

# Apprentice perspective:

## Employers really do value experience

Meet Anisa Miah, Young Apprentice Ambassador who currently works at Turner Broadcasting System, owners of Cartoon Network and Boomerang in the UK



It's been over a year since I was last classed as an apprentice. Since then, I've had two full time roles in well-known companies that didn't ever ask about my degree experience, but instead asked about my work experience that I undertook during my 3 years as an apprentice.

Most people thought an apprenticeship was just a plan, a phase of a gap year and then I would go back to my original plan of university. However, I knew deep down I was going to make the most of my apprenticeship. I wanted to use it to get my foot in the door to wherever I wanted, but I let those people think what they want as I had nothing to prove to them.

See, that's the thing that puts a lot of people off apprenticeships; there's still a stigma surrounding it and the possibility of it being a waste of time, but I honestly don't think any time spent in an apprenticeship is a waste.

There's no age limit on doing an apprenticeship and there's no age limit on doing a degree – I had apprentice colleagues who were over 30. So even if you spent a year doing an apprenticeship that didn't go to plan, there's nothing stopping you from doing another apprenticeship. You could go to university afterwards or even just find your own route because age and time shouldn't matter.

**“After my one-year Business Administration apprenticeship, I managed to get onto a Business Management Degree Apprenticeship at the BBC in 2015 – something that I don't believe I would've got onto without my prior apprenticeship qualification.”**

People told me not to do another apprenticeship as I would just end up in a hole and unable to get a “real” job, but once they heard it was at the BBC with a degree, they soon changed their tunes.

However, that's not the reason I took the job. I took it for the experience at a well known and loved corporation that I grew up with as a child and so I spent two years there, working full time whilst doing a degree with the apprenticeship qualification. Whilst working there, I also managed to get experience in a role within Audience Research/Insights, something I would later deem to be my future career path.

In 2017, I got a job as a Research Analyst at a leading global provider of PR and services and I was there for 9 months. The best part about that job is that they judged me not based on my academic qualifications, because at that point I had not yet completed my degree, but on my work experience which I had spent 3 long years building at both of my apprenticeships. To be hired on that merit alone is a feeling which won't ever be forgotten.

That feeling happened again in May 2018 when I received news of successfully getting a new job as a Data and Consumer Insights Analyst at Turner Broadcasting System, who own channels such as Cartoon Network and Boomerang in the UK.

The best part about this job is that again, I was judged on my personality and work experience rather than academic qualifications and I know this because not once during my application or my interviews was I asked about my degree or education history.