



Investment2020 arose from the concern shared by a handful of industry heads that recruits were looking increasingly homogenous. Top flight graduates with degrees in maths and economics dominated the ranks. However diversity of ideas and different ways of thinking is what drives innovation and creative solutions and underpins the success of the industry. So the problem needed addressing.

To date over 1,000 trainees have benefited from the scheme and half are non-graduates joining with school qualifications. Sponsor companies crucially select their trainees on the basis of potential rather than an array of grades. Commitment, aptitude and a hunger to learn are attributes more highly prized. By focusing on roles across the whole sector, not just in the more high profile spheres of investment management, we are starting to open up an industry which is often little understood beyond the realms of the City itself.

The formula's success is that it works equally well for both sponsor companies and trainees. Aspiring young professionals receive a foot in the door, excellent support from within their companies, and also find great value in the instant network provided by Investment2020's extra events, training and opportunities organised centrally throughout the year. Companies win too. They have access to a whole fresh source of enthusiastic and energetic talent from outside of the City's usual recruiting ground. The programme works

alongside their existing schemes, and crucially there is no obligation to take on the recruits permanently at the end making it very low risk, although three quarters do.

A key asset of Investment2020 is its unique network. It holds the link between the corporates, educators and students. Over 25 companies from across the investment industry are partners to the scheme; and half of all schools, colleges and universities across the country feed into Investment2020's expanding database. However the biggest challenge of all is getting over the hurdle of a sector largely unknown to young people. More unusual jobs in an industry that is poorly understood will not attract enough interest. Investment2020's relentless mission is to use the channels of communication it has established, including a more streamlined database and updated website, to increase understanding of the industry, the fantastic array of exciting careers that it offers, and the enormous social role that it plays for the whole of society.

