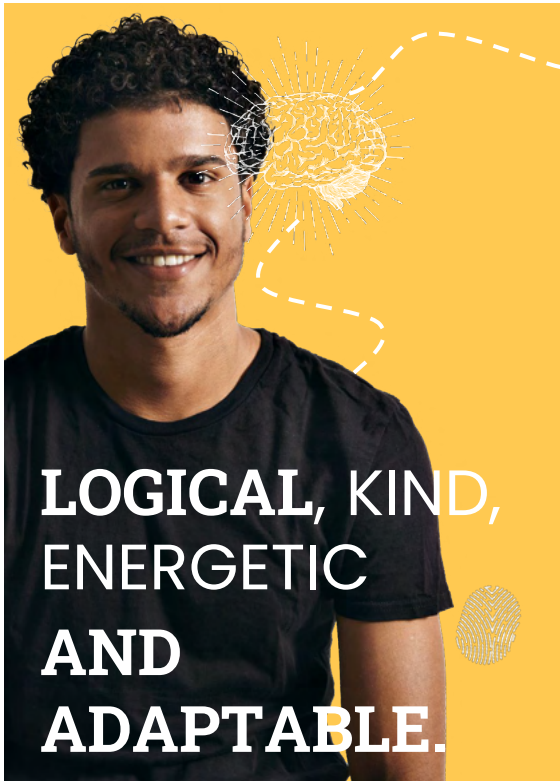
#BeYourselfAtWork is the movement pioneering positive change in the workplace and embracing individuality.

HOW?

#BeYourselfAtWork inspires you to start your career journey with an unshakeable idea of who you truly are. We're challenging workplaces to build diverse and multi-faceted teams made up of confident authentic individuals. Join us - we're reimagining the workplace of the future: and it's a better and happier place to be.

1 in 3 graduates feel like they end up being “mismatched” to jobs they find after leaving university
(Universities UK)

Confidence and standing out are the number one challenges when you're starting out in the workplace of today
(#BeYourselfAtWork)



**LOGICAL, KIND,
ENERGETIC
AND
ADAPTABLE.**

BOOK FROM SEPTEMBER 2022

iAM is a 45-minute digital experience designed to help identify a person's true values and support them to build the confidence to be themselves at work and make their unique difference.

Young adults leave the programme with a unique set of values, their iAM, so they can navigate the world of work with an unshakeable sense of who they are.

[Find Out More](#)





#BeYourselfAtWork

Early Careers

A New, Ground-Breaking Approach



Pursue a career that's going to play to your strengths for long-term happiness and fulfilment.



"Only 22% feel confident in their future careers and just 19% feel like they have the confidence to go after the job they want."

The Prince's Trust & Censuswide



Changing the Narrative of Work

What do you want from the workplace? How can a company appeal to you?



Watch the iAM Film

Discover how iAM is changing the workplace for everyone.



Bring BY@W to Your Early Careers Programme

Bring iAM to your graduate and Early Career programme.

LEAD INNOVATION IN EARLY CAREERS

Learn, contribute and share how we can all change the working world for everyone.

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Discover who you really are and unlock your potential

