



Apprentago

FIND. LEARN. LAND.
An Apprenticeship Ebook

2026 Ebook

www.apprentago.co.uk

**NATIONAL
APPRENTICESHIP
WEEK 2026
9-15 FEBRUARY**



BY CARLO WEAVER, CEO OF APPRENTAGO



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INTRODUCTION:

WHO IS APPRENTAGO?

INTRODUCTION

Thinking about pursuing an apprenticeship, but don't know where to start? Unsure what an apprenticeship entails or how to secure an offer? Concerned about what your parents might think? "Find. Learn. Land an Apprenticeship" is the Ebook for you.

Apprentago is a free digital early careers platform that supports 20,000 daily active students who are looking to find, learn, and land an apprenticeship. The platform was created from lived experience by our founder and CEO, Carlo Weaver, a former NatWest Markets Apprentice who has autism and faced homelessness for 8 months as a teenager in Ilford, leaving school with no GCSEs.

Whether you're considering options after sixth form/college, looking to change careers, or at any other stage in life, the "Find. Learn. Land an Apprenticeship" Ebook is meticulously designed to guide you from start to finish in securing an apprenticeship offer. It equips you with the necessary knowledge to discuss apprenticeships confidently with your friends, parents or teachers.

Apprenticeships offer a 100% debt-free education and the potential for a starting salary of up to £35,000. Securing these positions can be highly competitive, sometimes even more so than gaining admission to universities like Cambridge and Oxford, especially when applying to globally recognised companies.

This Ebook delivers comprehensive and actionable advice across each section to assist you on your journey. Discover what apprenticeships entail, where to find and track them, and top tips to master the techniques needed to land your dream apprenticeship.

However, reading this Ebook is only the beginning. The real success comes from applying what you learn and persisting through challenges. Apprentago supports you further with our free online platform featuring our AI Coach, CV Builder, and Application Tracker to give you an unfair advantage.

Embark on your apprenticeship journey today and remember, it only takes one 'yes' to change your life!



NOTE FROM SKILLS ENGLAND CHAIR PHIL SMITH

Phil Smith CBE, Chair of Skills England former CEO of Cisco UK & Ireland



I am delighted to see such great work being done by Apprentago to make apprenticeships attractive, accessible and relevant.

It is this kind of support that really helps everyone to see just how great the apprenticeship route can be, particularly for young people.

Phil is the Chair of Skills England and the Digital Skills Council.

Dedicated to closing the skills gap and supporting the growth of innovative companies.

As the former Chief Executive and Chairman of Cisco UK and Ireland, and former Chair of Innovate UK, he has been a leading voice in technology and business for decades.

In 2019, he was awarded a CBE for his services to technology, business, and skills development.

ABOUT APPRENTAGO



“Talent is everywhere. Opportunity isn't”

Apprentago is a free digital early-careers platform that supports over 20,000 students every day to find, learn about and land apprenticeships.

Our platform aggregates every live apprenticeship in the UK and provides free access to our AI Coach, Smart CV Builder, and Application Tracker—giving you the unfair advantage you need to get hired.

Now a British Business Awards Winner (2024), backed by Google for Startups, championed at Windsor Castle and the House of Lords.

Apprentago is the digital safety net ensuring no young person is left behind.



50K+
Social
Followers



20+
Employer
Partners



25M+
Views
TikTok/LinkedIn



20,000
Daily
Platform Users

www.Apprentago.co.uk



WHO IS THE CEO OF APPRENTAGO?



WINDSOR CASTLE



NatWest Group



Founder/CEO of Apprentago, Carlo Weaver

Carlo grew up autistic and caring for his Nan, spending eight months homeless with his mum at 15 in Ilford, which made him leave school with no GCSEs.

By 19, he found an apprenticeship on the 6th page of Google and was working in investment banking at NatWest Markets through a degree apprenticeship.

He has since become a leading advocate for apprenticeship education for young people across the UK, running Apprentago full time, building a following of 50,000 followers and speaking at venues such as the House of Lords, Windsor Castle, LSE and Lord's Cricket Ground.



Carlo Weaver



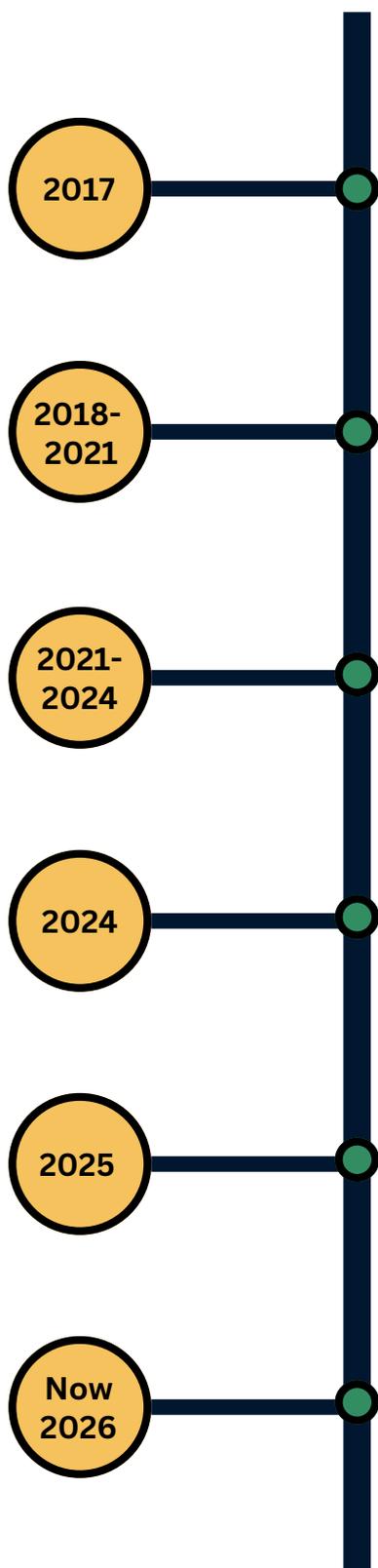
Carlo_Weaver



Carlo_Weaver



CARLO'S JOURNEY



- Aged 15, I became homeless with my mum, moving between hostels and sleeping rough in Ilford for 8 months.
- Struggling with diagnosed autism and depression, I couldn't cope with school and failed all my GCSEs.
- I refused to give up. I enrolled in college to restart my education while working 4 jobs and caring for my Nan.
- I graduated as "Student of the Year" and received an offer for university—but rejected it to avoid £50k of debt.
- I found a Degree Apprenticeship on Page 6 of Google and went from a council house to a £30k starting salary at NatWest Markets.
- By 20, I was co-managing an £83m portfolio and later became a software developer on multiple trading desks.
- Made my first TikTok video which got 70,000 views - showing people apprenticeships - Apprentago was born
- I finished my apprenticeship and took the terrifying leap to go full-time on Apprentago to build the platform properly.
- The risk paid off. I secured Angel Investment and won the British Business Influencer of the Year award.
- We officially launched the platform and were instantly featured on Channel 4 and the BBC - funded £200,000 by Google Cloud.
- I was invited to Windsor Castle for a 2-day roundtable and later to the House of Lords to advise on policy and spoke at LSE.
- We ended the year working with 20+ corporate partners and supporting 20,000 Daily Active Users.
- Goal now is to become the UCAS equivalent for apprenticeships—the single digital hub where students find, learn, land an apprenticeship and work experience in the UK.
- We are expanding into schools and colleges across the UK, developing tools to help teachers support their students, boost their own skills, and handle statutory reporting—all whilst working directly with the Government to make this happen.

PART ONE:

THE NEW REALITY WHAT YOU (AND YOUR PARENTS) NEED TO KNOW

THE LANDSCAPE HAS CHANGED

Traditional university route no longer guarantees you a job, even if you get decent grades and go to a top university (e.g. Oxford, Cambridge, LSE etc.) – and that’s now being admitted by university leaders themselves.

As the Vice-Chancellor of King’s College London recently said, a degree is no longer a “passport” to a career, only a “visa” that gets you through the door.

New figures show that over 707,000 graduates are currently out of work and claiming benefits, a 46%+ rise since 2019. These are young people who did “everything right” by going to university, but have still ended up at the JobCentre (BBC).

Every one of those graduates will carry an average of £53,000 of student debt, which most will never repay due to the inflation being higher than the minimum payments required each month - acting as a stealth tax for their whole life.

By contrast, Degree Apprenticeships, Level 3 and 4 Higher Level Apprenticeships are booming in popularity and employer demand. These routes let you earn while you learn, gain real experience and finish with a recognised qualification (or even a full degree) without no mountain of debt hanging over your future.



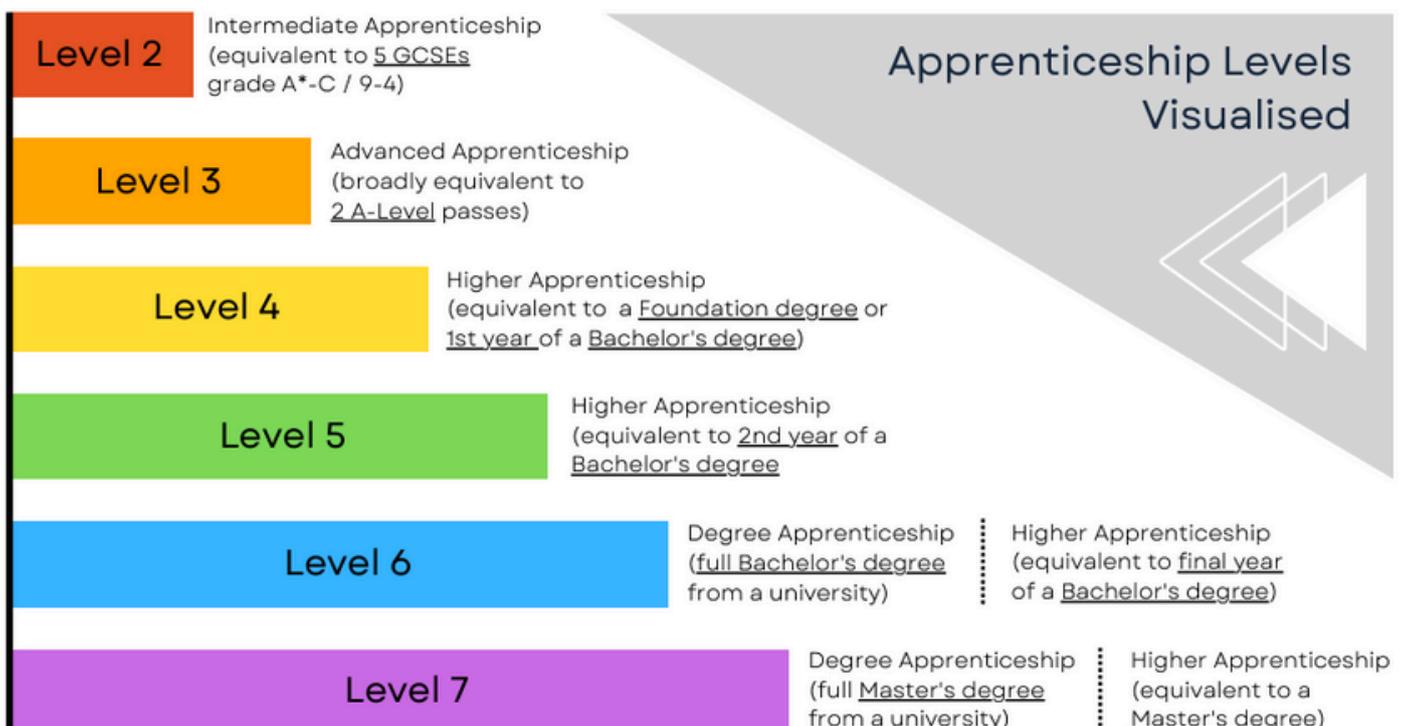
APPRENTICESHIPS EXPLAINED

Apprenticeships are an alternative path to education, combining studying for a qualification (e.g. a degree) with paid, hands-on work experience. Depending on the level, they typically last between 1-5 years and allow anyone aged 16+ (18+ for degree apprenticeships) to be an apprentice, with no maximum age limit.

These are available at various levels up to and including Master's degree or equivalent. They are offered in many industries with a growing number of companies now launching fantastic apprenticeship programmes.

Whilst all companies are required to pay at least minimum wage, the vast majority of employers pay much higher starting salaries. Your pay is dependent on factors such as location, industry and the level of the apprenticeship and typically increases each year as you build experience.

Roughly 20% of your time is allocated to learning (although this can be more), usually at a college, university or training provider. For example, you may work for 4 days and study for 1 day each week, Monday to Friday. The rest of your time is used to apply your knowledge and skills in the workplace. By the end of your programme, you'll gain your relevant qualification, and be considered for a permanent role.



