

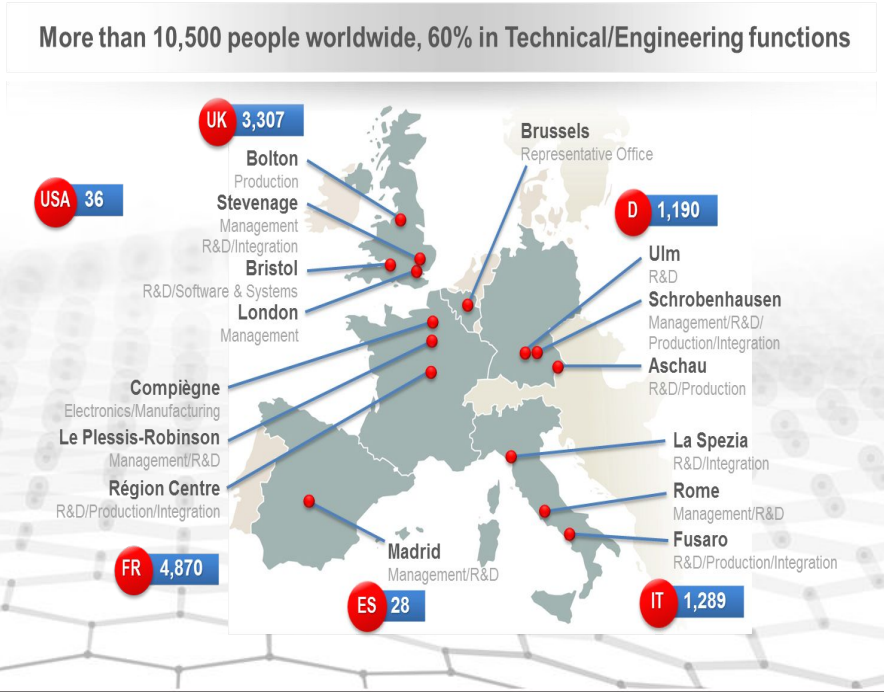


Herts Chamber Sector Summit

Early Careers Recruitment COVID & GENERAL CHALLENGES

WHO ARE MBDA UK ?

- World Leading Defence Company supporting the armed forces
 - Largest European company in our sector
- Created in 2001 (previously British Aerospace, Matra BAe Dynamics with history in Stevenage back to the 1950's)
- 3 Major Stakeholders



COVID – UNEXPECTED CHALLENGE AND OPPORTUNITY

- Quickly Adapt & Re-evaluate recruitment
- Start & Complete Apprentice Assessments
- Difficult Decisions
- Financial Impact ?
- Impact & Opportunity
- Physical Interactions & Engagements
- Benefits
- Caution

GENERAL RECRUITMENT CHALLENGES

- Early Careers/Outreach – Business Assumptions
- Outreach “inspires” but
- Year 10 and under
- Recruitment - year 11 and older (including college & university students)
- Creating team structures
- Apprenticeship misconceptions

EVOLUTION OF RECRUITMENT STRATEGY

- Targeted effort to engage with “influencers”
 - Parents/carers, careers advisors, teachers etc
- Increase in College & University activity and engagement
 - Classroom/Cohort presentations/Career Fairs/Campus activity
 - Creation of campus champions
- Gender Diversity - increased number of females across engineering
 - Managing reality vs expectations (Snr leadership & shareholders)
 - Not “leaving behind” the traditional cohorts

EVOLUTION OF RECRUITMENT STRATEGY

- Unconscious & Conscious bias awareness/training
- Encouraging employees to engage with education
 - Introduction of 5 paid voluntary days
 - Increased use of current grads & apprentices in supporting career led events
- Move to “strengths” based assessment
 - 300 + internal assessors trained
- Work experience moving to year 11,12, 13 (and college students)
 - In support of outreach plans to introduce “Insight Days” allowing increased engagement with higher volumes of year 8,9 and 10 students
- Greater focus away from product/technical and more towards making a difference, giving back, community, culture, charity events etc
 - Supported by internal comms team

