

PROPER JOB THEATRE COMPANY IAG STRATEGY



Information, Advice and Guidance (IAG) is a term used to describe the range of services offered by an organisation to support people in making informed choices about their learning and work.

IAG can include giving information about different options and courses, providing advice on what might suit an individual's needs and circumstances, and giving guidance on the process of applying for jobs or courses. It can also involve signposting people to other services that can support them.

The aim of IAG is to empower people to make informed choices about their learning and work, which can lead to improved life chances and employment outcomes.

Proper Job offers IAG that is relevant to our learners and clients by reflecting their wants and needs to progress into work, education or volunteering.

We ensure our IAG is appropriate at every level from initial contact to progression.

We take pride in the approach we have developed at Proper Job, offering Information, Advice and Guidance that is holistic, accessible, and relevant.

We seek to identify all possible barriers individuals may experience that prevents them from progressing towards education, training, work or volunteering. Through our LAB courses, we offer IAG that explores mental well-being, confidence and communication skills as well as practical skills to manage money, develop relationships and succeed in a professional environment.

We do this using a wide range of techniques including 1-1 conversations; group work; reading materials; games and metaphors; teaching transferable skills & introducing models & strategies.

When communicating with our clients and learners we cover the following key areas:

- **Clear Definition of Services:**
Clearly define the range of services offered, including the specific creative techniques and methods used. We explain how these services can benefit clients in their personal development journey.
- **Identify who the offer is for:**
Identify and describe the potential client or learner (e.g. this course is for unemployed adults aged 19+) and tailor the services to meet their specific needs and challenges.
- **Benefits and Outcomes:**
Highlight the benefits and potential outcomes clients can expect from engaging with our programmes. Use case studies, testimonials, and evidence-based results to demonstrate the effectiveness of the techniques.
- **Qualified Practitioners:**
Provide information about the qualifications, experience, and expertise of the practitioners delivering the services. Emphasise their credentials in both creative arts and teaching.

- **Innovative Approach:**
Explain the innovative nature of the approach, detailing how combining creative techniques with other approaches, e.g. NLP techniques, creates a unique and effective method for personal development.
- **Customised Programmes:**
Offer information on the customisation of programmes to meet individual client needs. Explain how assessments and personalised plans are developed and implemented.
- **Accessible Resources:**
Develop and provide access to a range of resources such as courses, workshops, online training, and one-on-one coaching sessions. Ensure that these resources are easily accessible to all clients.
- **Client Support System:**
Outline the support system available to clients, including follow-up sessions, peer support groups, and continuous access to advice and guidance even after the completion of the programmes.
- **Ethical Considerations and Confidentiality:**
Address ethical considerations, ensuring clients understand the confidentiality and privacy measures in place. Emphasise the ethical standards the company adheres to in both creative arts and approaches to teaching.
- **Feedback and Improvement Mechanisms:**
Establish mechanisms for collecting client feedback and continuously improving services based on this feedback. Demonstrate a commitment to quality assurance and responsiveness to client needs.