Strategy: Illustration A

Core Task
Promote and highlight young professionals through competitions

Goal Talent development
Recognise young professionals in an early stage and offer them the possibility to compete on a national and international level.

Goal national competitions
High quality and challenging national competitions promote excellence in professional practice and ensure a top cadre for international competitions.

Goal communication platforms
Make young talents visible to a wide audience through media and especially enable pupils to emotionally (physically and virtually) experience the apprenticeships professions.

Goal national competitions
Top 3 Team ranking

Key Goal
Together, we strengthen vocational education by enhancing the image of apprenticeships.
Strategic Activities

**Apprentices**

- Provide talents the opportunity to compete in national competitions
- Ensure early information and scouting

**Ambassadors**

- Attract and foster representative talent as ambassadors for apprenticeships

**Talent Development**

- Motivate apprentices to participate in championships
- Increasing excellence as early as apprenticeships

**National Championships**

- Raise awareness among professional associations and caregivers about early talent development

**SwissSkills Team**

- Support professional associations regarding organization and communication
- Promoting the top

**WorldSkills EuroSkills**

- Create optimal conditions for team
- Support professional associations in preparation

**SwissSkills (centralized Championships)**

- General conditions and allocation
- Support organizers and professional associations

**Own Platforms**

**SwissSkills connect**

- Enable constant digital exploration of professional talent.

**Champions**

- Make successful stories visible

**Pupil**

- Enable students to emotionally (physically and digitally) explore career possibilities.

**Reference Person**

- To know and use own strengths

**Marketing & Events**

- Discuss strengths within the family and recognize career possibilities within apprenticeships

**Core Task**

**Effect**

**General Public**

- Raise awareness among professional associations and caregivers about early talent development