

Building a Foundation of Mutual Trust to Achieve Significant Results

Enterprise Advisor – Helen Or

In a continuously changing business environment, many professionals in the business sector, driven by the intention to contribute to the next generation, bring their expertise and experience into schools to voluntarily assist students in career planning while enriching the talent pool in the business community. This passion for nurturing young people is invaluable, and the close collaboration between school Enterprise Advisors (EAs) and schools often provides students with deeper experiences and creates more substantial outcomes



In the CLAP@JC program, Helen, who has over 25 years of experience in management consulting and executive guidance, became the EA for St. Joseph's Catholic Secondary School. With the support of the school's career planning team, she organized a total of 15 activities for students in just 8 months, including 4 workshops, 2 mock interviews, 4 corporate internships, and 1 company visit. This partnership relies on the deep trust and connection between both parties. This article uses this case as an example of collaborative sprits between schools and partners, who wish to inspire young people and build a future talent pool . By setting clear goals, fostering open communication, contributing to a channel of feedback ,deepening teachers' understanding and resonance with the topics, and gradually by learning from experiences, EAs can more effectively build mutual trust with schools and create greater value together.

Seeking Consensus and Setting Clear Goals

Every successful partnership is built on the foundation of jointly establishing clear goals. At the beginning of the program, if the EA and the school can reach the same mission and share the same vision for students' career life and development, it not only strengthens trust but also allows both parties to address challenges more easily in future collaborations. In Helen's partnership with St. Joseph's Catholic Secondary School, both sides focused on the students and were committed to enriching their career planning development.



Open Communication and Establishing Effective Feedback Mechanisms

Sustaining business-school collaboration is especially important when it comes to open communication and effective feedback channel. Helen not only organized activities for students but also placed great importance on reviewing each event afterward. This allowed her to understand student reactions and provided opportunities to analyze the effectiveness of the activities with teachers, discussing how to engage students more effectively. This helped her better



understand students' needs and coordinate more effectively with the school when planning the next activity. Genuine feedbacks not only deepens the trust between teachers and EAs but also fuels up everyone's motivation to continue creating greater value for students.



Deepening Teachers' Understanding of Topics to Generate Resonance

The market is in rapidly change, and sometimes EAs need to introduce cutting-edge ideas into schools, which can be more challenging than discussing well-known topics.

In this ever changing rapid market, EA plays an important roles to brings out the challenging but cutting edge idea to school.



Therefore, if teachers' awareness and understanding of unfamiliar topics can be enhanced, it will be easier for teachers to resonate with the ideas from the latest market. When designing activity themes, Helen aimed to incorporate the inspiring concept of "Futures Thinking." This approach advocates seeking different possibilities through a creative and exploratory process. Helen wanted to guide students in thinking and expanding their imagination regarding career planning, preparing them from the present. However, teachers found this concept unfamiliar and struggled to assess students' learning levels. Therefore, Helen first organized a "Futures Thinking Workshop" for teachers, allowing them to experience the enlightening thinking involved. During the event, teachers not only experienced the benefits of the workshop but also provided suggestions from a teaching perspective, ensuring that the student version of the workshop catered to the needs of different students. Ultimately, Helen successfully organized a "Futures Thinking Workshop" for students, and the teachers' prior preparations played a crucial role in providing timely support and assistance.

EAs are always passionate about sharing their professional knowledge. However, Helen noted in her summary of experiences that organizing activities should not be rushed; it is advisable to start with easier-to-implement activities to build mutual trust with the school, teachers, and students. With these prior experience and resources before implementing larger-scale activities. Helen began with practical skills such as mock interviews to understand students' needs, then utilized business resources to arrange online company internship opportunities. Subsequently, she organized various themed workshops and company visits, progressing from simple to complex, resulting in extraordinary outcomes.



Accumulating Experience by Starting with Easier Implementations



Establishing a solid communication foundation and mutual trust between EAs and schools is an essential step in creating value. Throughout the process, EAs should maintain an open attitude, listen to the needs of schools and students, and strive to understand each other's limitations. As long as they hold onto this belief, they can not only inspire young people but also lay a solid foundation for the future talent pool in business, helping students achieve a brighter future.