



# **Business life Cooperation 2024**



**CAREERIA**

# MISSION:

## Actions and Actors for the Workforce

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### STRATEGIC GOALS

- Work-ready and skilled students
- *Skilled and committed staff as builders of a self-directed organization*
- *Working together with the workforce and strengthening partnerships*
- Purposeful and unified internal processes

### VISION

- We are an attractive and adaptable developer of skilled workforce in a changing and diverse Finland

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## ENABLERS

- Responsibility
- Digitalization
- *Data-driven leadership*
- Proactive and strong financial management
- *Operational model & teamwork*
- *Brand & recognition*

## VALUES

- *I respect, I listen and honor students, customers, and colleagues*
- *I trust in shared expertise and succeed with others*
- *I renew and innovate boldly and responsibly*

# Careeria's Business world Cooperation is done in four different dimensions



## Everyday Cooperation

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Responsibility:  
Education unit staff.



## Customer and Partnership Work

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Responsibility: team managers and  
partnership responsible teachers,  
from the education units. with  
Partnership and marketing



## Career Forums

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Responsibility: Partnership  
coordinators and supervisors  
from education units.



## Future Forum

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Responsibility: Executive  
team.



## Everyday Business life Cooperation

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Careeria's degree programs always include workplace-based learning. Teachers, professional supervisors, and other staff work in workplaces, guiding and supporting both students and the professionals who mentor them.

Every encounter is valuable, enabling learning and practical cooperation that benefits all parties.

Success in our core task of vocational education enables more internships for students and continued professional development for company employees.





# Customer and Partnership Work

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Successful everyday cooperation provides data in Careeria's systems, such as the number of students in companies and other collaborations. This information is compiled by the customer and marketing team to identify key career partners for development and growth.

As cooperation develops, both parties benefit from multidisciplinary collaboration. Companies receive additional training for their staff or interns from multiple professional groups. Educational units offer their services to the company. A partnership manager is assigned to the company to maintain contact and act as Careeria's representative.

Partnership managers form a practical support team for customer and partnership work. The commercial training team supports the implementation and sale of market-driven training. The customer and marketing unit organizes meetings twice a year to discuss collaboration development and future actions.



# Career Forums

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One of Careeria's strategic pillars is cooperation with the world of work. The cooperation between key business partners and education sectors is strengthened through career forums.

Career forums, organized by education units, involve education leaders, managers, teachers, HR representatives from companies, supervisors, and employers. They discuss changes and development needs in vocational education and cooperation between Careeria and the world of work.

The forums aim to recognize and enhance the attractiveness and retention factors in both education and work. The goal is to support the vitality of sectors and the region.

Information from the forums is processed for executive decision-making, for example, in strategy work and content for the Future Forum.



# Future Forum

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The Future Forum enables Careeria's management to engage in dialogue with key career partners and stakeholders.

Held annually, the Future Forum brings together Careeria's executive team, vocational education leadership, partner and cooperation company decision-makers, and significant regional stakeholders.

The meetings are always themed with content that unites all parties, and they include collaborative work to articulate and achieve shared goals.

The forum's goal is to create a shared understanding and enable cooperation to strengthen and develop the region's economy and vitality.





A photograph of three women in a professional setting, smiling and looking at each other. The woman in the center has short red hair and glasses. The woman on the left has dark hair. The woman on the right has long dark hair. They are all wearing dark clothing. The background is a bright, modern office space.

# THANK YOU!



CAREERIA

Careeria.fi  
info@careeria.fi