THE REALITY FOR STUDENTS

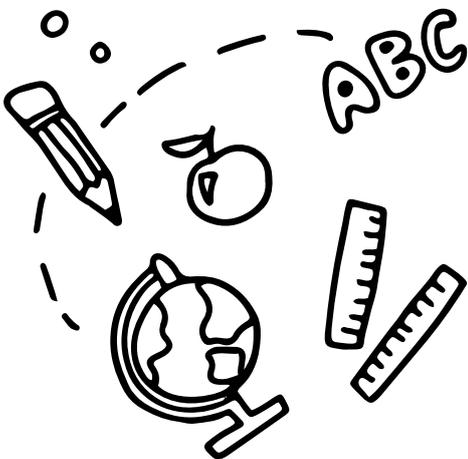
High-paying careers that you could only break into via the traditional route have now opened up for school leavers via degree apprenticeships. Solicitor, Chartered Accountant, Investment Banker, Aerospace Engineer, Software Developer, Laboratory Scientist and more are all now accessible through Level 3 and 4 Higher and Degree apprenticeships.

Companies such as Goldman Sachs, Rolls-Royce, AstraZeneca, Microsoft, Apple, PwC, Allen & Overy are offering the opportunity to earn a competitive starting salary as high as £35,000 at as young as 18 years old coupled with a full, debt-free undergraduate degree at a Russell-Group university such as Warwick University, University of Exeter and Queen Mary University London.

Even many Level 3 and Level 4 Higher apprenticeships now start at around £20,000–£25,000 a year – matching or beating plenty of graduate jobs.

This is all whilst working alongside industry professionals from day one.

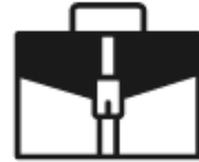
Why go to University if you can start working, earning and learning now - debt-free?



WHY TAKE THE APPRENTICESHIP ROUTE?

Employability

An apprenticeship allows you to gain valuable skills and experiences in your chosen field which is what employers look for, rather than just grades alone.



One Step Ahead

In the job market, university graduates often lack work experience, making it harder to land a job. By doing an apprenticeship, you'll build the relevant experience alongside your education, solving the problem of entry-level jobs requiring experience beforehand.



Earn While You Learn

You'll be earning as you learn meaning you'll effectively be getting paid to study. There is also no student debt or loan interest to worry about as apprenticeships are fully funded by your employer and the government.



Tailored Support

You'll receive plenty of support throughout your apprenticeship, whether that's from your manager, colleagues or training provider. There is also additional support available if required (e.g. if you have a learning disability like dyslexia).



Networking

An essential skill in the corporate world is networking (building connections with new people). With an apprenticeship, you'll get to meet a number of different experts in the industry who can unlock amazing job opportunities for you in the future.



UNIVERSITY VS DEGREE APPRENTICESHIPS

University

Degree Apprenticeship

Will get you in £53,000 of unwanted Student DEBT



Start up to a £35,000 salary
No Student DEBT
Earning £140,000 + over 4 Years

You CAN end up working in:
Investment Banking, Big 4 Finance &
Consulting, Magic Circle Law,
Google/Microsoft...



You ARE working in:
Investment Banking, Big 4 Finance &
Consulting, Magic Circle Law,
Google/Microsoft...

Leave with no hands on work experience
(Unless you luckily find an internship)
Struggle to find a GRAD role



Finish with 4+ years of experience
Your extremely employable
Exit opportunities of £50,000+ salary

Some top degree apprenticeships receive more applications per place than Cambridge, making them at least as competitive as Oxbridge

THINGS TO CONSIDER

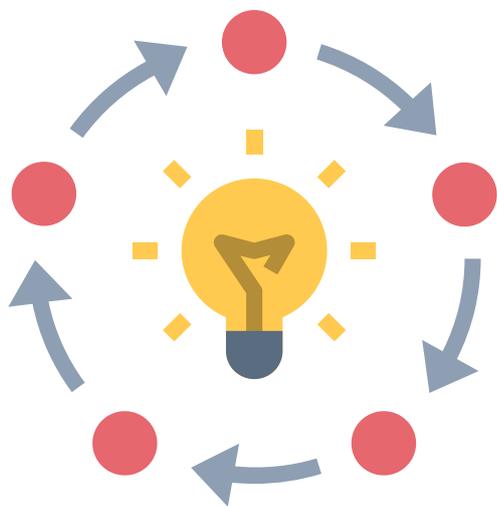
We appreciate an apprenticeship is not for everybody, which is why it may be useful to consider the below questions before applying:

- Do you know which career you'd like to get into?
- Do you like the idea of working and studying?
- Is having no student debt something that is important to you?
- Are you fine with missing out on the traditional university experience?
- Are you wanting to start your career sooner rather than later?
- Are you a person who is really organised with their time?

If you answered 'Yes' to the majority of these questions, then an apprenticeship is likely to be a good fit for you.

However, if you answered 'No', then university may be the better route to pursue instead.

Remember, you can be suited to both routes which is why many people apply to both apprenticeships AND university to keep their options open.



OPTIONS AFTER AN APPRENTICESHIP

1) Further Study

You may want to continue studying by:

- **Doing another apprenticeship.** This can be at a higher level in the same field to advance in your current career. Alternatively, it can be in a different field to learn new skills or change careers.
- **Completing a professional certification valued in your industry.** This can give you extra skills to stand out and earn more.



2) Land a Job

You can work full-time (or part-time):

- **Within the field, you're in, either at the same company or a different one.**
- **In a new area, either at the same company or a different one, using the transferable skills and experiences you've developed.**



3) Career Break

You may want to take a mini-retirement and use time after your apprenticeship to travel, volunteer or pursue other interests.

Many companies have flexible arrangements to allow you to take these breaks without permanently leaving your job too.



4) Start Your Own Business

Apprenticeships are great at giving you practical skills and insights. You can use these alongside any savings you've built up to kickstart your own business.

This is perfect for any aspiring entrepreneurs with a new problem-solving idea or for taking your existing side-hustle full-time.



SO WHAT NOW?



PART TWO:

FINDING AN APPRENTICESHIP

HOW TO FIND APPRENTICESHIPS

APPRENTAGO JOBS PAGE

The screenshot displays the Apprentago website interface. At the top, there's a navigation bar with the Apprentago logo and links for Home, Jobs, Employers, Application tracker, CV builder, and AI Coach. The main content area is titled 'Jobs' and features a filter sidebar on the left. The sidebar includes a search bar, a 'Category' section with checkboxes for Marketing, Finance, Construction, Information Technology (IT), and Legal, and a 'Location' section with checkboxes for Birmingham, Bristol, Cambridge, Edinburgh, and Glasgow. Below the sidebar, there are six job listings, each with a company logo, job title, location, salary range, and an 'Apply now' button. The listings are: 1. AI Researcher at Bridge Ai, London, £20K - £30k, University of West London (UWL). 2. Supply Chain at DHL, Manchester, £20K - £22k, Manchester Metropolitan University. 3. IT Support Technician at Snapchat, Cambridge, £20K - £30k, Anglia Ruskin University. 4. Crypto Trading Analyst at Revolut Business, London, £20K - £30k, Queen Mary University London. 5. Management Consultant at Monzo, London, £20K - £30k. 6. Corporate Banking Analyst at HSBC Group, Birmingham, £20K - £30k.

The Apprentago Platform allows you to find thousands of live apprenticeships right now! Filtered from Level 2 to Degree Apprenticeships across England, with over 15 categories to choose from!

Every hour, the platform is updated with new roles.



HOW TO FIND APPRENTICESHIPS PART 2

APPRENTAGO JOB DESCRIPTION

The screenshot displays the Apprentago website interface. On the left, there's a sidebar with filters for Category (Customer Support, Finance, HR, IT, Legal) and Location (Birmingham, Bristol, Cambridge, Edinburgh, Glasgow). The main area shows a list of jobs, including 'AI Researcher' at Bridge AI, 'IT Support Technician' at Snapchat, and 'Management Consultant' at Monzo. The right panel provides a detailed view of the 'Supply Chain' apprenticeship at DHL UK. It includes a table with job details:

Location	Category	University	
Manchester, United Kingdom	Supply Chain and Logistics	Manchester Metropolitan University	
Qualification	Salary range	Start date	Application deadline
BSc Digital Technology Solutions	£20K - £22k	09/2026	22/03/2026

Below the table are 'Apply' and 'Save to Tracker' buttons. The 'About the job' section describes the role as a Supply Chain Apprenticeship at DHL UK, involving managing stock, planning transport, and working with teams. A TikTok video thumbnail is shown with the text 'and now I manage this whole operation.' and 6678 views. The 'Education' section mentions GCSEs Maths and English Grade 4 or above.

Every apprenticeship role has a job description that uses AI to summarise the details, making it easy to understand even if you have never heard of “Supply Chain Apprentice”.

You can even watch TikTok videos that explain the job for you.



HOW TO FIND APPRENTICESHIPS PART 3

APPRENTAGO COMPANY PROFILES

The screenshot shows the DHL company profile on the Apprentago platform. At the top, there is a navigation bar with links for Dashboard, Jobs, Employers, Application tracker, CV Builder, and AI Coach. Below the navigation bar is a yellow banner featuring two smiling individuals. The main content area displays the DHL logo, company name, and industry (Supply Chain and Logistics). It also shows statistics: 4 UK Locations, 200+ Apprentices Hired, and 15 Roles Available. An 'Apply Now' button is visible. The 'Overview' section provides a brief description of DHL. Below this are tabs for Videos, Jobs, Application Process, Values, and Resources. The 'Videos' section features three video thumbnails: 'DHL Supply Chain Degree Apprenticeship', 'but they are focusing on getting women into apprenticeship roles Apprenticeship Programmes UK', and 'DHL Transport & Logistics Degree apprenticeships'. A 'Featured Jobs' section highlights a 'Supply Chain Apprentice' role at DHL in the South East, United Kingdom, with a salary range of £20K - £22k and an annual contract. An 'Explore Jobs' button is located at the bottom right of the featured job section.

If you want to find more apprenticeships at a certain company like DHL, you can view their profile to see more of their roles, watch videos, and explore their culture and values.

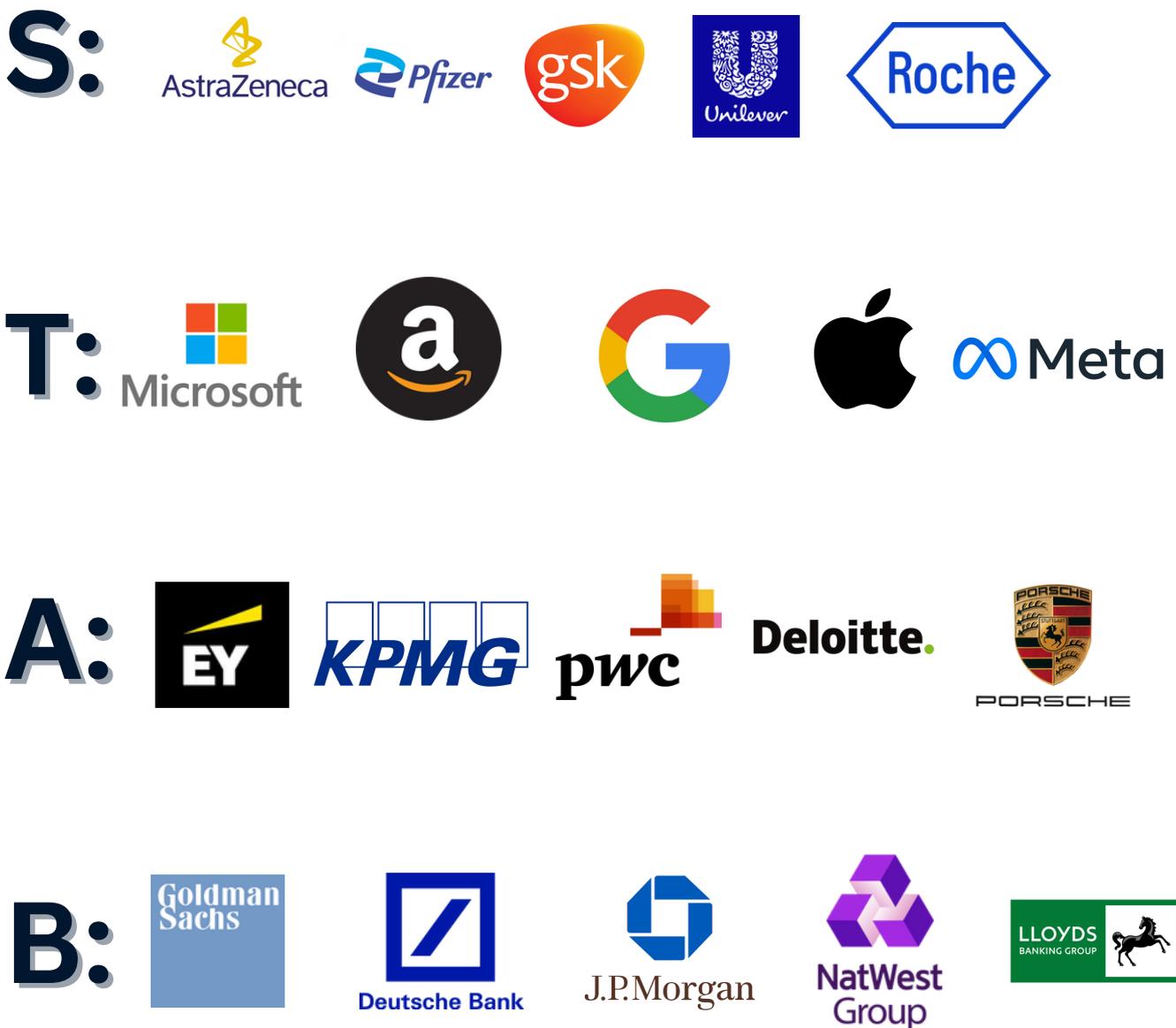
Plus learn about the application process.



