

**Case Study: Georgia Widdowson**

01/03/16

Five years ago, the now twenty three year old Georgia Widdowson was working six days a week in two jobs. It would take her a three hour round trip to get to each job and earned the minimum wage.

Fast forward a few years and after completing two apprenticeships - level 3 Enterprise Skills in Business and level 2 Business Improvement Techniques (Lean Academy). She is now the Operations Team Leader at the Hove head office for Youthforce, a South East based training company specialising in apprenticeships in the education and science sector.



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*“If you had told me five years ago I’d be working in an office, I wouldn’t have believed you”,* says Georgia.

Georgia received 14 GCSE’s and went on to sixth form to study Photography, Business Studies, Psychology and Textiles but had no real idea what career path she wanted to take.

She worked in an estate agents covering maternity leave and doing basic admin work. The golden thread has always been her fastidious and pragmatic attention to detail, both visual and practical. Even her wardrobe is filed by colour and occasion!

Now she plays a key role at Youthforce - an air traffic controller in a busy air space. In any working day she might be liaising with funding partners or awarding bodies, leading and managing team members, maintaining, updating and customising the database and also training and supporting colleagues across the business.

Her forte though, is creating SOP’s - standard operating procedures for every single process that occurs - from transferring a call to completing an apprenticeship. She’s most ecstatic when everything in the business is flowing efficiently.

*'People think business courses can seem bland and unexciting but if you look at it in a different way, being put in the normal working environment can give you greater respect and understanding of the more menial tasks,' explained Georgia.*

With her sharp mind and strategic thinking, she says doing an apprenticeship has given her the confidence to do the job and cemented her belief that you don't necessarily need a university degree to be successful.

*'I love what I do. Never would I have applied for this position if I had seen it advertised, but my apprenticeship has given me real life experience of doing the job. My only regret is I didn't know about apprenticeships earlier.'*