



# INVESTMENT 20/20

## A FUTURE IN FINANCE FOR YOUNG PEOPLE



Our industry thrives when it is made up of the most talented people from all backgrounds: diversity guards against group think and helps us to understand the needs of our customers. This means widening the range of people who consider asset management as a career, and nurturing this diverse talent pool throughout their careers in asset management.

As the organisation that represents UK asset managers, the Investment Association (IA) looks at diversity and inclusion through two lenses: using our members' role as investors to champion **diversity at the top of the UK's biggest companies**, and helping to build a **diverse investment industry** that is fit for the future.

To achieve this, we want to recruit bright, capable and committed young people to our industry. We do this through **Investment20/20**, the investment industry's careers service with a focus on widening access to diverse talent as people start their careers. Investment20/20 encourages people from all walks of life to take advantage of the career opportunities offered in asset management. It aims to ensure the investment management industry has a diverse domestic entry-level talent pipeline and provide an approachable and informative careers service for teachers, lecturers, careers guidance experts and the students themselves across schools, colleges and universities.

Investment20/20 was founded in 2013 by Andrew Formica (then the CEO of Henderson Group) and Nichola Pease (former CEO of JO Hambro), who were driven by the mission to bring more diverse talent into all aspects of investment management. They wanted to make the industry more inclusive and accessible to young people by giving it a more approachable face, by raising awareness of the variety of opportunities

**OUR TRAINEES**

 **1,339** TRAINEES IN LAST 5 YEARS

**4 in 10** TRAINEES ARE FROM ETHNIC MINORITY BACKGROUNDS 

 **4 in 10** TRAINEES ARE FEMALE

**half** OF GRADS 1ST IN FAMILY TO GO TO UNIVERSITY 

 **6 in 10** GRADS HAVE NON-FINANCE RELATED DEGREES

it offers and giving asset managers direct access to diverse talent. To date, we've seen more than 1,300 trainees enter the investment management industry through over 40 partner firms. >

*The Investment Association (IA) supports UK investment management, supporting British savers, investors and businesses. Our 250 members manage £7.7 trillion, £1.7 trillion of which is on behalf of European clients – providing the UK with an important economic contribution in the form of export earnings, tax paid, and jobs created.*

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## HOME-GROWN TALENT

Investment20/20's extensive careers outreach programme shines a spotlight on the investment industry, the wide variety of roles available and the different entry points. While traditional graduate schemes focus on a few universities and subjects, Investment20/20's aim is to open up the industry using home-grown talent as ambassadors for working in the industry. Investment20/20's network of trainees, past and present, actively spread the word about their experiences to their former schools, colleges and universities.

Investment20/20 works with schools, colleges and newer universities, to help their students shine at interview, encouraging them to consider working in asset management, and placing trainees in roles to kick-start their career in the industry.

### In schools, colleges & universities

Over the last six years, Investment20/20 has forged strong links with 3,700 schools, colleges and universities within the UK. The Investment20/20 team provides a relatable and approachable face for the investment management industry with clear age appropriate and sector specific careers information helping young people to make informed decisions about their future.

### Mentoring – unlocking potential for Year 10 and 12 students

Not everyone has the advantage of friends and families to act as role models, so Investment20/20 encourages investment professionals to actively engage and help students, typically in their penultimate year of study, to learn more about the world of work.

Teachers put forward students who have high aspirations and potential but who have limited networks in relevant employment. The mentors can unlock students' potential and help them flourish as they start their transition from education to the workplace.

Volunteer mentors are introduced to the schools and colleges and are provided with ongoing oversight and support during the year. Many students and mentors stay in touch long after the mentoring has ended.

### Intensifying our push into 'new' universities

Investment20/20 continues to engage with students from a range of universities, mostly former polytechnics which have a diverse cohort of students, with the aim of inspiring them to think about a career in investment management. They work with over 20

## OUTREACH IN NUMBERS



150 CAREERS EVENTS IN 2018

3,700

SCHOOLS, COLLEGES AND UNIVERSITIES



390

CHARITIES & CAREERS ORGANISATIONS

universities including some of the most diverse in the country and seek to engage with some of the hardest to reach students for the investment management industry, including those studying arts and non-business related subjects as well as business, finance and economics students.

## THINK INVESTMENTS

In 2018, Investment20/20 launched Think Investments, a new outreach programme to create an environment where all capable young people can access our industry. Through the charity Career Ready, they talked to 1,000 state-educated school and college leavers from diverse and disadvantaged socio-economic backgrounds, some of the hardest people for recruiters to attract to asset management. 65 young people were selected to join the programme. The programme introduces the career opportunities available in the investment sector and provides these young people with the necessary skills to complete their applications and shine in their interviews.

Of those 65 students, approximately a third are black, a third are female, a third have been on free school meals – national average is just 13%; and, over two thirds of the students have parents who have not gone to university.

The Think Investments programme comprised six events and masterclasses and one day's work shadowing between October 2018 and April 2019 – all hosted by industry firms. 29 investment firms offered over 105 work shadow placements – allowing many students to experience work at more than one company. These talented young people have been given unique access and insight, it has been incredible to watch them grow in enthusiasm and confidence.

### The Investment Association

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