

DO GRADUATE PROGRAMMES KEEP THEIR PROMISES? THE FIRST-EVER SURVEY OF HOW YOUNG GRADUATES VIEW GRADUATE PROGRAMMES PRESS RELEASE . MARCH 2015



THE EDHEC NEWGEN TALENT CENTRE UNVEILS THE RESULTS OF THE THIRD CHAPTER OF THE SURVEY ON THE PARADOXES OF RETAINING YOUNG TALENT. GRADUATE PROGRAMMES: COSTLY "TOYS" FOR EMPLOYER BRANDING OR EFFECTIVE TALENT-RETENTION MECHANISMS?

GRADUATE PROGRAMMES: KEY FIGURES



of Programme participants
remained with the company



said the Programme
was a career-booster



recommend this type of
Programme to
young graduates

The issues of **integrating and retaining young talent** are a priority for business leaders around the world. **Graduate Programmes or Graduate Schemes** started out many years ago in the **English-speaking world**, where they have since become a near-standard element of the recruitment process. **Graduate Programmes are a big draw for new-generation talent** and French companies are showing a growing interest in setting up these types of programmes.

However, with **43% of young graduates leaving their first job in under 20 months**, are Graduate Programmes a more **effective way of retaining new-generation talent** or are they a **costly means of promoting the employer brand?**

The EDHEC NewGen Talent Centre survey is the first extensive poll of young participants in Graduate Programmes (205 in total, 60% French and 40% international) and is **designed to facilitate the decisions of Talent Managers** when setting up and evaluating **Graduate Programmes**.

"Graduate Programmes are a big hit with young graduates. They appear to be the most highly-developed set of practices for integrating new generations of talent, as they concentrate the ingredients most sought-after and appreciated by young graduates: challenging programmes offering continuous learning, a variety of assignments, international perspectives, and support via coaching and mentoring."

- Manuelle Malot, Director of the EDHEC Talent Centre.

PRESS CONTACTS

1/3

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LEARNING, CAREER-BOOSTING AND INTERNATIONAL PERSPECTIVES

THE 3 MAIN OBJECTIVES OF PARTICIPANTS

1

Learning and improving constantly and quickly

2

Giving my career a quick boost

3

Gaining an international perspective

SATISFACTION INDEX

86%

▲ 90% for women

71%

▲ 76% for internationals

64%

▲ 67% for engineers

Graduate Programmes are highly appreciated by young graduates. They largely respond to three key objectives: acquiring new skills, boosting careers, and opening up international perspectives.

The different data items gathered by the survey highlight the real-life experience of participants in Graduate Programmes: two-year programmes with 60% of contracts signed outside France, comprising of an average of three rotations, a year at the head office, and mentoring and coaching. Behavioural skills are essential for young graduates to succeed in their programmes, particularly the ability to learn fast and communicate, and being results-minded and possessing a great drive to succeed.

At the end of the Programme, it is vital for job opportunities to match career plans. Career prospects are the key factor in retaining young graduates.

"Setting up a Graduate Programme does not obviate the need for paying the utmost attention to the career opportunities available at the end of the programme: the Programme must offer prospects in line with young graduates' career plans and keep its career-boosting promises."

- Manuelle Malot.

CONTACT PRESSE

2/3

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AT THE END OF THE GRADUATE PROGRAMME, IT IS ESSENTIAL FOR OPPORTUNITIES TO MATCH YOUNG GRADUATES' CAREER PLANS



The **considerable investments in Graduate Programmes** made by both employers and young participants **increase their respective expectations**. Graduate Programmes cannot be reduced to a simple employer branding and recruitment communication tool. **If graduate programmes are not to be considered as a recruiters' "toy", Talent Managers need to involve operational departments.**"

Manuelle Malot

Director of EDHEC Business School's
NewGen Talent Centre

ABOUT EDHEC NewGen TALENT CENTRE

The EDHEC NewGen Talent Centre, founded in 2012 and led by Manuelle Malot, aims to offer new approaches and innovative solutions to the key issues of attracting the next generations to global business and then retaining them. This mission is in line with the EDHEC for Business motto.

Further information:
www.edhecnewgentalent.com

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ABOUT EDHEC BUSINESS SCHOOL

- **5 campuses** : Lille, Nice, Paris, London and Singapore
- **6 200 students and 10 000 participants** in continuing professional development, lectures and workshops organised in 28 financial capitals around the world
- **20 degree programmes**: Bachelor, Master in Management, Master of Science, MBA, PhD
- **Over 30 000 graduates** in 120 countries
- **142 permanent lecturers** and 810 visiting lecturers
- **13 research** and teaching chairs
- **€87 million budget**, one-third from businesses and 20% invested in research
- **1 of 60 business schools in the world** - out of some 14,000 institutions - to have triple AACSB, EQUIS and AMBA accreditation

EDHEC Business School aims to be recognised for high-quality research and education, and for innovative ideas and tools that impact business. This "EDHEC for Business" strategy is underpinned by excellent academic research, the results of which are systematically disseminated through EDHEC's academic programmes, and to the business world and society at large.

For more information, please visit:
www.edhec.edu

The results of the survey are available on
the EDHEC NewGen Talent Centre website:
[CLICK-HERE](#)

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3/3

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