



“The sky is the limit”

Name: Muhammed Data | **Job title:** Recruitment Coordinator | **Length of service:** 29 years

I am a **recruitment coordinator** for **South Staffordshire Plc** and I see the apprenticeship recruitment process through from advert to offer. Apprenticeships are a great way to bring young people into the business and get them interested in the industry by showing them different areas of work and offering them the chance to build a career for life in the area that interests them. Apprenticeships are also an opportunity to build partnerships with organisations who we can collaborate with throughout the recruitment process, including Sandwell Council.

The business has seen many success stories from apprentices, and the sky really is the limit. Several senior managers are ‘homegrown’ and started their career as an apprentice in the business. These managers are visible role models available for apprentices to gain knowledge and support from in their own journey.

If you are an apprentice starting out in your own journey, or thinking about applying, I would encourage you to be confident in yourself and show it in your actions. **Above all, be yourself.** Being natural about your abilities is the best approach. With an apprenticeship, we hope to create the next generation of skilled trades people and leaders, so it’s important to get the basics right first.