



Your business. Their future.

Business Partnership Guide

EMPLOYEE PARTICIPATION • CAREER DISCOVERY •
CONTENT & STORIES • COMMUNITY CONNECTIONS



Ambition is everywhere. Access is uneven.

02/13

Too many young people lack access to the people, workplaces and experiences that show them what's possible and help them move forward.

THEY NEED:

PEOPLE TO ASK

Those willing and able to answer questions, share their career journeys and offer encouragement.

POSSIBILITIES TO DISCOVER

Exposure to roles, industries and routes beyond those they already know.

EXPERIENCES TO BUILD ON

Opportunities to visit workplaces, try real tasks and receive useful feedback.

THE ACCESS GAP IN NUMBERS

ONLY

35%

of young people feel confident they have relevant work experience for employment.*

81%

of young people arrange work placements themselves or through their families.**

* Young people and work: interim report, GOV.UK, Chapter 4, footnote 368.

** Education and Employers, *Work Experience: Past, Present and Future*, 25 June 2026.

WHY FOOTBALL?

A shared connection to the local community.

Football clubs bring businesses, schools and community organisations together.

Behind The Goal turns those relationships into practical career experiences for young people.

CORPORATE PARTNERS

LOCAL BUSINESSES

FOOTBALL CLUB

SCHOOLS & COLLEGES

COMMUNITY ORGANISATIONS

ALREADY A SPONSOR?

Build on your existing partnership with mentoring and workplace experiences. We'll work with you to create a project and a role for your team.

NO EXISTING RELATIONSHIP WITH YOUR LOCAL CLUB?

Start with what your business can offer. We'll connect you with a club that fits your objectives and shape a first project together.

03/13

What your business gains from taking part.

04/13

Create value for your people, future talent and wider community.



EMPLOYEE ENGAGEMENT & DEVELOPMENT

Give employees meaningful ways to share their experience, develop mentoring skills and learn from young people. Capture their contribution through stories and content worth sharing.



CAREERS & FUTURE TALENT

Help young people understand your roles, workplace and routes into the industry. Use employee stories and experiences to support future recruitment.



BRANDING & MARKETING

Turn your people, projects and community contribution into authentic content. Involve young people in the creation of films, interviews and social media campaigns that bring your values to life.



EDUCATION & COMMUNITY RELATIONSHIPS

Build connections with schools, colleges, football clubs and local organisations. Strengthen the work your team are already doing in the community.

We shape each project around your priorities and the opportunities you can offer young people.

The experience that inspired Behind The Goal.

Fluent Media captured young people's experiences on work placements across Camden – meeting professionals, exploring workplaces and tackling real business challenges.

This work helped shape Behind The Goal: bringing employers and education partners together around practical career experiences and the stories young people can tell.



[↑ Click to play - Camden STEAM case study film \(3 mins\)](#)

Participating
organisations
included:



500+
students
engaged

30+
business
partners

20+
content assets
created

94%
reported
confidence
improvement

97%
increase in
awareness of
new career
opportunities

Choose how your business gets involved.

Your people. Your expertise.



SHARE INSIGHT

Share career stories and answer young people's questions.

HOST A VISIT

Introduce your team, workplace and the roles behind your business.

SET A BRIEF

Give young people a real business challenge to explore.

CREATE CONTENT

Work with young people on films, interviews or campaigns.

SUPPORT A PROJECT

Contribute employee time, expertise or funding.

We shape the activity around your objectives and capacity.

What a first project could look like.

A real business challenge. Young people develop the response and share what they create.

01**Set the challenge**

The business sets a question or brief linked to one of its priorities.

02**Explore the workplace**

Young people meet employees, discover different roles and ask questions.

03**Develop a response**

Young people develop ideas or content with guidance and feedback from employees.

04**Present and reflect**

They present their response/showcase their work to the business and project partners, receive feedback and reflect on what they learned.

THE CLUB CONNECTION

We leverage each club's reach and relationships to bring the right business, education and community partners together around a shared project.

FLEXIBLE DELIVERY

Each project is shaped around the brief and the time partners can commit. A single day, across a week or through a longer series of sessions, depending on the project and the partners involved.

PROJECT OUTPUTS

Young people's ideas & presentations • Feedback & learning • Approved content for business and partner channels

Behind The Goal brings the partners together and coordinates delivery from start to finish.

Valuable for young people. Valuable for your people too.

FOR YOUNG PEOPLE

- The ability to ask intelligent questions and express their ideas.
- Refined communication skills - developed through conversations with professionals.
- Constructive feedback helps build confidence.
- New connections widen their view of what's possible.



FOR YOUR PEOPLE

- A meaningful way to share their knowledge and experience.
- Opportunities to develop coaching, listening and feedback skills.
- Fresh perspectives from young people's ideas and experiences.
- Pride in helping them recognise, and reach, their potential.

