



# Recruitment of Young People

## Dexter's story.

**In our last article, we talked about how incredible it can be to recruit young people into your organisation. I have had extremely positive experiences through giving opportunities to young people, and it is so rewarding to see them thrive as a result. By giving them room to grow, they can develop and become the talent that you might be missing within your business.**

Last time, I introduced you to Bradley, Liiift's Content Creator and Designer. Bradley has gone from strength to strength and is an integral part of our team, but he isn't the only member of the Liiift team who joined us in a similar way. I'd therefore like to introduce you to Dexter, Liiift's Business Support and Web Development Officer.

Dexter joined us on the Kickstart programme, which was introduced by the government to support young people into work by securing 6-month paid work placements with businesses willing to support them and help them develop.

Our involvement with Kickstart saw us support 43 young people into work, and of those candidates, 77% had a positive outcome at the end of their placement, meaning they were no longer out of work.

One such candidate was Dexter. Prior to being accepted on Kickstart, Dexter had been out of work for several years. With aspirations of working in web development, and specifically coding, he had enrolled on a course to develop these skills further. Unfortunately for Dexter, he was unable to

secure employment in this field due to his lack of experience.

When Dexter joined us, he excelled, going above and beyond. He quickly displayed his aptitude for reporting and web design, and he was eager to learn and personally develop. When his Kickstart placement ended, I gladly offered him permanent employment, a decision I had made very early into his placement. I also made the decision to invest in him personally, by finding a suitable apprenticeship in Software Development that would provide on-the-job training relevant to his position in Liiift. As a result, Dexter is now responsible for monitoring and updating our website, as well as providing similar support to our clients.

As Dexter says, being given the opportunity to grow has been imperative to his personal and professional development.

**If you're a business looking to recruit young people and encourage their growth or develop your staff through apprenticeships or other means of formal training, then Liiift are on hand to support you through the process.**

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