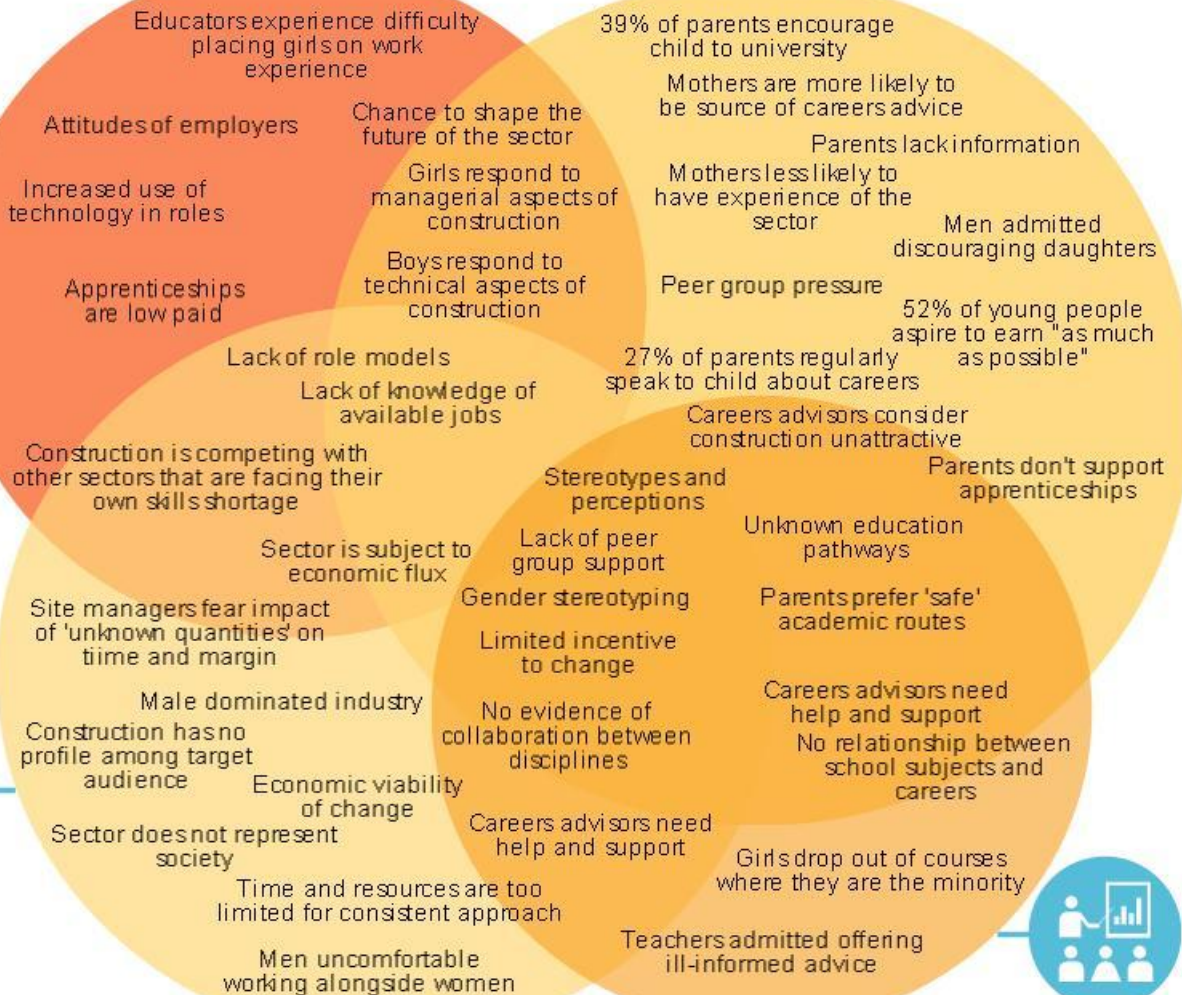


# THE SKILLS SHORTAGE

## OR, WHY THE PROBLEM ISN'T THE PROBLEM

THE PROBLEM IS THE RESULT OF A MYRIAD OF UNDERINVESTMENT, STEREOTYPES AND PRECONCEPTIONS



**EMPOWER STUDENTS**



**SUPPORT CAREERS ADVISORS**



**INFORM PARENTS**



**INFLUENCE THE SECTOR**

B.E.S.S. BRINGS TOGETHER ALL THE INFORMATION, ADVICE AND OPPORTUNITIES IN ONE, CONSISTENT STUDENT JOURNEY