COMPANIES THAT DO APPRENTICESHIPS (PART 1)

1000s of companies offer apprenticeships in the UK here are our top picks using our unique “STABLES” model.

“S” Science, “T” Technology, “A” Accounting & Finance, “B” Business & Banking, “L” Legal, “E” Engineering & Construction, “S” for Special Interests and “P” Public Sector”.



COMPANIES THAT DO APPRENTICESHIPS (PART 2)



Note: Many of these companies have roles across the whole “STABLES” methodology, we are just showing their main sectors. For example Rolls Royce is an aerospace engineering company but also do a chartered accountant apprenticeship, you can also do a technology apprenticeship within banking.

WRITING A SUCCESSFUL CV (PART 1)

What is a CV?

A CV is a document used by employers when you are applying for a job. Ideally, this should be straight to the point so that it can be skim-read in just a few seconds. As a general rule, keep it to one page.

Section 1: Basic Details

- **Include:** name, mobile number, professional email and LinkedIn (optional)
- **Exclude:** photograph, home address, age/date of birth



John Doe

079X XXX XXXX | John.doe@outlook.com | [linkedin.com/JohnDoe](https://www.linkedin.com/JohnDoe)

Section 2: Professional Summary

Keep this section short and sweet (i.e. 2-3 sentences)

- Write in third person
- Use strong adjectives to describe yourself
- State the industry you're seeking experience in



Professional Summary

A curious and self-motivated sixth form student studying Economics, Geography and Mathematics. Detail oriented with exceptional instincts for meeting high expectations and delivering service standards. Keen to apply his skills and grow a career within the Finance sector.

Section 3: Work Experience

Here you're going to list relevant work experience (e.g jobs, internships, volunteering, insight days, etc.)

- Include location, date and company
- Start sentences with action verbs (e.g. assisted...)
- List your experience in reverse chronological order
- Quantify your achievements wherever possible (use percentages, numbers, etc.)



WRITING A SUCCESSFUL CV (PART 2)

Work Experience	
789 Superstore - Supermarket Assistant (London, UK)	April-July 2024
<ul style="list-style-type: none">Assisted over 100 customers a day – excellent interpersonal skills developed through an attentive and proactive approach to customer serviceManaged the welcome desk handling 200+ customer queries weekly – communicated confidently and articulately whilst providing practical solutionsMaintained a clean and organised shopping environment, helping increase overall customer satisfaction survey score by 10%	
ABC Bank - Operations Intern (London, UK)	August - September 2023
<ul style="list-style-type: none">Analysed over 20 financial statements and transactions daily for senior stakeholdersImplemented a new file management system, leading to a time saving of 15% per weekConstructed a dashboard to visualise financial data for middle management, saving 10 hours of reporting time per week	
Charity 123 - Volunteer (London, UK)	January - March 2023
<ul style="list-style-type: none">Coordinated the promotion and planning of monthly charity events schedule which exceeded donation goals by 20%Successfully raised over £1000 for local care home within one monthExecuted quality control of over 500 items of public donations such as books, clothes, and toys	

Section 4: Education

Break out your education

- School, qualification, location (optional) and dates
- Include achieved (or predicted) grades
- Collate GCSEs, highlighting Maths & English



Education	
XYZ Grammar school	2018-2024
A Levels: Economics, Geography, Mathematics - AAB (Predicted)	
GCSEs: 10 GCSEs A* - C including Mathematics (A) and English Language (B)	

Section 5: Skills

Tailor your skills around the job role:

- **Soft (interpersonal) skills** - check the company values on their website to see desirable characteristics
- **Hard (technical) skills** - check the job advert for useful things you could mention (e.g. coding for Tech)



Skills	
<ul style="list-style-type: none">Microsoft Office ProficiencyProject ManagementFluent in French & SpanishHTML, CSS, JavaScript	<ul style="list-style-type: none">Critical ThinkingAnalytical skillsEmotional IntelligenceLogical thinking

WRITING A SUCCESSFUL CV (PART 3)

Section 6: Awards & Achievements



- Highlight relevant accomplishments you're proud of
- Include the date and name of the awarding body

Awards & Achievements

- DofE Bronze Award - The Duke of Edinburgh's Award (March 2024)
- Senior Mathematical Challenge Gold Award - UKMT (Jan 2024)
- Headmasters Prize for Highest achieving Student - XYZ Sixth form (May 2023)
- Young Poet of the Year - National Poetry Society (June 2022)

Section 7: Interests



- List your hobbies and interests that are unique to you (e.g. photography, swimming, politics, cooking, etc.)

Interests

- Football
- Politics
- Cycling
- Creative Writing
- Photography
- Choir

Tips and Tricks

- Exclude the phrase 'references available on request' as this is implied and takes up unnecessary space
- It might sound obvious but do NOT lie on your CV about anything
- Use bullet points instead of long paragraphs to make it easier to read.
- Use readable fonts and layouts - plain and simple CVs are far more practical for most careers
- Triple check for spelling and grammar mistakes
- Avoid overused words, phrases and vague language - be specific
- Create your CV in Apprentago to beat ATS (Applicant Tracking Systems), which companies use to filter out candidates.

WRITING A SUCCESSFUL CV (PART 4)

Your completed CV should look something like this:

John Doe
079X XXX XXXX | John.doe@outlook.com | [linkedin.com/JohnDoe](https://www.linkedin.com/JohnDoe)

Professional Summary

A curious and self-motivated sixth form student studying Economics, Geography and Mathematics. Detail oriented with exceptional instincts for meeting high expectations and delivering service standards. Keen to apply his skills and grow a career within the Finance sector.

Work Experience

789 Superstore - Supermarket Assistant (London, UK) April - July 2026

- Assisted over 100 customers a day – excellent interpersonal skills developed through an attentive and proactive approach to customer service
- Managed the welcome desk handling 200+ customer queries weekly – communicated confidently and articulately whilst providing practical solutions
- Maintained a clean and organised shopping environment, helping increase overall customer satisfaction survey score by 10%

ABC Bank - Operations Intern (London, UK) August - September 2025

- Analysed over 20 financial statements and transactions daily for senior stakeholders
- Implemented a new file management system, leading to a time saving of 15% per week
- Constructed a dashboard to visualise financial data for middle management, saving 10 hours of reporting time per week

Charity 123 - Volunteer (London, UK) January - March 2025

- Coordinated the promotion and planning of monthly charity events schedule which exceeded donation goals by 20%
- Successfully raised over £1000 for local care home within one month
- Executed quality control of over 500 items of public donations such as books, clothes, and toys

Education

XYZ Grammar school 2020-2026

A Levels: Economics, Geography, Mathematics - AAB (Predicted)

GCSEs: 10 GCSEs A* - C including Mathematics (A) and English Language (B)

Skills

<ul style="list-style-type: none">Microsoft Office ProficiencyProject ManagementFluent in French & SpanishHTML, CSS, JavaScript	<ul style="list-style-type: none">Critical ThinkingAnalytical skillsEmotional IntelligenceLogical thinking
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Awards & Achievements

- DofE Bronze Award - The Duke of Edinburgh's Award (March 2025)
- Senior Mathematical Challenge Gold Award - UKMT (Jan 2025)
- Headmasters Prize for Highest achieving Student - XYZ Sixth form (May 2025)
- Young Poet of the Year - National Poetry Society (June 2024)

Interests

<ul style="list-style-type: none">FootballPoliticsCycling	<ul style="list-style-type: none">Creative WritingPhotographyChoir
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CREATING YOUR CV WITH APPRENTAGO

Now you know how to make a CV in theory we need to apply it!
Here is how you can make one that beats ATS company systems.

Most companies use "Applicant Tracking Systems" (ATS) to scan CVs.

If your formatting is messy, you get rejected instantly.

We built our CV Builder to be 100% ATS-friendly.
So you pass the test every time - confirmed by Channel 4.



Great! Let's build your profile to start.
Apply to thousands of jobs in one-click and track your status.

Skills & Interests
Add any interests or skill you would like to share and be comfortable talking about. 1 steps to complete

What skills do you have or enjoy working with?

Search or add any skill & interests

Click on a skill once to indicate you enjoy working with it. Click on a skill twice to indicate that you'd prefer roles that utilize that skill.

Graphic Design Business analytics Excel/Number/Sheets Financial Markets

Python MailChimp Social Media Spanish

Skip this step Continue

- Use Job Matching via the Skills in your CV to match you to apprenticeships near you that have the skills you currently have

- Here is an example of what your finished CV looks like that is fully application tracking compatible

Here is your new CV!
This CV is fully Application Tracking System compatible

Preview
See your new CV here which is also now saved to your profile. All 5 steps complete

John Doe
0791 333 3333 | john.doe@apprentago.com | linkedin.com/company/apprentago

Professional Summary
A customer and self-motivated results driven student (Marketing, Economics, Geography and Mathematics). Detail oriented with exceptional abilities for meeting high requirements and delivering service standards. Ready to apply the skills and gain a career within the Finance sector.

Work Experience

W&A Supermarket - Supermarket Assistant (London, UK)	April - July 2024
• Assisted over 1000 customers a day - provided exceptional skills developed through an attention and proactive approach to customer service	
• Managed the self-service check handling (200+ customer queries weekly) - maintained neat, tidy and orderly shelves for presenting product information	
• Maintained a clean and organized shopping environment, helping to ensure smooth customer experience throughout every day	
ABC Bank - Operations Intern (London, UK)	August - September 2023
• Conducted over 100 financial statements and transactions daily for various stakeholders	
• Implemented a new file management system for handling a high volume of 1000+ per week	
• Contributed to the development of a new financial report for the middle management, saving 10% of reporting time per week	
Charity (CSC) - Volunteer (London, UK)	January - March 2023
• Coordinated the promotion and planning of monthly charity events including which exceeded donation goals by 20%	
• Successfully raised over £1000 for local and home welfare care needs	
• Received quality control of over 1000 hours of public assistance such as banks, clothes, and toys	

Education

W&A Grammar School	2024 - 2024
A Levels: Economics, Geography, Mathematics - AAB (2:1 Honours)	
GCSEs: All GCSEs at C+ including Mathematics (2:1) and English Language (2:1)	

Skills

- Microsoft Office Productivity
- Critical Thinking
- Team Management
- Problem Solving
- Public Speaking
- Time Management

Awards & Achievements

• Built Business Award - The Future of Entrepreneurship Award	March 2024
• Super Performance Challenge Award - Award of Merit	January 2024
• Merit Award for Highest Achieving Student - W&A Bank	May 2023
• Young Star of the Year - Regional Sports Society	June 2023

Go to CV Builder Continue to Dashboard



WRITING A SUPERB COVER LETTER (PART 1)

A cover letter is an additional document required by some employers. This is an opportunity to personalise your application further and show your passion for wanting to work at the relevant company.

Opening:

- Add the date and 'Dear Hiring Manager' (or their name if known)
- State the apprenticeship you're applying to and where you found it

[Today's Date]

Dear Hiring Manager,

I am writing to apply for the Finance Degree apprenticeship at ABC Bank, which I found through LinkedIn Jobs.

Paragraph 1 - Why that company?

- Discuss what attracted you to apply to this specific company. Use their website, Apprentago listing, TikTok videos, etc. to help with this
- Mention interactions you've had with the company (e.g. employees spoken to on LinkedIn or in-person, events you've attended, etc.)

As a curious individual who thrives inside an innovative environment, I believe ABC Bank is the perfect company to kickstart my Finance career. In particular, "The ABC Global Fund" which invests in entrepreneurs from diverse communities really stood out to me. This was a topic discussed by Jane Doe at the ABC Bank insight day back in August 2024. Being from an underrepresented background myself, it's vital to be part of a company that is committed to tackling wider financial issues that go beyond day-to-day banking alone.

Paragraph 2 - Why that particular department or area?

- Summarise relevant experience from your CV
- What role in the specific area are you looking forward to explore?

My interest in Investment Banking stemmed from my studies in Economics, which explained the essential role banks played during the 2008 financial crisis. This led me to apply to ABC Bank's summer internship scheme. I was able to further develop my knowledge on the different roles within Investment Banking, such as front office, middle office, and back office. I particularly enjoyed shadowing Joe Bloggs from the front office Sales team who developed my insight into Mergers & Acquisitions, specifically.

WRITING A SUPERB COVER LETTER (PART 2)

Paragraph 3 - Why should they choose you?

- Talk in-depth about your interpersonal skills
- Highlight your strengths and what makes you unique
- Explain why you'd be a good fit for the company

On top of my strong problem-solving skills from studying Maths, I love to keep up to date with macroeconomic trends through reading publications like The Economist. I have a proven track record of delivering results in a range of working environments as well as excelling academically. This is why I believe the unique role of an apprentice at ABC Bank will enable me to thrive.

