



LIVING AND WORKING TOGETHER IN SCOTLAND

Canon's Kyosei philosophy evidenced in DYW

DYW | Developing the Young Workforce



Company Name
Developing the Young Workforce (DYW)

Industry
Local government & education

Location
Scotland

Website
www.dyw.scot

Relationship with Canon
Strategic

Canon is a globally recognised brand that wholeheartedly embraces the principles of Kyosei, a Japanese word meaning **'living and working together for the common good.'**

Connecting Kyosei with the objectives of the Scottish Government and its Developing the Young Workforce (DYW) strategy, we bring both our business resource and employees to this critical strategic partnership, sharing our years of valuable experience in the world of business to support young people's growth in a structured and progressive way.

"Canon's corporate philosophy is Kyosei. It conveys our dedication to seeing all people, regardless of culture, customs, language or race, harmoniously living and working together in happiness into the future and connects us directly with Developing the Young Workforce (DYW) in Scotland."

Lyn Holmes
Financial Director, Canon UK

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Underpinning the Kyosei philosophy is the San-ji Spirit of The Three Selves. Practised company-wide by all our employees, the principles of The Three Selves are:

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Self-motivation

Taking the initiative and being proactive in all things.

Self-management

Conducting oneself with responsibility and accountability.

Self-awareness

Understanding one's situation and role in all situations.

Supporting the fundamental aims of DYW, this **San-Ji Spirit** is clearly evidenced in the transferable skills we take pride in passing on to the young people of Scotland as they transition from education to employment.

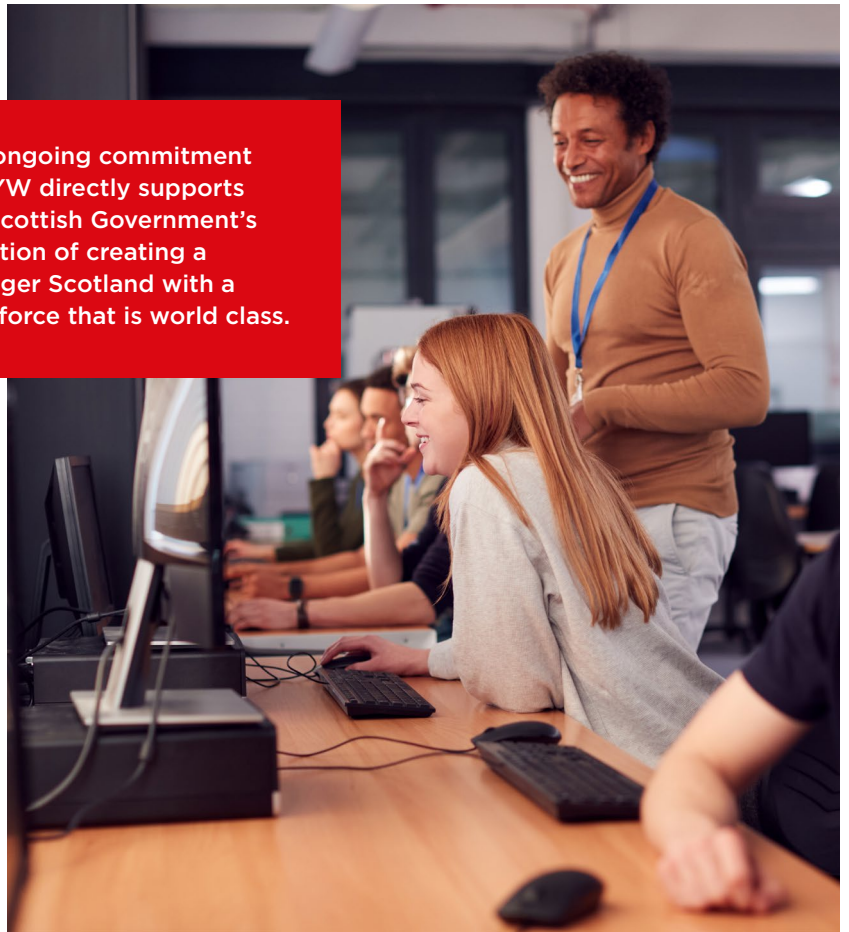
Transferable skills for positive destinations

Throughout Canon UK and Canon Medical Research Europe, we appreciate just how crucial transferable skills are to ensure a positive destination for young people. With this in mind, and as part of our commitment to DYW, we are delighted to share our knowledge in areas such as:

- Self-motivation, self-awareness and self-management
- Communication skills
- Business awareness
- Commercial understanding
- Digital skills

In addition, our mentoring programmes provide extra support and guidance for these young people as they prepare themselves to enter the world of work.

Our ongoing commitment to DYW directly supports the Scottish Government's intention of creating a stronger Scotland with a workforce that is world class.



Kyosei at work in Scotland

In addition to Canon's established presence throughout Scotland, our business and research centres located in central Edinburgh support over 100 employees.

This highly productive partnership between Canon and DYW achieves its goal: to make a positive difference to our young citizens as we introduce them both to the possibilities of the world of work and, crucially, how to understand employers' expectations.

"The Kyosei philosophy encourages our workforce's commitment to CSR and is central to all our social and economic programmes. In Scotland, we see the manifestation of Kyosei both in our involvement with DYW and our ongoing support of the next generation of workers."

Kevin Sullivan

Head of Business in Scotland, Canon UK and Vice Chair, Lanarkshire & East Dunbartonshire DYW



Our strategic partnership with DYW enables us to engage successfully with young people in education through a wide range of community benefits including employability skills, internships, apprenticeships and STEM programmes.

