Excellence in Innovation - Student Engagement

TalentEgg Challenges

In February 2014, TalentEgg.ca launched a “game-changer”; an innovative new platform that helps solve the “no experience, no work; no work, no experience” paradox.

TalentEgg Challenges (<http://challenges.talentegg.ca>) is an innovative, unique platform that offers students the chance to compete in business case-style competitions. This opportunity to work with established brands and organizations is open to all students and grads, regardless of their degree or school, facilitating unparalleled accessibility to career-preparation.

In a survey, nearly three-quarters of recent post-secondary graduates said a lack of experience was their primary barrier to securing their first job. In an increasingly difficult job market, where youth unemployment rates are twice the national average, this new platform allows students to get the critical workplace skills they need to make a successful transition from school to work.

At its core, TalentEgg Challenges offer students and grads the opportunity to apply theory learned in the classroom to realistic workplace scenarios. Each Challenge comes with the opportunity to win prizes such as cash, internship opportunities, or career-related experiences—but more importantly, this opportunity allows young people to build their competencies and experience before entering the workforce. Challenges provide participants with a critical opportunity to differentiate themselves in a challenging and competitive job market.

In a study by Higher Education Strategy Associates, students reported that structured, work-based experience were highly beneficial when it came to developing their skill set in the workplace. This experience also helped them gain insight when it came to preparing themselves for future work roles. Challenges facilitate access to this type of experience, giving participants the opportunity to experience scenarios from a variety of fields, including marketing, analysis, sales, technology, development and design.

At the end of each Challenge, all participants are presented with an overview of the skills and competences that they gained through the Challenge—information that can be directly added to their LinkedIn profile and resume.

For companies and organizations, posting a Challenge offers a unique opportunity to unlock the intellectual capital of students and recent grads. They are able to crowd-source innovative ideas and solutions, and—perhaps more importantly—it allows them to reach Generation Y in a relevant, meaningful and impactful way.

In the past year, Challenges from organizations such as Purolator, Big Brothers Big Sisters Canada, Travel CUTS, CPP Investment Bank and several others have given thousands of students and recent graduates the chance to stand out among their peers, and demonstrate their skills to professionals in various fields.

This initiative has attracted media attention across Canada; Challenges have been featured on Metro Morning, CBC’s The National, The Huffington Post, The Metro and in this notable feature in The Globe And Mail: <http://www.theglobeandmail.com/report-on-business/careers/career-advice/life-at-work/a-challenge-that-helps-students-get-the-skills-to-land-that-first-job/article22181938/>

**If this is a submission for an Excellence in Innovation Award, please answer the following questions: What was the budget range of this project?**

None ($0)

**What was the size of the team working on this project?**

n/a