Sign off:

- Add a thank you for the hiring manager's consideration
- End with 'Yours Faithfully' (or 'Yours Sincerely' if you used the hiring manager's name in the opening)
- Close out with your name

Thank you for your consideration.

Yours Faithfully,

John Doe

Tips and Tricks

- Don't just duplicate your entire CV in letter format
- Be confident when you sell yourself - it's not bragging if it's true!
- Be specific with your points as this shows that you've done your research and is an easy way to stand out from other candidates
- Get someone experienced to proofread before you submit. They may spot errors or identify potential improvements
- Finally, ask yourself 'would the cover letter still make sense if I swapped the company's name for a different one?' If yes, it's too generic and if not, you've personalised it enough

WRITING A SUPERB COVER LETTER (PART 3)

Your completed cover letter should look something like this:

[Today's Date]

Dear Hiring Manager,

I am writing to apply for the Finance Degree apprenticeship at ABC Bank, which I found through LinkedIn Jobs.

As a curious individual who thrives inside an innovative environment, I believe ABC Bank is the perfect company to kickstart my Finance career. In particular, "The ABC Global Fund" which invests in entrepreneurs from diverse communities really stood out to me. This was a topic discussed by Jane Doe at the ABC Bank insight day back in March 2022. Being from an underrepresented background myself, it's vital to be part of a company that is committed to tackling wider financial issues that go beyond day-to-day banking alone.

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Thank you for your consideration.

Yours Faithfully,

John Doe

RUBY'S STORY

Ruby Gentry-Clark, Tax Apprentice at Forvis Mazars



"My teachers said I would fail my exams."

At 17, diagnosed with Dyslexia, in rural Brighton and facing crippling social anxiety, I felt unsupported. My school told me to "suck up" my grades because university anyway.

Between the negativity from teachers and my own crippling social anxiety, a career in finance felt impossible—until I found Apprentago.

I stumbled across Carlo's TikTok livestreams and finally found someone who believed I could succeed. His advice, "if you don't ask, you don't get," shifted my entire mindset.

"I used Apprentago to find the opportunities my school didn't know about."

TikTok and the platform gave me a community where I wasn't judged for my neurodiversity, but supported because of it. It paid off. I didn't just prove my teachers wrong; I secured offers from globally recognised financial firms.

The girl who was once too anxious to speak is now building her own brand, speaking on panels and working towards becoming a Chartered Tax Advisor.

PART THREE:

LEARNING ABOUT APPRENTICESHIPS



WHY SHOULD YOU LEARN ABOUT APPRENTICESHIPS

Learning about a company, role, application process, LinkedIn and research methods is crucial to landing any apprenticeship.

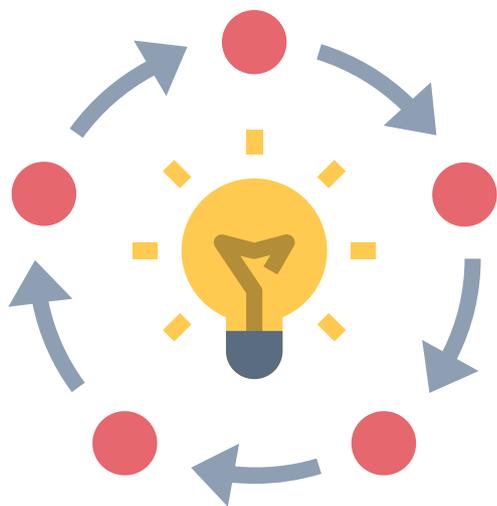
Most likely you will have to apply to multiple apprenticeships to get one offer.

That will also involve competing with others, sometimes 100s of others even 1,000s who like you want that apprenticeship.

Everyone says they are motivated, everyone meets the grade requirements, everyone wants to win.

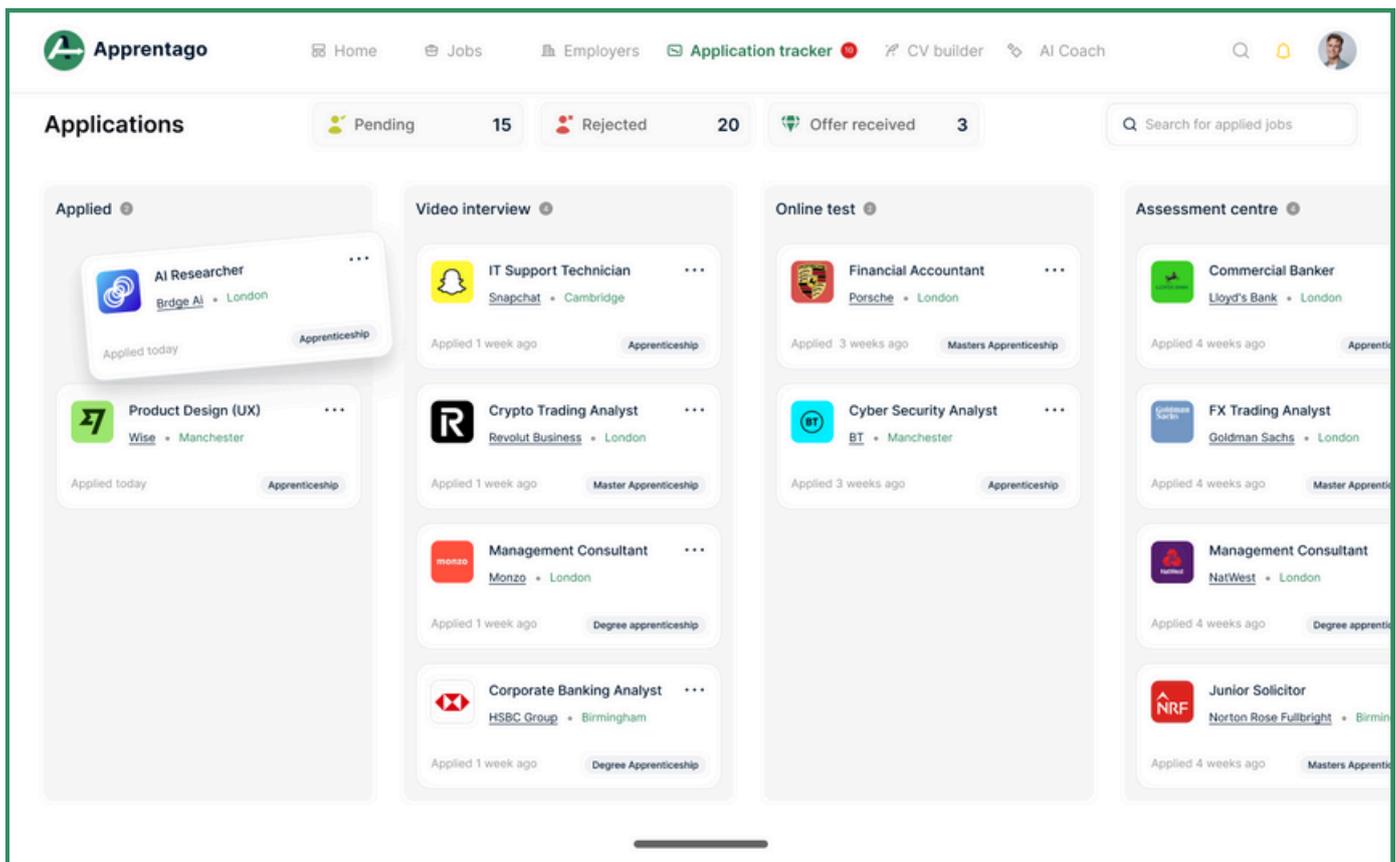
So what separates you from someone else?

It's your research and preparation.



TRACKING YOUR APPLICATIONS

APPRENTAGO APPLICATION TRACKER



Staying on top of where you have applied is often the most time-consuming part of landing an apprenticeship. It gets messy quickly as applications pile up to 5, 10, 20 applications

With Apprentago, you can keep track of every single application in one place. You can drag and drop your progress from "Applied" to "Offer Received," see your deadlines instantly, and use the note-taking features to save your company research or login details.



THE APPLICATION PROCESS

Each employer will have its own specific application process. However, here's a summary of the main stages which you must successfully pass for most apprenticeships.



Step 1) Application Questions with CV (and Cover Letter)

A submission of basic information, such as your name, contact details, and why you want to work for the company, etc. Plus, uploading your CV and sometimes a cover letter too, depending on the company you're applying for.



Step 2) Online Video Interview

An invitation to complete an online video interview where you have a set time to answer specific questions to an AI system and are graded on your answers



Step 3) Psychometric Tests

An invitation to complete a set of online psychometric tests, assessing different skills and behaviours.



Step 4) Assessment Centre

A series of group tasks/activities done with other applicants to further test your suitability for the apprenticeship role.



Step 5) Interview

An interview (e.g. face-to-face, telephone or video format). This can be combined with the assessment centre stage too.



Step 6) Await Decision

The final wait before you hear back on the company's decision to make you an apprenticeship offer.

HOW TO RESEARCH A COMPANY (PART 1)

Researching a company is vital to preparing for all stages of the application process. Most people just look at a website or an Instagram page and think they know everything but real understanding comes from knowing how a business actually works “Commerical Awarness”

When researching a company, focus on these key areas:

1) What does the company actually do?

Go beyond the name. What products or services do they sell? Who are their customers? How do they make money?



2) The company's mission and values

What does the company stand for? What problems are they trying to solve? Do their values align with yours?



3) Size and scale of the business

Look at how big the company is. Are they global or UK-based? How many employees do they have? Roughly how much revenue do they generate each year?



4) Their clients, products, or portfolio

Who do they work with? What industries are they involved in? What makes them different from their competitors?



HOW TO RESEARCH A COMPANY (PART 2)

5) Recent news or changes

Have they launched new products, expanded into new markets, merged with another company, or invested in new technology?

Understanding these areas allows you to answer the most important interview question confidently:



6) Contacting Staff and Attending Events

Network (e.g. find and connect with current apprentices and employees via LinkedIn or speak to people you may already know)

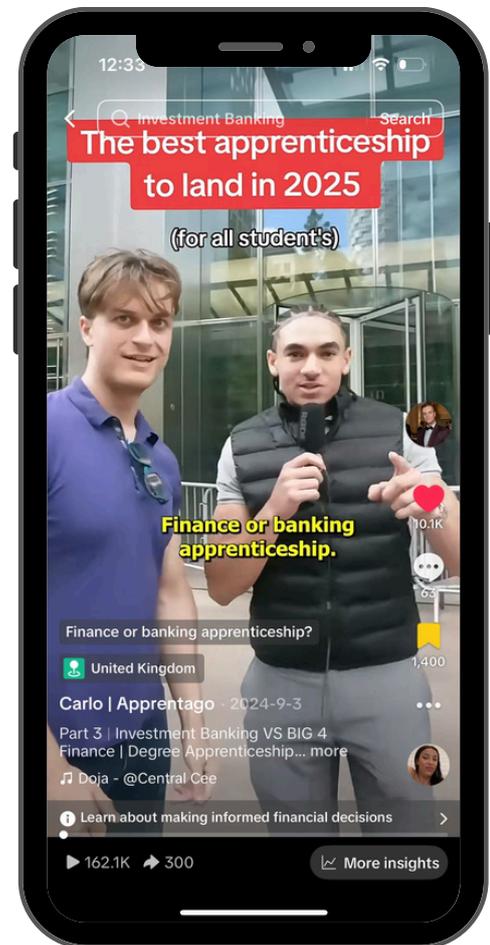
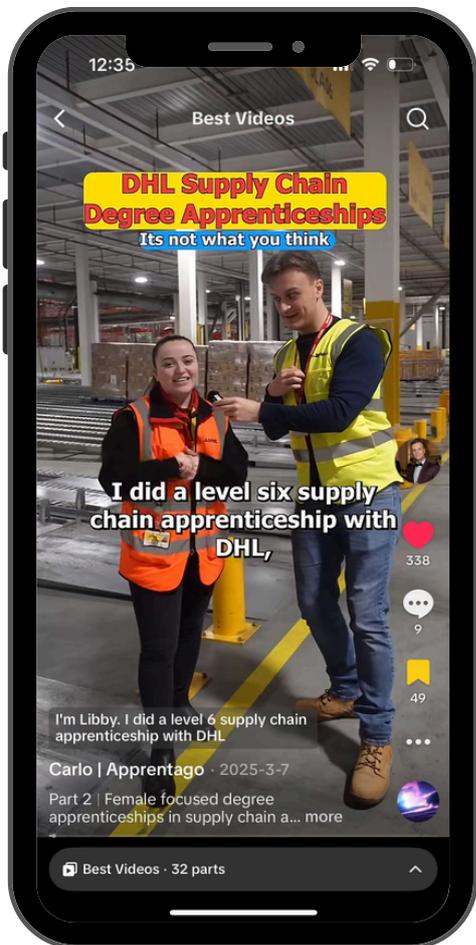
Attend events/programmes hosted by the same company (e.g. insight days, open evenings, etc.)



