

# Young People Are Great Campaign 2023

## QUESTIONS & CONTENT IDEAS

Thank you for supporting DYW in the #YPAG23 (Young People are Great, 2023) campaign on 6th June 2023. The campaign aims to highlight the achievements and resilience of young people in Scotland.

By sharing positive stories of young people within your business or organisation, you can show other employers a number of ways in which young people can benefit the workplace. In return, this may encourage employers to take chances outside their comfort zone and provide work opportunities to young people in Scotland.

To aid your support in the campaign, we have drafted a number of questions which you may consider focussing your content on. You may answer as many, or as few, as you like.

### Questions

- Q. Can you think of a young person or young people who solved a problem or query in the workplace which you otherwise could not resolve?
- Q. Can you think of instances where a young person or young people has/have taught you things you never knew? This could be to do with technology or insight to other perspectives, cultures and ways of life.
- Q. Can you provide an example of a young person or young people who has/have flourished in the workplace, despite facing adversity and/or challenges?
- Q. Has hiring young people had a positive financial impact on your business/organisation and if so, how?
- Q. Can you think of any other ways in which young people have benefitted your business/organisation?
- Q. What advice would you give to employers who are unsure about hiring young people?



**YoungPeopleAreGreat**  
**6TH JUNE 2023**