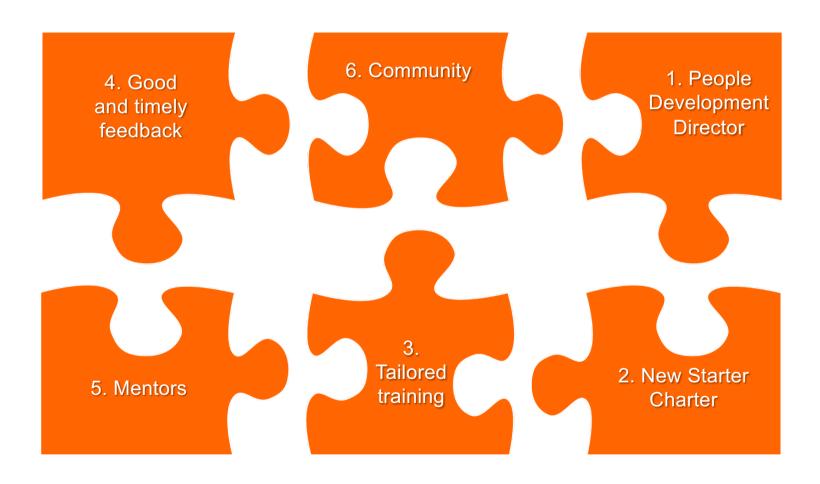


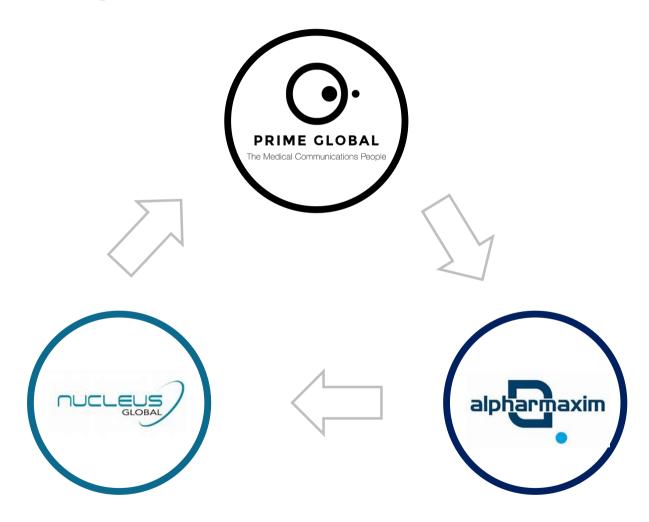
#IGNITE foundations





1. People Development Director





The PRIME DOJO





1. #IGNITE Entry-level

2. New starter charter

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To be able to provide the appropriate working environment for entry-level employees, each company must:

- have senior supporting staff in the office
- provide a mentor
- aim for the AMW to work no longer than a 35-hour week
- promote the need for the AMW attend training session
- show commitment to their development
- provide a varied workload
- aim for the AMW to work on projects from start to finish
- have the time to provide detailed briefs and constructive feedback
- ensure the hours given take into consideration the training element

Early training



Induction to Prime Global

Introduction to company and accounts

Introduction to Med Comms training sessions

Complete compliance and GDPR training

Introduction to writing and CS

3. Tailored training

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- Different backgrounds
- Different agency needs
- Personalised approach
- Development plans
- Delivered by Group staff
- Supplement on-the-job training
- Refreshers

The learning process and retention

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Data from Pike RW, 1989

Percent retention over 3 days

- 10% of what you read
- 20% of what you hear
- 30% of what you see
- 50% of what you see and hear
- 70% of what you say
- 90% of what you do

Tell me and I forget, teach me and I may remember, involve me and I learn.

Confucius, 450BC

4. Honest and timely feedback





5. Mentors





6. Community

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I think it is good to have some guidance and also someone to ask 'silly questions'. More feedback would be useful

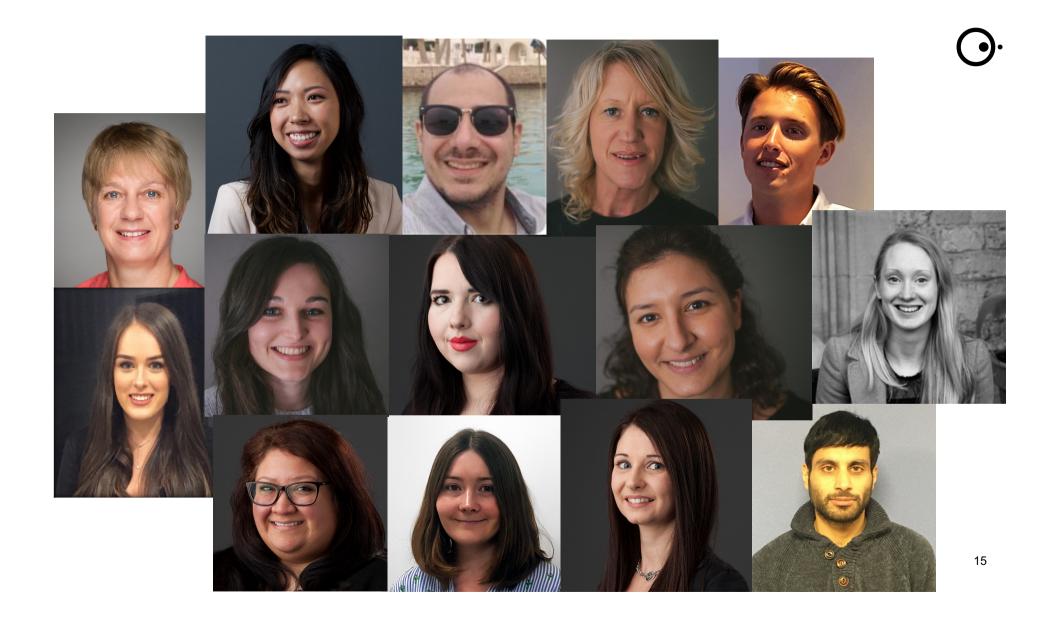
It's helpful for asking things and it also makes you feel a bit more confident that there is someone looking out for you. Although sometimes there is conflicting information between you and the team!

While the induction sessions were really useful, I found I learnt quickest on the job, as concepts become less abstract. Having slides to refer back to when completing a task for the first time is very useful.

Regular AMW meetings, even if just a chance to discuss what it's like being an AMW, positives and negatives from the past week etc.

Regular AMW events – more social and a chance to chat to people

That briefers are often short of time/don't know what AMWs do and do not know, and that it's okay to go back to whoever briefed the job and say the brief isn't detailed enough





14 AMWs since October 2017

Across all agencies and most locations (except SF)

All have a mentor

12 have successfully completed their 6-month probation

5 have been promoted (≤1 year)

14 have successfully completed their midpoint (3 months) review

Summary