Tips and Tricks

- Be curious, not transactional - Don't message people asking for a job. Ask thoughtful questions about their role, their apprenticeship, or what they enjoy about working at the company.
- Show your research naturally - Use phrases like "I noticed...", "I read that..." or "I saw recently that the company..." and always link what you've learned back to why you're a good fit for the role.
- Ask yourself: Could I explain this company to a friend in 30 seconds? If not, you haven't researched enough.

HOW TIKTOK HELPS STUDENTS LEARN



TikTok is no longer just entertainment. For many students, it's one of the fastest ways to learn about careers, companies, and apprenticeships. Average screen time for an 18-24 year old in the UK is 90+ minutes a day so use that time to learn.

Short-form videos allow employers, apprentices, and industry professionals to explain roles, workplaces, and career paths in a way that feels real and easy to understand.

Our content has been viewed over 25 million times, helping young people learn about apprenticeships in a way traditional advice often can't reach.

Why does this work?

Because 60-second videos are easier to digest than 60-minute talks



WHAT GOOD RESEARCH LOOKS LIKE CASE STUDY



A weak answer to “Why do you want to work for Mondelez?” might sound like this:

“I want to work for Mondelez because they make chocolate brands like Cadbury and Oreo and it’s a big global company plus I love eating chocolate.”

This shows awareness but not understanding.

Now compare it to this:

I’m interested in Mondelez because it’s one of the world’s largest snack companies, with a strong focus on chocolate and biscuits through brands like Cadbury and Oreo. I noticed that Mondelez operates in over 150 countries which is 30 more than its competitor Lindt and has a more diverse range of products too like gum, and beverages , and generates £37 billion in annual revenue, 5x more than Lindt, which shows how complex its supply chain and operations are.

What really stood out to me as an aspiring apprentice was the company’s focus on sustainability, particularly its work around cocoa sourcing and responsible production. That’s important to me as I believe in fairness and equality, that’s something I’d be excited to contribute to as part of the business.”

This answer works because the candidate: Understands what Mondelez sells and how it makes money, Recognises the scale of the business, How it differs from its competitors, Mentions the company’s social and sustainability mission, Links the research back to why they want to work there

That’s the difference between knowing a brand and understanding a business.



WHAT BAD RESEARCH LOOKS LIKE CASE STUDY



A common answer to “Why do you want to work for Rolls-Royce?”

Sounds like this:

“I want to work for Rolls-Royce because they make luxury cars and I’ve always admired the brand.”

This is a big problem.

Rolls-Royce does not make cars.

Rolls-Royce is a global engineering company that designs and manufactures aircraft engines, power systems, and defence technology. The car brand is a completely separate company, it has been for 30 years.

This single mistake instantly tells the employer: The candidate hasn’t researched the company, they’re relying on brand recognition, not understanding and they’re applying blindly

This kind of error is very hard to recover from.

MAKING A PROFESSIONAL LINKEDIN PROFILE (PART 1)

What is LinkedIn?

LinkedIn is a professional social media platform where students and professionals can connect, share experience, and learn from each other. Anyone can create a LinkedIn account, but a well-built profile can open doors. Helping you stand out, learn about companies, land apprenticeships, and start building your personal brand.

Section 1: Profile Picture

- **Include:** Clear head-and-shoulders photo, Plain background
- **Exclude:** group photos, filters, selfies



Section 2: Banner Image



This banner image works well as it shows someone presenting in front of a class, which gives a positive first impression and shows confidence.

- **Include:** Clean, neutral image that reflects your interests. Keep any text minimal
- **Exclude:** Busy or cluttered images. Quotes or long paragraphs of text.

Tips and Tricks

- **Profile picture:** Take a photo against a plain wall with good natural lighting and use AI tools can be used to clean up the background.
- **Banner image:** Use a photo of you presenting, speaking at an event, attending an insight day, or winning an award for extra impact.

MAKING A PROFESSIONAL LINKEDIN PROFILE (PART 2)

About

I have a deep passion for transformation & delivery/chartered management or sales & entrepreneurship as I am always open to learning, growth & transformation. I have obtained a strong sense of discipline & an unwavering work ethic, qualities that have enabled me to consistently achieve high academic standards.

Beyond the classroom, I actively seek opportunities to build leadership & communication skills, recognising the critical importance in navigating & succeeding in today's business environment. I am adaptable & quick to learn, always striving to apply new knowledge to the real world, especially in the fields of business, sales, and technology (artificial intelligence). I am actively seeking degree apprenticeship opportunities within these sectors.



Top skills

Problem Solving • Leadership • People Skills • Transferable Skills • Communication



Section 3: About You

Keep this section clear and concise (around 2–3 short paragraphs)

- Write in first person and in a professional tone
- Clearly state your interests and career direction
- Highlight how you work (e.g. discipline, work ethic, willingness to learn)
- Mention skills you are developing beyond the classroom
- Finish by stating the type of opportunities you are seeking

Section 4: Work Experience

- List all relevant experience, including part-time work, work experience, internships, volunteering, school projects, or programmes
- Keep each role short and clear (one sentence per role is enough)
- Focus on what you did and the skills you developed, not just the job title (if applicable)
- Use simple action words (e.g. supported, assisted, organised, learned)
- Don't worry if roles were short – experience is experience

Experience



Work Experience

CBRE
Nov 2025 - Present · 4 mos
London, United Kingdom · On-site



Intern
The Insurance Community · Internship
Sep 2025 - Present · 6 mos
Remote



Finance Unlocked Programme Work Experience

M&G
Oct 2025 - Feb 2026 · 5 mos
London Area, United Kingdom · On-site



Work Experience

ServiceNow
Nov 2025 · 1 mo
On-site



Work Experience

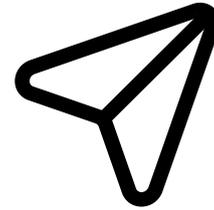
Ofcom
Nov 2025 · 1 mo
On-site



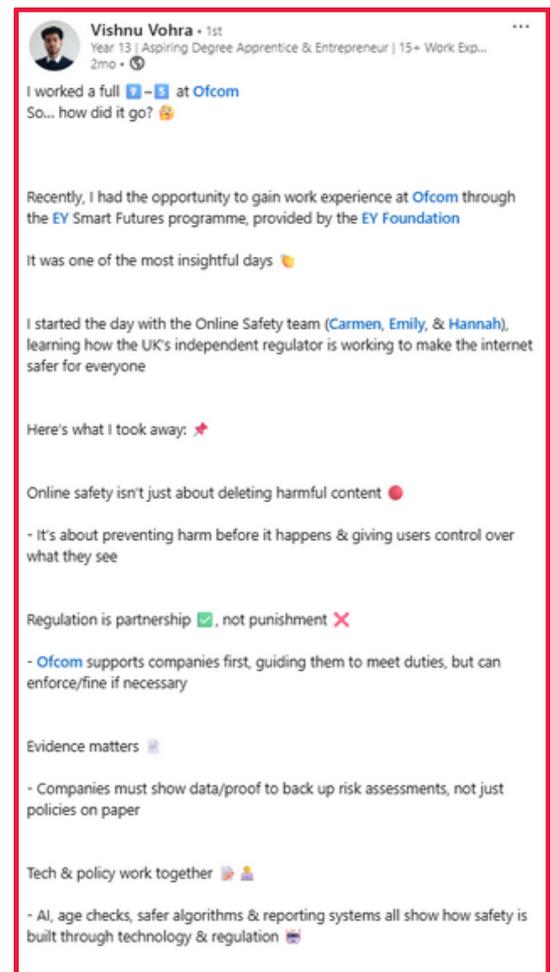
MAKING A PROFESSIONAL LINKEDIN PROFILE (PART 3)

Section 5: Posting On LinkedIn

Posting on LinkedIn isn't about going viral. It's about showing interest, effort, and consistency. You don't need to post often. Even one post every few weeks is enough to build visibility and confidence.



Section 6: Example of a Strong Student Post



MAKING A PROFESSIONAL LINKEDIN PROFILE (PART 4)

Section 7: Why this post works

- The post immediately explains where the student was and what the experience was. Focuses on learning, not showing off.
- The emphasis is on insights, reflections, and understanding, not just achievements.
- Shows real-world and commercial awareness by speaking about topics like online safety, regulation, AI, and sustainability show curiosity beyond school.
- Easy to read and well structured with short paragraphs, spacing, and bullet points make the post easy to skim.
- All tied together with a professional but authentic tone

Section 8: What You Can Post About

You don't need to wait until you have an apprenticeship to post on LinkedIn. Most strong posts are about learning and progress, not achievements.

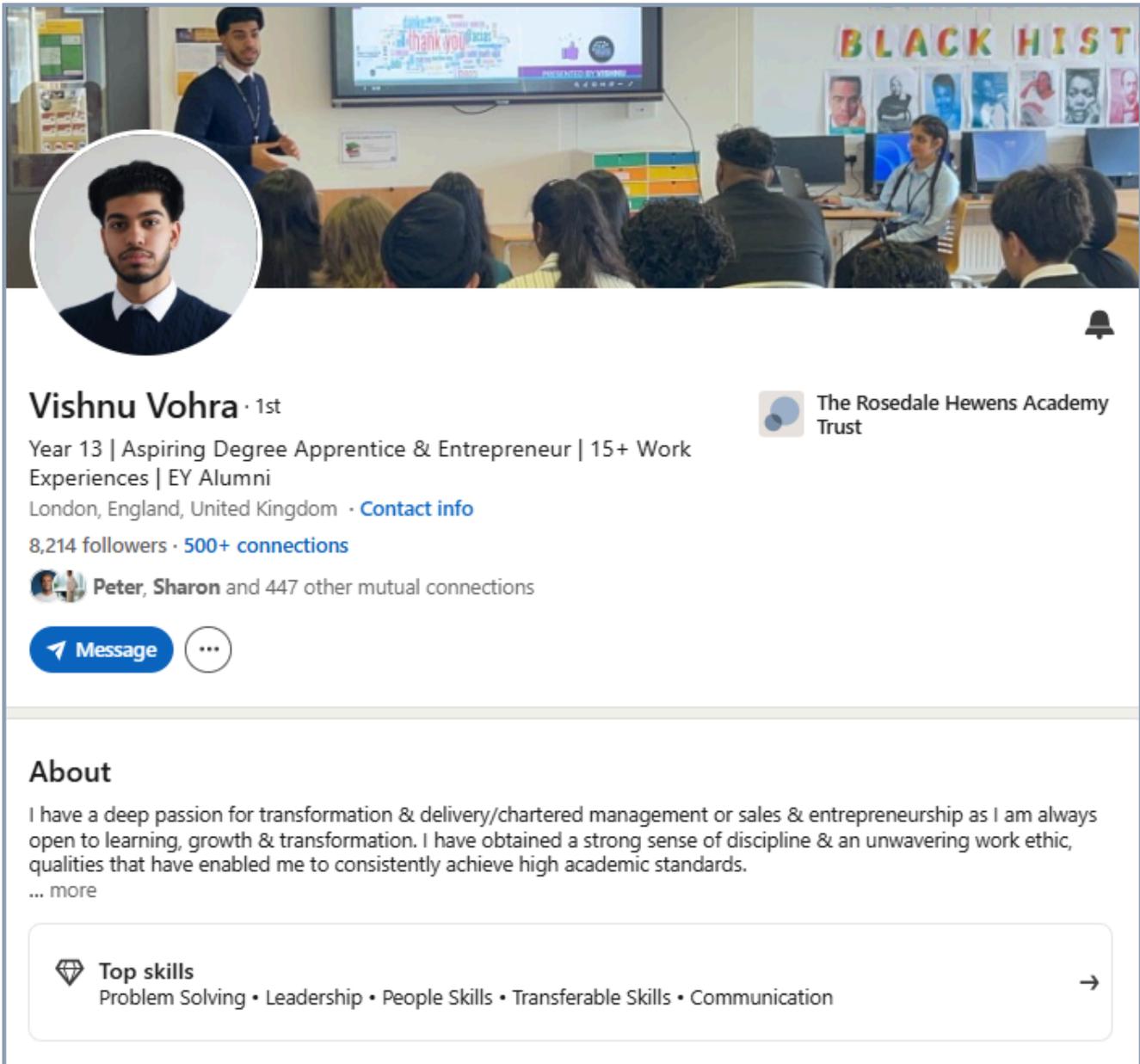
Good things to post about include:

- Attending a careers event, insight day, or workshop
- Completing work experience, volunteering, or a short programme
- Learning something new about an industry or company
- Reflecting on a challenge, mistake, or lesson learned
- Sharing progress in applications, interviews, or personal development
- Thanking people who helped or supported you (teachers, mentors, organisers)

Your post doesn't need to be long or perfect; just being honest and thoughtful works.

MAKING A PROFESSIONAL LINKEDIN PROFILE (PART 5)

Your completed LinkedIn could look something like this:



The screenshot shows a LinkedIn profile for Vishnu Vohra. The profile picture is a circular portrait of a young man with dark hair and a beard, wearing a dark suit and tie. The background image of the profile shows him in a classroom setting, standing at the front of a room with a large screen displaying a 'thank you' graphic. A banner on the wall behind him reads 'BLACK HIST' with portraits of historical figures. The profile header includes his name 'Vishnu Vohra · 1st', his current affiliation 'The Rosedale Hewens Academy Trust', and his background 'Year 13 | Aspiring Degree Apprentice & Entrepreneur | 15+ Work Experiences | EY Alumni'. It also lists his location as 'London, England, United Kingdom' and provides a 'Contact info' link. The profile shows '8,214 followers · 500+ connections' and mentions 'Peter, Sharon and 447 other mutual connections'. There are buttons for 'Message' and a menu icon. The 'About' section contains a paragraph about his passion for transformation and management, followed by a 'Top skills' section listing 'Problem Solving', 'Leadership', 'People Skills', 'Transferable Skills', and 'Communication'.

