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Celebrity Podcasts Reveal Trade Secrets of Success

A series of podcasts revealing the secrets behind the success of some of the UK's best known celebrities can now be viewed online to inspire young people as they consider their next career move.

The Apprentice finalist Ruth Badger, celebrity chef Antony Worrall Thompson, Dragon's Den's Doug Richard and entrepreneur Gerald Ratner all feature in podcasts available on Connexions Derbyshire's website.

Each celebrity is interviewed by an animated character who quizzes the business professionals about how to get on in a career in sales, catering, technology and retail, as well as offering advice on how to progress in a job. They each offer straightforward advice and tips based on their individual career and personal experiences.

Liz Searle, area director, LSC Northamptonshire, says: "My advice to young people considering their career is to get hands on experience in the workplace with an employer who will invest in developing their skills through an Apprenticeship. The combination of real experience mixed with vocational learning is a recipe for personal success.

"These inspiring podcasts offer young people the inside track from respected and recognised business entrepreneurs. There are no better advocates of work-based learning than those who have seen at first hand how it benefits skills in the workplace."

Adrian Bell, chief executive, Connexions Northamptonshire, adds their support: “These podcasts are a ‘must see’ for all young people considering their career. Each celebrity offers inspiration to young people, providing them with a greater insight into managing their own progression, as well as giving them a real flavour of the breadth of opportunities. We hope these podcasts help them to make up their minds about what to do next.”

Each podcast is approximately three minutes long and downloadable at Connexions podcast zone on www.4you2.org.uk.

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Notes to Editors

Learning and Skills Council

- The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality education and training for everyone. We have a single goal: to improve the skills of England’s young people and adults to world class standards. Our vision is that young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers. Visit www.lsc.gov.uk/inourhands
- Connexions Northamptonshire provides advice, guidance and personal development services to all 13-19 year olds across Northamptonshire. Connexions Personal Advisers based in schools, colleges, youth centres and high street drop in 'one stop shops' give professional and confidential advice on a range of subjects from careers and education to drug abuse, homelessness and teenage pregnancy.
- More information on Connexions Northamptonshire is available from www.connexions-northamptonshire.org.uk or visit our dedicated website for young people www.4you2.org.uk