Sharing experience creates opportunities for both sides to learn.

Create content & experiences worth sharing.

09/13

Participants create films, campaigns and social content shaped around the priorities of your business – supporting recruitment, internal comms, marketing and community engagement.

PEOPLE & CAREERS

Career journeys, job roles, workplace culture and routes into your industry.

BUSINESS CHALLENGES

Develop branding and marketing strategies and ideas for improvement.

COMMUNITY & SUSTAINABILITY

Explore how your business and its partners could address local and environmental challenges.

PRODUCTS & SERVICES

Explain what your business offers and how you create value for your customers.

INDUSTRY & INNOVATION

Examine how AI, new tech or changing customer habits affect the business.

PROJECTS & ACHIEVEMENTS

Capture collaboration, fresh ideas and what participants achieve.

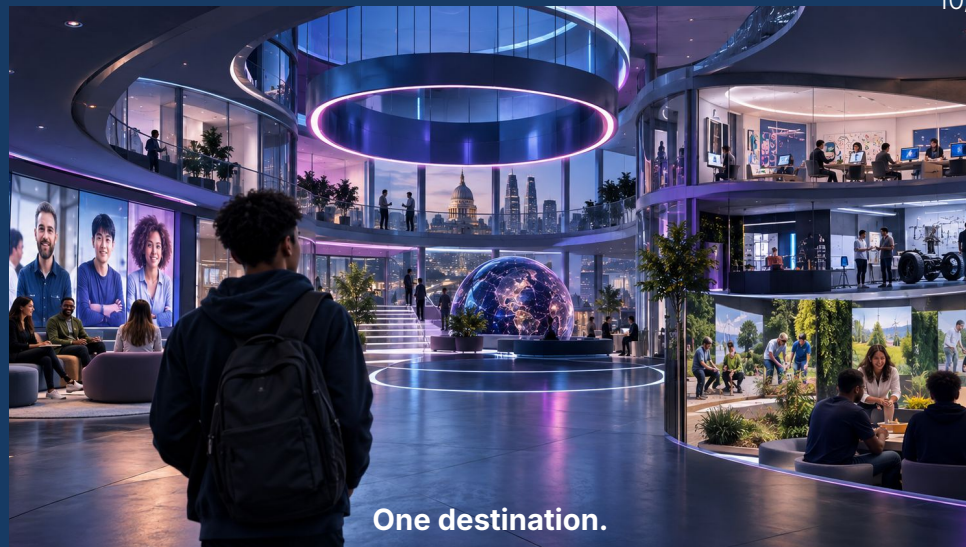


Participants can create work on their own or in teams. Professional content production can be included within the agreed project scope.

AN INTERACTIVE BUSINESS EXPERIENCE

Bring your business to life in 360°

Create a permanent immersive environment where people can explore your organisation, participate in programmes and engage with the people, projects and ideas behind your work. [Click to see example.](#)



One destination.

Multiple audiences.

Accessible on any device.

DISCOVER CAREERS

Explore teams, roles and career pathways through real people and workplace stories.

TAKE PART

Deliver guided activities, live briefs, challenges and learning experiences.

COMMUNICATE

Showcase your work, up and coming projects, community impact and long term goals.

CONNECT

Bring together young people, employees, customers, investors and partners.



Your contribution. Our coordination.

We shape the project together, with clear responsibilities from the start.

YOUR BUSINESS

- Nominate a lead and involve relevant employees.
- Contribute a brief, expertise or workplace access.
- Give feedback on young people's ideas and work.

BEHIND THE GOAL

PROJECT DESIGN

Agree objectives, activities and outputs with your team.

PARTNER COORDINATION

Bring participating clubs, educators and community organisations together.

DELIVERY SUPPORT

Plan sessions and coordinate agreed responsibilities.

CONTENT & EVIDENCE

Produce agreed content and capture participation, feedback and outcomes.

Young people learn by experiencing work – and meeting the people behind it.

Agree the project before we begin.



PROJECT SCOPE

Agree participants, activities and timetable.

Define learning goals and business objectives.

Confirm content and other deliverables.



FUNDING & CONTRIBUTIONS

Agree the project fee and who funds it.

Set out employee time, expertise and workplace access.

Confirm coordination, delivery and production costs.



DELIVERY & REPORTING

Agree safeguarding, supervision and delivery responsibilities.

Confirm permissions, approvals and content use.

Decide how feedback and outcomes will be recorded.

Project funding is agreed separately from any existing club sponsorship.

We start with a clear understanding of what we're creating, what it costs and what success looks like.

**Let's shape a first project
around your business,
and the contribution you
want to make.**

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