Vishnu Vohra · 1st

Year 13 | Aspiring Degree Apprentice & Entrepreneur | 15+ Work Experiences | EY Alumni

London, England, United Kingdom · [Contact info](#)

8,214 followers · 500+ connections

  Peter, Sharon and 447 other mutual connections

[Message](#) 

About

I have a deep passion for transformation & delivery/chartered management or sales & entrepreneurship as I am always open to learning, growth & transformation. I have obtained a strong sense of discipline & an unwavering work ethic, qualities that have enabled me to consistently achieve high academic standards.

... more

 **Top skills**
Problem Solving • Leadership • People Skills • Transferable Skills • Communication →

WHERE TO GET WORK EXPERIENCE



Future Leaders UK is a UK-based organisation that runs a free, year-long leadership and development programme for 16–18-year-olds, helping young people build confidence, real-world skills, and access pathways such as apprenticeships and work experience.

The programme combines weekly hybrid workshops with in-person opportunities including work experience placements, university visits, and industry sessions, and operates across cities such as London, Birmingham, Manchester, Bristol, Sheffield and Telford, while remaining accessible online nationwide.

According to the organisation’s own impact reporting, participants are 7× more likely to secure a degree apprenticeship, 2× more likely to receive an offer from a Russell Group university, and 12× more confident about achieving their goals.

With over 10,000 young people supported each year.

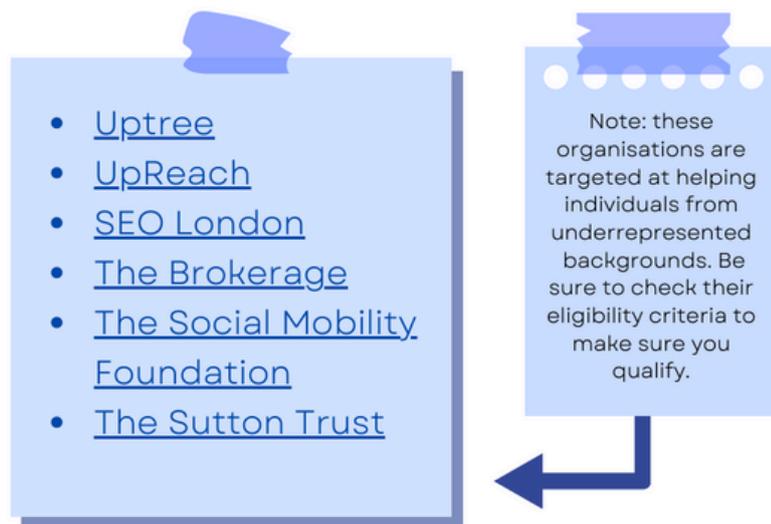
This highlights how structured programmes like Future Leaders UK can significantly improve confidence, clarity, and outcomes for students preparing for careers or further study.

www.futureleaders.uk

WHERE TO GET WORK EXPERIENCE PART 2

There are also many great websites available to help you get work experience for your CV (both in-person and virtual).

Here are our personal favourites:



Other Ways to Get Experience

- Ask family members if you can shadow their work
- Contact local companies directly asking if they offer work experience
- Network with people at career events in the field you're interested in
- Search online for 'insight days', 'work experience', 'shadowing', etc.
- Volunteer (e.g. for charities, care homes and smaller organisations)
- Apply for a part-time or weekend job (e.g. in retail, as a tutor, etc.)

Remember, you may already hold relevant experience from certain side hustles too (e.g. Marketing skills from running a successful online page).



VISHNU'S STORY

Vishnu Vohra , Aspiring Apprentice



"20 work experiences under my belt and 8,000 followers on LinkedIn."

Growing up in Hayes, Outer West London, I knew opportunities wouldn't always come to me, so I went looking for them.

Alongside studying BTEC Business, CTEC IT, and BTEC Travel and Tourism, I actively put myself forward and have now completed over 20 work experience placements, gaining access to industries and organisations

A major turning point was joining the Future Leaders programme, where I built confidence, leadership, and real-world experience. I also began sharing my journey on LinkedIn, posting about what I was learning.

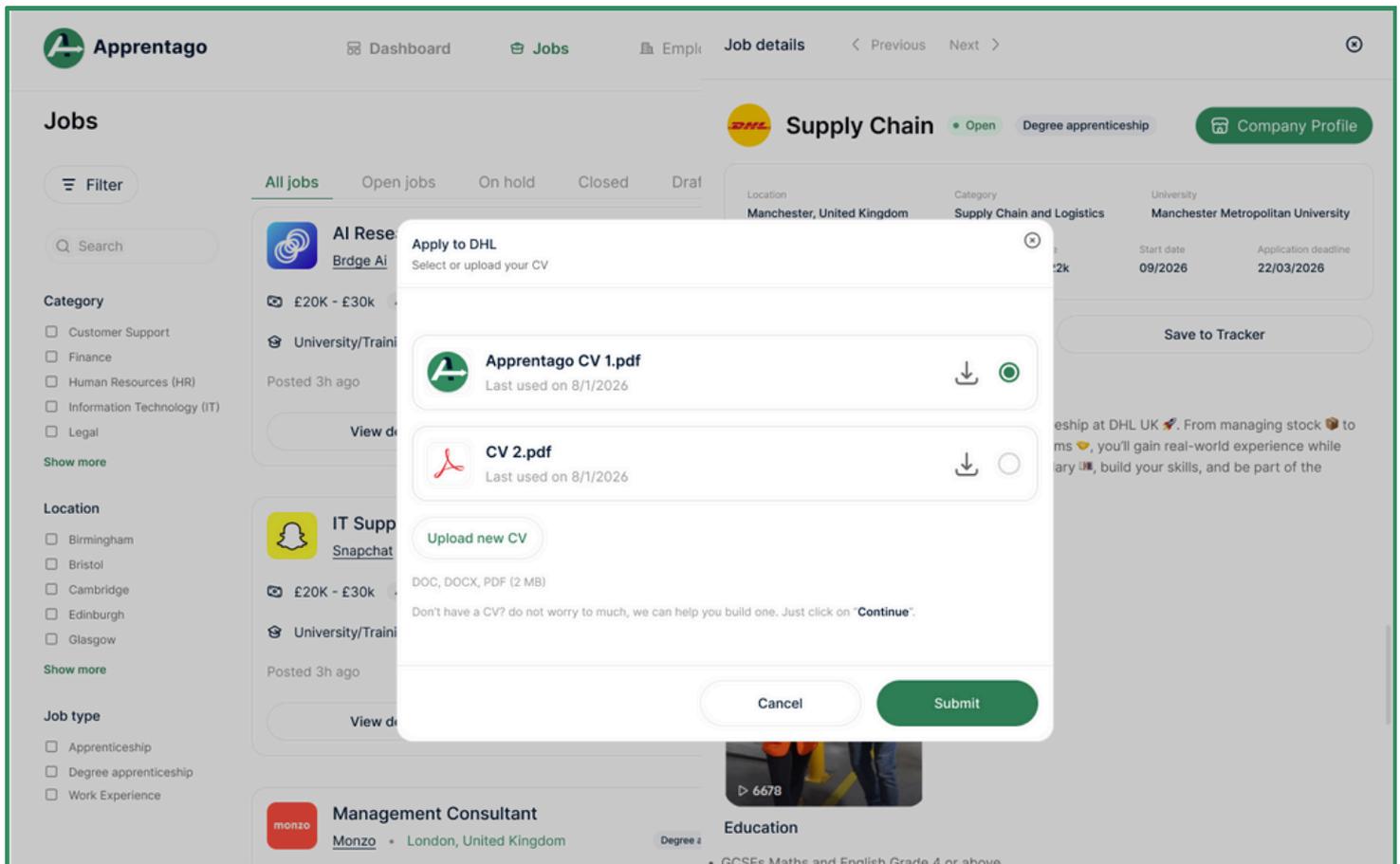
That visibility helped me build a personal brand and grow an audience of over 8,000 followers, opening doors and conversations I didn't expect.

These experiences have given me real examples to talk about, confidence in professional spaces, and a clear direction.

With the right support, preparation, and consistency, I'm now working towards securing a degree apprenticeship using Apprentago and Future Leaders.

APPLYING TO APPRENTICESHIPS

APPRENTAGO APPLYING FOR ROLES



Now you know what to do, it's time to start applying for apprenticeships.

On Apprentago, you can use your CV to apply directly for roles hosted on the platform. Some applications will take you to external employer websites, and that's completely normal. In those cases, you can use your ATS-ready CV and company research to get through the first stage of the application, then return to Apprentago to track your progress and prepare for upcoming interviews and online tests



PART FOUR:

LANDING YOUR APPRENTICESHIP

LANDING YOUR APPRENTICESHIP PART 1

APPRENTAGO DASHBOARD

The dashboard features a navigation bar with links for Home, Jobs, Employers, Application tracker, CV builder, and AI Coach. A welcome message for Carlo is displayed at the top. Key statistics include 1,209 new jobs added, 400 matches, 40 applied jobs, 200 saved jobs, 10 interviewing, and 1 offer received. A table lists applied jobs with columns for job title, company, expiry date, and employment type. A 'New AI Coach' section offers chat assistance. A 'Today's schedule' section shows a calendar of interviews from 09:30 AM to 04:30 PM.

Job title	Company	Expiry date	Employment type
Engineer Apprentice	Porsche	12/09/2026	Apprenticeship
Electrician Apprentice	Schneider Electric	12/09/2026	Degree apprenticeship
Marketing Apprentice	Mondelez	12/09/2026	Degree apprenticeship
Finance Trader Apprentice	Barclays	12/09/2026	Apprenticeship
Data Analyst Apprentice	Microsoft	12/09/2026	Degree apprenticeship

Time	Event
09:30 AM	Online Interview with Sarah Jones Porsche
11:00 AM	In-person Interview with Ash Rupari META
01:30 PM	Assessment center Discord
03:30 PM	Interview with Nadine Paret NatWest
04:30 PM	Interview with May Cho Apple

See all your upcoming interviews and online tests in one place, track every application and its current stage, understand your progress at a glance, and stay organised throughout the application process.



LANDING YOUR APPRENTICESHIP PART 2

APPRENTAGO AI COACH

Apprentago Dashboard Jobs Employers Application tracker CV Builder AI Coach

AI Coach (Beta)

Students ↓

How Can I prepare for an upcoming interview?

Honest truth? Interviews are terrifying. I used to freeze up in them too.

I've dropped a straightforward guide below that cuts out the noise

How to get a £30,000 Apprenticeship

Video Interviews A-Z Guide
By Apprentago
Start Learning

The secret isn't being perfect; it's having a structure so you don't waffle. I swear by the STAR method (Situation, Task, Action, Result)—it keeps your answers sharp.

Watch the course come back here and I'll run a mock question with you. "You've got this."

Enter a prompt into Apprentago

The Apprentago AI Coach, Carlo, allows you to speak or type through mock interview questions in a safe, low-pressure way. You can practise answers, receive personalised feedback, get recommended courses to help for the role you're applying for, and prepare for competency, technical, and motivation-based interviews.

By practising as many times as you need, the AI Coach helps you structure your answers clearly, build confidence, and feel more prepared when it comes to speaking with a real employer.



PSYCHOMETRIC TESTS (PART 1)

A psychometric test is an online assessment used by employers to test intelligence, ability and personality. There are a number of different ones that you'll come across as you apply to apprenticeships.

These can be split into two main categories:

1) Aptitude Tests

These assess a range of different abilities. Common examples include:

- **Numerical Reasoning** - this tests your ability to read charts, graphs, data and do basic maths like percentage changes.
- **Verbal Reasoning** - this tests your ability to read written information and make a conclusion after (e.g. answering either true, false or cannot say).
- **Logical / Abstract / Diagrammatic Reasoning** - this tests your logical and problem-solving abilities (e.g. recognition of sequences involving different shapes and patterns).
- **Situational Judgement Test** - this tests your ability to correctly respond to different, life-like business scenarios or dilemmas



Other less common examples to be aware of include:

- **Spatial Reasoning** - tests your ability to think about 2D and 3D objects
- **Mechanical Reasoning** - tests technical Engineering-based knowledge
- **Game-based Assessments** - tests various skills via a game-like format
- **Watson Glaser** - tests critical thinking (used in the Legal industry)

PSYCHOMETRIC TESTS (PART 2)

The difficulty with these tests is less about the questions themselves but, instead, the time pressure in which they must be answered. Therefore, it's essential to practise so that you can answer questions both quickly and accurately to score as high as possible.

