

Career Development Programme MKB scholarship project.

Development programme

Introduction

The MKB Scholarship programme aims to connect technical Master students and regional MKB (SME) companies looking for innovative talent. On the one hand, it offers students the opportunity to orient themselves more profoundly on the regional job market. A chance to take a look behind the scenes at one or several companies to see how the knowledge and skills they gained can be applied in practice. This way, students can concretely orient themselves on the practical aspects of working within a certain discipline or sector, thus gaining more insight into which aspects suit their personality. During this process, the student can discover which knowledge and skills they already (partially) possess and which skills they might still lack within a certain field. These skills can then be addressed during their studies. In short, contact with an MKB company is an opportunity for individual career orientation. It offers insights and concrete handles in order to better direct the individual (academic) career. After all, career planning is always a tailored process.

On the other hand, the MKB Scholarship programme offers regional companies an accessible opportunity to contact and be introduced to the creativity of students at the University of Twente and to the power of working on issues in multi-disciplinary teams. However, the programme offers more. It also offers employees to further develop alongside the participating students by taking part in specific (refresher) courses regarding personal development. Even if you are already working, it could be interesting to review your own career as a professional and to see, with some curiosity, if you think you are taking the right direction within your company.

This way, the MKB project offers a **blended programme** for both MKB scholarship students (the students) and the representatives of the participating MKB companies. Participants learn from one another through F2F communication in individual coaching sessions and group activities. There are 5 group meetings per year, with a total of 10 in 2 years. The duration of the meetings varies from several hours to a day. When it comes to the individual contacts between the student and the company, the parties involved should themselves make agreements regarding the number of meetings (with a minimum of 5 per year, so the knowledge gathered during the group meetings can be linked to the individual conversations between student and company). There are therefore 2 components to the development programme.

On the one hand, students receive **individual coaching** from the company that they are linked to within this programme. They receive a (fixed) contact that coaches them during the entire 2-year MKB programme. Employee and student determine the content together. This depends, among other things, on the requirements, questions and wishes of both parties. Coaching may also mean that the student is allowed to attend a board meeting, reception of a delegation or a visit to the stock exchange. Or that the student is given the responsibility for a company presentation. The objective is to get the student close to the practical aspects, so they get a realistic image of the activities within a certain company type and sector.

On the other hand, a **development programme** with workshops provided by Career Services is offered. These workshops are developed for both the student and a representative of a company, preferably the contact linked to the student for the individual programme. The duo learns, builds and works together on a programme on 2 levels, the personal level and the company level. This way, individuals do not only learn about their own personal development, but also about the translation of certain developments to the company process or company profile.

The objective of the workshops is to allow students to reflect on their personal development during their studies, and to allow other participants from companies to reflect upon their personal development over the course of their careers.

The development programme does not only consist of workshops in the area of self development, but also of **challenges** involving 'casuistry' from business life.

All participating companies and MKB scholarship students participate in the challenges, so current questions and issues can be tackled by a wider group. This offers the opportunity of a cross-disciplinary approach to the submitted casuistry, because students with different educational backgrounds participate in the Challenge. Through DesignLab, the University of Twente can offer an excellent location that parties can use to amply explore. It is also possible to choose for an on-site training at a company. This way, a company can increase its visibility among a wider group of students and can attract up-to-date knowledge and innovative solutions for the submitted casuistry (such as innovation challenges).

The MKB programme is an excellent occasion for **networking**. Research shows that networking is the best and fastest way for talented people to find work and for employers to contact talented people. The MKB scholarship programme was set up with this primary objective in mind. Offering students and companies the opportunity to get to know each other in order to reveal opportunities that may lead to match of work and talent in the future.

Summarised opportunities of the blended MKB programme

Students and employees of companies learn together and from one another.

Students can start gaining concrete, useful experience at a company during their studies. Students are offered a free development programme that consists of a number of extra-curricular workshops, tailored to this programme. Both aimed at individual career development and learning in a practical environment by engaging in problem solving during a number of interactive meetings with participants from business life.

Participating companies can send an interested employee as a representative, preferably the contact of the student that will be involved in the individual coaching process. This way, the company can optimally profit from participation in this programme, because the 'duo' in this programme will work together to tackle issues at company and individual level. Insights and solutions found during the workshops are reported to the company. Through this type of blended programme, we achieve optimal interaction between the participating companies and students, and companies receive concrete results as a product of the workshops and meetings.

Moreover, the student will be able to start a professional network during their studies. It offers companies the opportunity of letting their own employees take part in personal development workshops, and to introduce students to the company, product or service they have to offer at an

early stage. This will hopefully lead to enough future influx for the company in order to benefit both the company and the area.