Broadening horizons and making a difference

Kevin Sullivan is well aware just how empowering such information is: "Not long after leaving school I joined Canon on a six-month temporary contract. That was 30 years ago! Back then, it was due to the care and support of an excellent leadership team practising Kyosei that I was introduced to the career I have enjoyed ever since.

"Today we see this Kyosei philosophy evidenced in the actions of my team here in Scotland. By sharing our industry insights and experiences, we are introducing young people to the endless possibilities that are waiting outside the school environment."

Developing with DYW

"As a company set on providing a sustainable future both for the youth of today and the business, we take our responsibilities seriously. We need to inspire young people. To open their eyes to the many hidden jobs out there that are just not imagined by most people."

Ken Sutherland

President, Canon Medical Research Europe and Board Member, DYW

Canon
CANON MEDICAL

Even before Canon Medical Research Europe first partnered with DYW in 2018, our volunteer STEM (Science, Technology, Engineering and Mathematics) ambassadors had been visiting schools to raise pupils' awareness about what the future may hold for them.

Our partnership with DYW has not only extended our reach into schools, it has also encouraged more of our colleagues to get involved and volunteer as DYW ambassadors.

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A strategic partnership that benefits all

Canon's commitment to DYW has also brought about wider benefits.

Leanne Banks, Programme Manager, DYW Edinburgh, Midlothian & East Lothian Regional Group explains:

"Having a global brand endorsing what we are doing is invaluable.

"Smaller companies and businesses witness Canon's involvement and then they too get involved. The net is spreading ever wider, bringing more information and opportunities to Scotland's workforce of tomorrow.

"We are also extremely grateful to Canon for having led on our Career Ready programme by providing mentoring support and paid work experience. Testament to the success of this programme is the fact that the positive destination rate of these young people is a wonderful 97 per cent."



EDUCATION



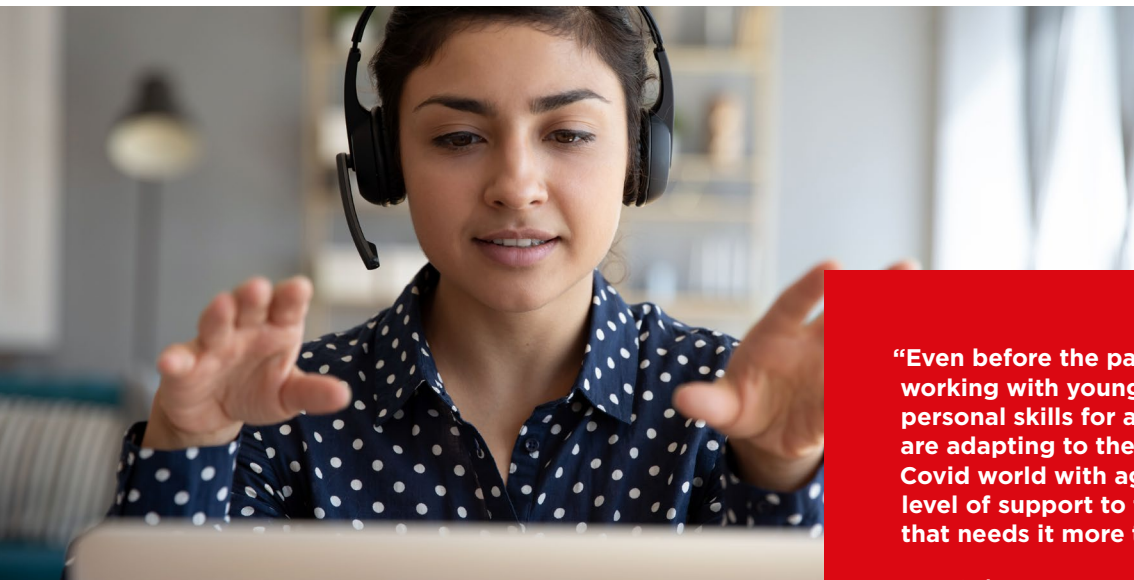
EMPLOYERS



PARENTS



YOUNG PEOPLE



"Even before the pandemic, we were working with young people on digital and personal skills for a digital future. Now, we are adapting to the requirements of a post-Covid world with agility and bringing a new level of support to this section of society that needs it more than ever."

Max Sykes

Account Director, Scottish Procurement Framework

Skills for the future - adapting to a changing world

Before the advent of Covid-19 in March 2020, Canon had worked strategically and operationally with DYW to facilitate a programme of face-to-face experiences. The programme included training in transferable skills (such as CV writing and mock job interviews), giving industry presentations in schools, attending jobs fairs and holding open days to showcase the reality of working in our organisation, from apprenticeship to directorship levels.

Before Covid, we had also been involved in the delivery of Employability Sessions that - as in the world of real-life interviews - were increasingly happening online.

While Covid may have put a stop to face-to-face activities, everyone involved in DYW is adapting to the challenges with alacrity. DYW's Leanne Banks explains: "We are harnessing the power of technology to continue supporting our young people. In this regard Canon has been particularly proactive, ensuring that resources are still available by creating a suite of videos for interview skills and continuing to advise both on CV writing and the importance of individuals' online brand in terms of their appearance and social media persona.

"We are very grateful to Canon UK and Canon Medical Research Europe for their invaluable support and commitment. Without a doubt it is longer term relationships such as this that have the most positive impact on schools and young people."

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