

*Written for
apprentices, by
apprentices*

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Welcome to the IDEA Newsletter!

The IDEA newsletter has been put forward as a new venture to initiate an up to date documentation of apprentice's experiences in their placements. Each week will feature new stories, and up and coming events which may be of great use to an apprentice's development. Furthermore we hope that this newsletter will be of use to any future apprentices participating in IDEA.

The contribution of all apprentices is vital to the future production of this newsletter, so please, contribute in any way you can by sending in your stories and personal experiences.

Ben Fosh – An Insiders View

The IDEA scheme for me is a very good opportunity to gain experience and knowledge. I have already had a part time job for the past year, which has taught me a great deal with how the work place environment works. The BT introduction weeks went very well

considering it was the first time they have done this before. The structure they employed was organised and for me personally a success.

As each apprentice is working in a different area of CSD, it was a personal choice of where we decided to

go. I personally chose the server team. The first initial time period went very well, and later on in the week I moved over into the network messaging team.



Adam Emery's Early Experiences

The position at CSD is my first full time job. When I stated I wanted to leave school and begin work full time people would tell me that I would never want a full time job. So far I would say that they were all wrong. I feel that in these first two weeks I have learnt

more about the way a business works and also the way that ICT is used in business, and how important it really is. I am working in desktop support and could not have asked for a better group of people to be placed with. Support and help is always available

when I need it. I find this extremely good as they all have there own jobs and specific work which needs to be completed.

Master Class is Class

The BT Innovation With Confidence Masterclass

Innovation centres on the basis of creating a useful, constructive and sustainable invention. Innovation may come in various manners. It may start as an individual idea, which is solely one person's initiative, on the other hand, a large group of people each with small

pieces of the puzzle may come together to fashion a groundbreaking idea. Innovation with confidence is the concept of stepping out of your comfort zone into previously uncharted territory. Teresa Duker believes six personal elements

can be applied to achieve this. You either jump off the cliff and fly, or you nest and hide.

The Six Elements

The first of these elements is body language, the most powerful non-verbal instrument that we as human beings emit. Body language is always the first thing that other people will notice about you, therefore the manner in which we present

ourselves is extremely significant. An open and approachable person will say 'Talk to me, tell me about your experiences', while an unsociable and uninterested person will say 'Leave me alone, I'm not interested in what you have to say'. The value

of staying engaged in what someone is telling you should never be underestimated.



The second element is eye contact. Keeping eye contact with a colleague, or even personal friends in regular life will help show emotion and curiosity. Furthermore it demonstrates a sense of respect towards your peers. The thing to remember throughout your career is to keep

eye contact as much as possible!

The next element to keep in mind is the words we say. This refers to using the appropriate language to the persons present. The lingo used between you and a group of friends will 99% of the time not be appropriate to speak in a meeting of all senior managers.

The expression of our views comes from the words we say.

Intuition, the heart of what we do and how we do it is the fourth element. Every individual will have a gut feeling, whether it is a feeling of purpose and happiness, or unhappiness and discontent, the point being is that more often than not, gut feelings are right.



The "Posers" of IDEA

"I am really pleased that the IDEA initiative is now off the ground and functioning. The IDEA team should take great pride in their achievements to date. It is good that the first product of IDEA is the federated apprentice scheme since this offers young people the chance to succeed in the ICT industry. The current group of apprentices are a fine bunch and I look forward to receiving feedback on their success over the coming years and welcoming the next group to the scheme."



Phil Dance, BT CEO

We're on the Web!

See us at:

www.ideawebsite.co.uk



Have you ever seen better networking?

A gut feeling may lead to a change in direction of career or personal life, but if intuition is telling you to make a change its for a reason. It will be through intuition that you discover.

Being enthusiastic! The fifth element. Energetic, prepared, expression, the foundations for being enthusiastic. People need to love what they achieve each and every day, it is through this

enthusiasm that you can pass on the optimism you have. The question to ask yourself each day is, am I enthusiastic, and am I in a position to express what I love?

The final element is to be fearless, the growth of comfort zones, the progression of moving forwards not backwards. It is imperative to always look forward and to discover an inner self-

belief. This will give you the ability to trust your instincts, you don't want small comfort zones, you want huge comfort zones!

You either jump or nest. What will you do?



They said what? *The Illustrious Leaders Speak*

“The IDEA apprenticeship scheme is a fantastic blend of knowledge which incorporates both small and large companies. By working together this allows us to develop a valuable new group of people, all of whom have huge potential”.

Adam Oliver (BT) - Head of Innovation for Age & Disability and Corporate Social Responsibility

Adam is a huge advocate of the IDEA apprenticeship scheme, and indeed all apprenticeship schemes. He uses his vast experience and friendly manner to interact with all apprentices on a regular occurrence. He is never seen without his camera, and leaves you no choice but to have your picture taken!



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Editors Comment

The first issue of the IDEA newsletter has been a joint effort by all involved in the scheme. The support received has been tremendous and I would like to extend a big thank you to everyone who contributed to this superb new venture. May this be the first of many successful releases!

Keep reading

Special thanks to: Ben Fosh, Gary Peters, James Okeh, Adam Emery, Adam Oliver, Phil Dance, Teresa Dukes and Chris Jones