

# XPRESSIONS

AN OCCASIONAL UPDATE OF WHAT'S GOING ON AT X1



## A TALE OF TWO APPRENTICES

In partnership with 3aaa Academy in Watford (the As stand for Aspire, Achieve, Advance) in January 2016 we started our first apprenticeship. Why?

Tim Lance, X1's Sales & Finance Director explains: "Having children of my own and with the 16 - 24 year olds having a difficult time finding employment I wanted to help offer an opportunity to a youngster. We had an opportunity for a new role in our re-energised Marketing Team. We interviewed a number of candidates put forward by 3aaa, from which

we chose Jasleen (pronounced 'Jusleen') Kaur Sidhu as our Apprentice Marketeer."

She started work in February 2016. It would

be fair to say that Jasleen was quiet and shy. The role was a new one and the first few months we all learned that having an apprentice on board required adopting a fresh approach.

The apprentice, 3aaa and X1 worked in partnership to make sure Jasleen kept her learning curve on schedule. Twelve months later Jasleen passed her Level 3 course (I.T. - Web & Social Media) with excellent marks.

***"All three parties, apprentice, 3aaa and X1, work in partnership"***

The apprenticeship could have ended there but it was X1's strategy to offer Jasleen a permanent role after year one. Jasleen took a short break, visiting New Zealand with her family, and before she left we agreed a second marketing course, in partnership with 3aaa.

On her return, Jasleen embarked on a Level 4 Diploma in Marketing (equivalent to a Foundation Degree). As well as working at X1, Jasleen attends Reading College.

During her time at X1, Jasleen has become an integral, indispensable team member and her competence and confidence have grown. Having a 'youngster' in the team has challenged our thought processes and her enthusiasm for her job has helped galvanise X1's marketing activities.

Jasleen is currently supervising all direct marketing campaigns from concept through

implementation, including tracking and analytics. She is also proving to be a fearless 'follower upper' of customers and prospects.

Following this encouragement, in April 2016, again working with 3aaa, we started our second apprenticeship, this time for the role of

bookkeeper. Unfortunately the first apprentice didn't work out, but we are happy to report that Raveena Gill started at X1 in this role on 23 January 2017, and at 17 years old is now our youngest employee. Also quiet and shy

when she started, Raveena has settled in well and is working and learning her trade from our administrator, Janet Locke as well as attending Watford College each week to complete her course work.

Apprenticeships have made a positive difference at X1 and we are very pleased to have started this new adventure.

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