Here are the best places to practise (free resources):

Free:

- [Wikijobs](#) (Aptitude Tests)
- [AssessmentDay](#) (Free Tests)
- [Practice4me](#) (Free Samples)
- [Psychometric Institute](#) (Aptitude Tests)
- [Graduates First](#) (Free Versions)
- [JobTestPrep](#) (Free Samples)



2) Personality tests

These are questionnaires for the company to learn more about your personality. This helps to identify personal strengths and weaknesses as well as compatibility for the apprenticeship being applied to.



Because there are no right or wrong answers, this is less of a 'test' so just answer all the questions as openly and honestly as possible.

ASSESSMENT CENTRES (PART 1)

An assessment centre is a combination of tasks and activities, usually lasting for a whole day or half a day. It can be virtual or in-person and you'll be given a detailed timetable so you know what to expect.

This consists of a series of exercises, which typically include:

1) Ice Breaker

This is an opportunity to get to know your fellow candidates and get you more relaxed (e.g. you might all share a fun fact about yourselves). You will not be assessed on this so don't panic!



2) Group Activity

Usually, you are split into a smaller sub-group for this stage. You'll be given a detailed brief for the activity and how much time you have to complete it. In the background, there will be assessors (usually employees of the company) taking notes on individuals' performance throughout.



3) Presentation

You'll be emailed guidelines in advance to help you prepare for a short presentation. This can include anything from a unique topic relevant to the company or industry, an introduction to yourself or anything in between.



4) Interview

Your interview may be included as part of your assessment centre rather than as a separate stage beforehand.



ASSESSMENT CENTRES (PART 2)

5) Case Study

This is a test that touches on the technical areas of your role where you're given reference material to support your answers.

It's key to refer back to this throughout. The examiners are looking to see your thought process rather than one 'right' solution so don't be afraid to think outside the box.



6) Psychometric Test

Jump to [page 52](#) to recap this area.

This is usually one test to verify that your score isn't hugely different to what you scored at home. This is why you shouldn't get someone else to complete your initial psychometric test!



Tips and Tricks

- **Contribute to the group activity and communicate well with others.** For example, you can put yourself forward as time-keeper as soon as the task begins. If you don't say anything, the employers will have nothing to assess you on. Be mindful that you are not constantly controlling every conversation too as you want to showcase your teamwork skills.
- **Be confident and outspoken in your interviews to let your personality shine.** Being successful in interviews is all about connecting well with the interviewers alongside being memorable.
- **For your case study, keep an eye on the clock.** Make sure you don't go over the allocated time for each task, remaining focused on the overall objective. Don't panic if there are things you don't know - this isn't about perfection.

ACING YOUR INTERVIEWS (PART 1)

Interviews can be nerve-wracking. It's crucial you're prepared so you can execute them confidently.

Here are our top 5 tips that we have taught everyone who we have coached. By using these tips they have aced their interviews and landed roles at some of the world biggest firms

1) Know your CV

Your interviewer may ask about specific experiences from your CV so be prepared to talk about these in detail. You need to be able to answer these questions without hesitation.



2) Read the Job Description

Interviewers expect candidates to have a good grasp of the tasks and responsibilities they will be doing as an apprentice. Demonstrating this in responses helps to highlight your suitability and knowledge for the apprenticeship but most of all why you want to do the job.



3) Research the Company

This does not mean memorising Wikipedia.

Instead: Study the company's website (e.g. their mission, values, products/services, charitable work, financial performance, etc.)



Browse the news (e.g. for companies they've bought or sold, awards recently won, new products or services launched, etc.)

Network (e.g. find and connect with current apprentices and employees via LinkedIn or speak to people you may already know)



Attend events/programmes hosted by the same company (e.g. insight days, open evenings, etc.)

ACING YOUR INTERVIEWS (PART 2)

4) Dress Smart

First impressions matter. Dress professionally but make sure you're comfortable too. This will reduce nerves and help you perform better. If unsure on what to wear, remember it's always better to be overdressed than underdressed.



5) Structure your Interview Answers

The STAR technique is a well-known way to structure your responses to interview questions. It stands for Situation, Task, Action and Result.



Here's what each of these elements mean:

S

Situation

Set the scene for the interviewer by describing the situation you were in and the context at the time.

.....

T

Task

Outline the challenge or key tasks that needed to be tackled in the situation and why.

.....

A

Action

Describe the specific actions you took to address the challenge or accomplish the key tasks.

.....

R

Result

State the end result of your actions. Quantify any achievements directly related to what you did.

.....

TESTIMONIAL'S



Thanks to Apprentago's AI coaching, I landed an offer from Microsoft and secured invitations to 3 assessment centers. Carlo's guidance throughout—from my initial coaching call to navigating workplace challenges and joining the community—was invaluable in my journey toward a degree apprenticeship.

Saaleh Abanur
Microsoft Degree Apprentice



Apprentago gave me the confidence and preparation I needed to break into investment banking. From mock interviews to the support of Carlo Weaver, the platform helped me secure offers from PwC and ultimately land my apprenticeship at JP Morgan. It has truly nurtured my abilities and opened doors I never thought possible.

Shrineesh Nareddy
Finance and Banking Apprentice



For years I was set on going to university, but after discovering Apprentago I realised there was another path. The first role I found was Airbus's Aerospace Engineering Degree Apprenticeship, which gave me the confidence to apply to Dyson, Jaguar Land Rover, and Thales.

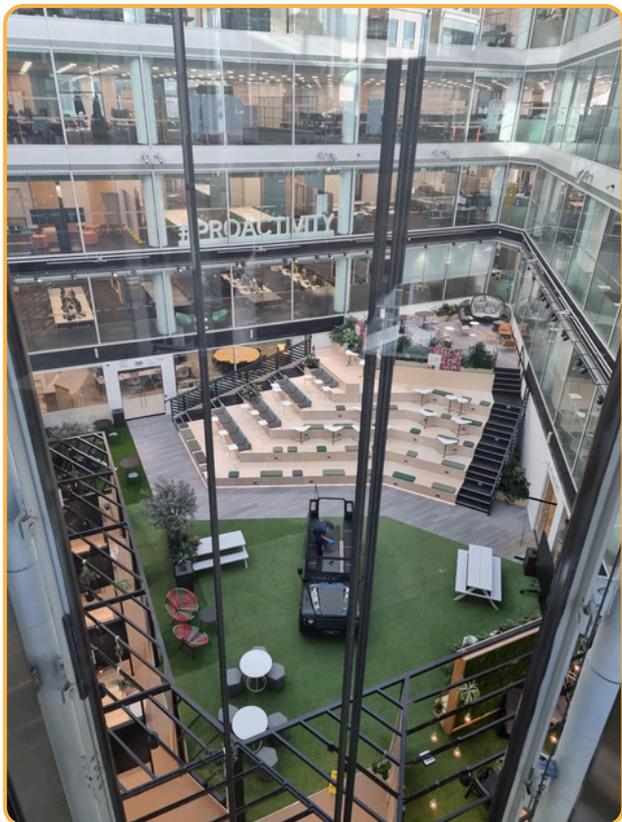
Today, I'm proud to be working at Sellafield as a Mechanical Design Engineer Degree Apprentice, contributing to one of Europe's most important engineering projects. Without Apprentago, I'd be heading to university with debt. Instead, I'm building my dream career

SAQIB P
Nuclear Engineering Degree Apprentice

PART FIVE:

LIFE AS AN APPRENTICE

FIRST DAY ON THE JOB



Section 1) What to expect

Your first walk in the office is special and so are you, you've landed your apprenticeship and first day nothing is expected of you than to learn, ask questions and listen. Remember first impressions matter.



Section 2) How you may feel

On your first day, you may be feeling overwhelmed (which is normal), and that may be in the sense of OMG I am here, it's real, and I am so happy! Or you may feel I don't deserve to be here (Imposter Syndrome) and that I don't know what I am doing. Feeling both is fine, but do not forget that everyone had a first day at work and as an apprentice, your job is to learn and make mistakes but enjoy your first day as it only happens once.



HOW STUDYING AT UNIVERSITY/COLLEGE WORKS

Section 1: Theory of 20% of your time Studying

On an apprenticeship, 20% of your working hours are spent studying towards your qualification. For most people, this works out as one day per week at a college, training provider, or university (for degree apprenticeships).



That study time exists so you can apply what you learn directly into your job and bring real work experience back into your learning. The two are meant to work together.

Section 2) Reality of studying 20% on an apprenticeship

In reality, that one study day can be intense. You might be in lectures for a few hours and then expected to do additional study or coursework around your job.



Your qualification is a core part of your apprenticeship. If you don't pass exams or complete coursework, you can't finish the apprenticeship – so taking the study side seriously really matters in your early career.

Tips and Tricks

- Always fill in your Off The Job (OTJ) hours every week. You need to log your study hours in a spreadsheet that's reviewed regularly against the total required for your apprenticeship.
- Use AI as a note-taker in your study lectures so everything is recorded. Work can get busy, especially when deadlines come up, which can make studying harder or even cause you to miss sessions. Always record lectures or ask for them to be recorded.
- Use your colleagues and fellow apprentices for study support. Most people you work with will already have the qualification you're studying for – use their experience to your advantage.

TOP TIPS FOR LIFE AS AN APPRENTICE (PART 1)

Getting Through the First Few Months:



Tip 1) Ask Questions Early

You're not expected to know everything on day one. Asking questions shows you care about doing things properly, not that you're behind. If you never ask you never get.



Tip 2) Write Everything Down

You'll be given lots of information at the start. Notes stop you asking the same question twice, remember whats going on, makes your life easier and help when things get busy.



Tip 3) Be organised from the start.

Use a calendar for work deadlines, study days, exams, and coursework. Staying organised removes a lot of stress, set a 5 minute reminder every day to review your calendar.



Tip 4) Don't compare yourself to others

Some apprentices will sound confident straight away. most are bluffing. Everyone learns at different speeds and your job is to be the best version of you, don't forget that.



Tip 5) Turn up on time and prepared.

It sounds obvious, but reliability goes a long way early on. Being consistent builds trust quickly..



Tip 6) Follow up with new people

Always send a follow up email to the person you was speaking with, it shows you listened and that you are polite.

TOP TIPS FOR LIFE AS AN APPRENTICE (PART 2)

Stand Out and Growing:



Step 1) Take feedback seriously, not personally

Feedback is how you improve. Write it down, act on it, and you'll progress faster than most people.



Step 2) Say yes to opportunities (when you can)

Shadowing someone, helping on a project, or attending an event all add experience you can talk about later.



Step 3) Build relationships, not just skills.

The people you work with can become mentors, references, or future opportunities.



Step 4) Keep evidence of what you're learning

Save examples of projects, presentations, or achievements, they'll help with reviews, awards, and future applications.



Step 5) Remember why you started.

Apprenticeships are demanding at times, but they're also setting you up with experience, a qualification, and a career.



Step 6) Learn how to communicate upward.

When you're working in a team, don't just focus on doing the task – learn how to update managers clearly and briefly.

Saying what you've done, what's next, and where you need help is a skill that will set you apart early in your career.

NETWORKING WITH OTHER APPRENTICES

Networking with other apprentices is one of the most underrated parts of an apprenticeship.

It's not about being “salesy” or fake, it's about learning from people who are going through the same experience as you.

Networking Types

These can be split into four main types:

- **Your Apprentice Cohort** - People on the same programme as you, often your first and most valuable network
- **Apprentices in Other Teams** - They give you insight into different roles, departments, and career paths that you would not know about otherwise.
- **Former Apprentices** - People who've already completed the journey, that may work in your company and can give you honest advice and mentorship.
- **External Apprentices** - Apprentices at other companies who can share experiences, tips, and opportunities (very underrated).



External Apprentice Network Communities

- **Black Apprentice Network** (5,000+ Members of African and Caribbean descent)
- **Apprenticeship Ambassador Network** (GOV backed and available in every region)
- **Association of Apprentices** (A professional membership body)
- **Multicultural Apprenticeship Alliance** (Focused on improving diversity,)

SOCIAL LIFE AS AN APPRENTICE



Outer Circle is a UK-based community created specifically for apprentices, focused on building friendships, confidence, and a social life alongside work and study.

Unlike traditional networking events that can feel formal or corporate, Outer Circle hosts around 10 social events each month to its 5,000 plus apprentice members across the UK, designed to help apprentices meet others going through the same experience in a relaxed environment. These events are about connection first – not job titles, LinkedIn pitches, or professional pressure

The community also hosts an annual Black Tie Gala, giving apprentices the chance to celebrate achievements, meet peers from across the country, and mark their progress in a more social setting.

Communities like this matter because apprentices often work full-time while studying, which can make it harder to build a social circle.

Apprentice-only spaces like Outer Circle help remove that barrier and create a sense of belonging.

www.platform.outer-circle.uk

AWARDS TO APPLY FOR AS AN APPRENTICE

1) Why apply to awards

Apply to awards as an apprentice is a great way to stand out from the crowd. Winning, or even just being shortlisted for an award is a massive career accelerator and can help build your personal brand.



It's proof that you are excelling above and beyond your peers.

2) How to apply for an award

Awards are open all year and to apply its normally just a written submission online and you have to share your journey and what you achieved on your apprenticeship that year, get your company to help you too as they may even sponsor the awards ceremony.