Programme contents

The programme setup consists of the following components;

- Learning to see
- Problem solving
- The system
- Challenge
- Reaping

Year I

Learning to See

1. An introductory meeting and reflection session with all participating students and contacts from the participating companies.
Who is participating and why? What can you learn during this MKB programme? And how do you reap what you learned?
We start with a 'base-line measurement', a starting point, and we discuss how to register and monitor any developments, in order to make sure you can use what you learned at the end of the MKB project when shaping your career and your future applications.

Problem Solving

2. Workshop you and your MBTI/Lean typology. The Meyers Briggs Type Indicator and Lean management. Discover your personal way of communicating and acting in the world around you and in your work area. What is your personal style, what are your strengths, your challenges, your pitfalls? How could you function (more) efficiently in a team? What is your added value in an organisational process?

The system

3. Workshop Systems Thinking. Communication, cooperation and force field analysis in companies, or "systems thinking". How do team processes work? Why do projects succeed or fail? Which lessons can we bring to the challenge of the following workshop after this session?

Challenge

4. Company Case, Challenge; A current question or a current issue at a company can be discussed in a group of students with different educational backgrounds and interested representatives of participating MKB companies. The 'design thinking' methodology is applied. Creative and possibly new solutions may result from this. These are applied to the company practice.

Reaping

5. Reaping session. Reaping, what did the student see and learn? What is useful for their second academic year or the future? Short presentation of the reflective report. Reflection on the coaching year and a look behind the scenes at company/companies.

A networking event, company tour.

Year II

Learning to See

6. (Personal) leadership. Which forms of leadership are there? Which do we recognise in practice (studies and MKB companies)? And how do you apply personal leadership to the step between education and the job market? How do you make sure that you do or start doing the things that suit you? That fit both your personal mission and that of the company you want to work at? And how is this for participants from MKB companies? To what degree do they still follow the career path they had envisioned in their current job? What does their personal leadership look like? What issues do they encounter, and which opportunities do they see?

Problem Solving

7. Personal Branding. Knowing what you have to offer and how to contribute this to companies is essential. How to present yourself? This is the subject of the Personal Branding workshop. After finishing the Master's phase, during which students learn lessons from practice, the time will come to start looking for that matching job. During the Personal Branding workshop, you will explore ways to shape this process. Employees also benefit from being aware of your personal brand and knowing what people can specifically approach you for within the company.

The System

8. Networking/ application skills and networking event, company tour. You already know that networking is uniquely the best way of finding a job, but how do you go about this? What is it, and what is it not? For Master students, the moment of entering the job market is coming ever closer. For employees, it is also interesting to learn how to recruit new colleagues through networking. And perhaps it is time for job rotation, or a new challenge in your own career. Networking is inextricably connected to communication. This workshop takes a more in-depth look at this.

Challenge

9. Company case. A current question or a current issue of a company is discussed in a group of students with various educational backgrounds and interested representatives of participating MKB companies. Creative and possibly new solutions may result from this. These are applied to the company practice.

Reaping

10. Reaping session. Reaping, short presentation of reflective reports. What can the student take away from what they learned to bring to their job search?
Reflection of 2 years of MKB programme by companies and UT.
Drinks with students and companies. (Organisation Career Services)

Learning objectives student

The first year is an orientation and exploration year. The student is given a more intensive introduction to one company, but is also introduced to a larger number of companies in the area. The student is offered a look behind the scenes and can explore any questions they have or develop in the process.

During the first year, the students learn to practically reflect on their own knowledge and how this can be relevant or be applied to business life. The student learns to reflect on their own (personal) skills and knowledge. Which does the student want to apply in future, and which do they still think they need for their future career? The student has the opportunity to discover what does and does not interest them.

During the second year, the student learns how to convey and present their knowledge and skills to the world. They learn to make choices in this.

During this 2nd development year, the student will also complete their Master's Programme, which means they will start looking for a job afterwards. This development year helps the student discover how to best profile themselves to the world. The 2-year development programme can help the students form a foundation and enlarge their self-directing capacities when shaping their careers.

Trainers:

Martian Slagter is process manager and consultant. Team coaching lecturer at the Alba academy. She is a writer and researcher and specialises in leadership and team coaching.

Jose Franken: Lean program coordinator at University of Twente. She is a lean consultant and coach in organisational improvement processes, and a PhD candidate in the field of Lean Management and MBTI.

Shira van de Werf, UT alumna and communication specialist and owner of the "Dat wat je zegt" agency.

Desiree van Dun, Lecturer, Faculty BMS, University of Twente.

Hemo Oumenad, Coordinator Career services and recognised certified career consultant.

Organisation Career Services: Solange Panayotopoulos and Hemo Oumenad

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