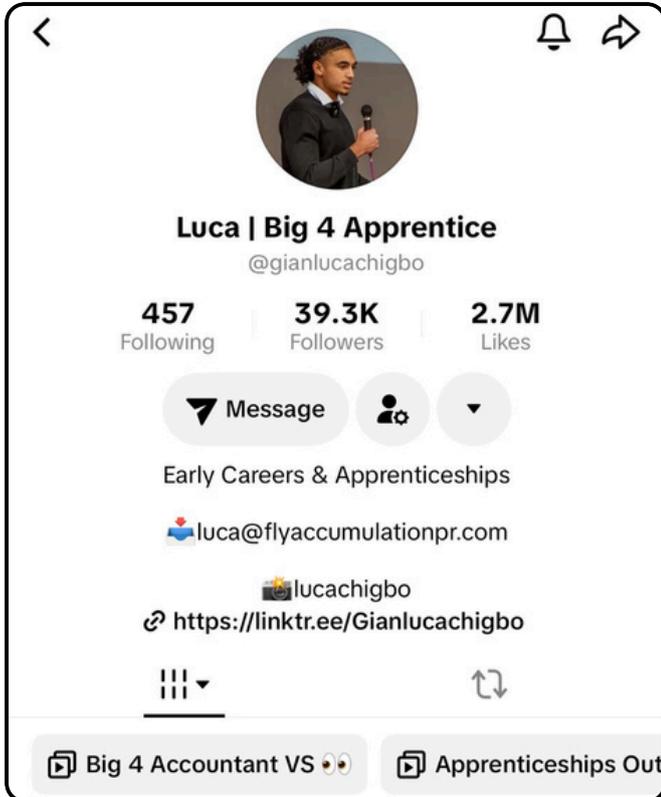


Remember if you never apply you can never win.

KEY AWARDS TO TARGET



BUILDING A TIKTOK PROFESSIONAL PERSONAL BRAND (PART 1)



Using TikTok as an Apprentice

More and more apprentices are using TikTok to share their journey, lessons, and advice – helping others while building confidence and visibility.

What good content looks like?

Sharing free advice and explaining things you wish you knew earlier, talking honestly about work, study, and balance with the aim of helping others understand apprenticeships.

This type of content works because it's:

- Genuine
- Helpful
- Relatable
- Not trying to sell anything

Most importantly, it's built around learning, not lifestyle.



BUILDING A TIKTOK PROFESSIONAL PERSONAL BRAND (PART 2)

Good content

- Sharing free advice and lessons learned
- Explaining things you wish you knew earlier
- Talking honestly about work, study, and balance
- Helping others understand apprenticeships
- Posting with the aim of educating, not impressing



Bad content

- Trying to sell courses, coaching, or products
- Promoting unrealistic lifestyles
- Making apprenticeships look easy or glamorous
- Posting only for views or money
- Content that could damage your professional reputation



The Rule

Your apprenticeship always comes first.
TikTok should support your learning not distract from your job or studies.

SUPPORT FOR APPRENTICE CONTENT CREATORS



TapLab is a UK-based creative agency that supports 100+ creators who focus on education, impact, and responsible storytelling.

They have worked with organisations including the Department for Education, helping ensure content shared online is accurate, ethical, and aligned with public good.

For apprentices who choose to create content about their journey, support like this can help with:

- **Understanding boundaries between work, study, and content**
- **Creating educational content responsibly**
- **Avoiding misinformation or harmful messaging**
- **Working with organisations in a professional way**

This kind of support helps ensure that content remains helpful, honest, and aligned with real experiences – not exaggerated or misleading.

www.taplab.agency

LUCA'S STORY

Luca Chigbo, Finance Apprentice at The Big 4



"It took me 20 applications to get 1 apprenticeship offer."

The process wasn't easy. I faced rejection after rejection. But I had stumbled across Carlo's TikToks, and they inspired me to keep pushing.

I didn't just want a job; I wanted to make an impact. Since landing my role at EY, I have worked alongside Apprentago to host events for over 600 students.

I have seen the platform grow from the ground up, and it inspired me to build something of my own.

"He taught me that an apprenticeship is more than a job—it's a launchpad."

With Carlo's mentorship and the Apprentago mindset, I didn't just become an accountant. I became a creator. I have now built my own audience of 55,000+ followers across all platforms.

I turned 20 rejections into a career at a Big 4 firm and a thriving personal brand. Apprentago didn't just help me get hired; it gave me the blueprint to build a future where I help others do the same.

PART SIX:

FINISHING YOUR APPRENTICESHIP

PREPARING FOR THE NEXT STEP

Finishing your apprenticeship is a massive achievement, but you shouldn't wait until your last day to think about what comes next. We recommend starting the process 6 months before your contract ends.

6 Months
to go

The "What If" Conversation

- Schedule a meeting with your line manager. Ask about permanent roles, budget for new hires, and express your interest in staying (if you want to).
- Begin researching the market rate for your role, (example software engineer with 4 years of experience) and compare it against your company's internal pay scales.

3 Months
to go

Refresh CV & LinkedIn & Start Networking

- You are no longer an aspiring apprentice; you are an experienced professional. Update your CV and LinkedIn to reflect your new skills, projects delivered, awards won

1 Month
to go

The EPA and Next Step

- Prioritise your End Point Assessment (EPA) (the final exam or project in your apprenticeship) along with any remaining college assignments or your university dissertation.
- If you are leaving the company, start reaching out to your network and recruiters you did when you had 3 months to go and let them know you are qualified and ready for new opportunities.

OPTIONS AFTER YOUR APPRENTICESHIP

1) Level Up Your Qualifications

You may want continue your professional development by:

Doing another apprenticeship. This can be at a higher level in the same field to advance in your current career (e.g. moving from Level 3 to a Level 6 Degree Apprenticeship). Alternatively, it can be in a different field to learn new skills or change careers.

Completing a professional certification valued in your industry (e.g. Masters, ACA, or Chartered Engineer). This can give you extra skills to stand out and earn more.



2) Land a Job

You can work full-time (or part-time):

Within the field, you're in, either at the same company or a different one.

In a new area, either at the same company or a different one, using the transferable skills and experiences you've developed.



3) Career Break

You may want to take a mini-retirement and use time after your apprenticeship to travel, volunteer or pursue other interests.

Many companies have flexible arrangements to allow you to take these breaks without permanently leaving your job too.



4) Start Your Own Business

Apprenticeships are great at giving you practical skills and insights. You can use these alongside any savings you've built up to kickstart your own business.

This is perfect for any aspiring entrepreneurs with a new problem-solving idea or for taking your existing side-hustle full-time.



STAYING AT YOUR COMPANY VS MOVING TO A NEW COMPANY

Staying

You know the systems and the people. You keep your established network and avoid the stress of "new job nerves."



Leaving

Moving jobs is statistically the fastest way to increase your salary. External companies often pay a premium for talent

Company already knows your value. It is often easier to negotiate a promotion here than to prove yourself from scratch elsewhere.



You walk in as a Specialist, not an ex-apprentice. No one knows your history; you are judged purely on your current skills.

Colleagues who saw you start at 16 might still treat you as "the junior," even when you are fully qualified.



You lose your internal reputation and safety net. A new company culture is always a gamble.

Don't stay just because it's comfortable, stay for growth. If you do leave, do it on good terms. Your old boss could be your future client."

GRADUATING YOUR APPRENTICESHIP



Section 1) The Graduation Experience

Degree apprentices attend the exact same graduation ceremony as full-time university students. You walk the same stage, receive the same degree certificate, and get the same photos. The only difference is that when the ceremony ends, you go back to a career, not a job hunt.



Section 2) The Financial Reality

The moment the "debt-free" choice pays off. While your friends from school may be graduating with an average of £50,000+ in student debt, little to no work experience, you are finishing with:



- **Zero Debt:** No loans to repay.
- **Experience:** 3-4 years of professional work on your CV.
- **Savings:** A full-time salary earned throughout your apprenticeship learning.

GABRIELLA'S STORY

Gabriella Goddard-Palmer, Former Degree Apprentice at AtkinsRéalis



"I saved £40,000 on my apprenticeship and left with a degree, debt free."

I always had a gut feeling that I didn't want to go to university, but I also knew the importance in this day and age of having a degree to get into the top firms. So when I stumbled across degree apprenticeships, every fibre in me was dedicated to secure a position in one, despite their very competitive nature.

After months of applications, I finally secured my dream level 6 apprenticeship as a management consultant, with my degree being in project management.

Across the 4 years, I learnt invaluable lessons about balancing responsibilities, earning respect from colleagues/clients, and applying what I learnt at uni to real life situations.

With so much excitement in me around degree apprenticeships, I started posting my journey online and grew my social media following to over 30,000 people. This, alongside my determination and impressive work on projects, led me to winning a nationally recognised management consulting award for apprentices.

Now I've finished my apprenticeship, I have decided to take a sabbatical year to understand what it is I truly want to do and go travelling. Also taking this year long opportunity, and my learnings from the corporate world, to continue growing my content creation business that I started partway through the apprenticeship.

The future is bright and the world is your oyster when you have a debt free degree, savings and 4 years of corporate experience at 22!

PART SEVEN:

FAQ'S AND CLOSING

FAQ'S

Here are answers to some of the most frequently asked questions we've received about apprenticeships.

1) What industries do apprenticeships? Law, Healthcare, Science, Business, Real Estate, Architecture, Construction, Engineering, Production & Media, Technology, Finance & Banking, Journalism, Public Sector, and many more!

2) When is the best time to apply for apprenticeships? Applications tend to open from September to March for the following September's intake. However, you can find vacancies throughout the year with varying application deadlines and start dates. Is there a limit on the number of apprenticeships you can apply to? No, so apply to as many as you're interested in to increase your chances.

3) How long are apprenticeships? Anywhere between one and five years, depending on the level and type of apprenticeship. (Some companies may have longer schemes if they are combining multiple levels).

4) What age do I have to be to do an apprenticeship? You must be 16 or older by the time your apprenticeship starts (18 or older for degree apprenticeships).

5) Do apprentices have a social life? Absolutely! With good time management, you can enjoy a social life, especially because you are earning money at the same time. Typically, this is after work, on weekends and during annual leave.

6) Do I need work experience to apply for an apprenticeship? Work experience is great to have to help your application stand out. However, it is not mandatory, so don't be put off from applying if you don't have lots of experience.

7) Can I drop out of university to do an apprenticeship instead? Yes, you absolutely can - this has become very common!

8) What A-level grades do I need for a degree apprenticeship? It can vary but the required grades are typically between CCC-AAA (or equivalent) at A Level. Specific subjects (e.g. STEM) can sometimes be asked for too, depending on the apprenticeship. BTECS/T-Levels are also accepted in many cases.

FAQ'S

Note: You apply for an apprenticeship with predicted grades. So if you are in Year 13 you can apply before results day.

9) Do you get given important work as an apprentice? Yes, as an apprentice you get given lots of responsibility related to your role with plenty of support too. You are not just making tea and coffee!

10) Do you need a personal statement for an apprenticeship, and are apprenticeship applications separate from the university process? Generally, no personal statement is required for apprenticeships unless specified by the company. Unlike applying to traditional universities via UCAS, apprenticeships resemble job applications. That's where Apprentago comes in—to assist you in navigating the apprenticeship application process. Apprenticeship applications are separate from the university process, allowing you to apply to as many apprenticeships as you like alongside your five university choices. The only exception is a flying start apprenticeship scheme, which counts as one of your university choices via UCAS.

11) Can I do an apprenticeship if I already have a degree? Yes, as long as the degree is in an unrelated subject, you'll generally be fine to apply for an apprenticeship. However, always double-check entry requirements beforehand.

12) Can I do another apprenticeship after completing one already? Yes, you can complete another apprenticeship at a higher level in the same field (e.g. doing a level 6 after doing a level 4), or even complete another apprenticeship in a different field.

13) Are apprentices classed as employees? Yes, you get all the standard employee benefits as other full-time staff at the company you work for (e.g. corporate discounts, company pension, annual leave, etc.).

14) How do I know if the company offering an apprenticeship is good? Check employee review sites like Glassdoor to see ratings about the company online. A score of 3.5/5 or higher (made up of a significant number of reviews) is generally a good threshold to aim for.

15) Do I have to do any exams? Apprentices complete an 'end-point assessment' to finish their scheme, linked to their job role and learnings. You may also have exams/projects on the apprenticeship, depending on the type and level you are doing.

CLOSING NOTES

Thank you so much for taking the time to read the "Find. Learn. Land. an apprenticeship" Ebook!

We hope that this book has given you all the required knowledge and insight you were searching for, empowering you to kickstart your own apprenticeship journey.

If this book ends up helping even one single person change their life by landing an apprenticeship, our months of hard work will have been worth it.

Please give us your thoughts by sending us an email at admin@apprentago.com or messaging us on LinkedIn.

Apprentago personally thanks you and wants to wish you the best of luck with your apprenticeship applications and with the next steps in your career journey. We hope to support you guys further with our platform and free content

Never be a prisoner to other peoples expectations - you've got this.

Carlo, CEO of Apprentago

