



## Justin Brown

Assistant Director, Growth  
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My name's Justin Brown and I am the Assistant Director for Growth at Lincolnshire County Council. I've worked at the county council for a long time –since 1999; in fact- and I grew up in Louth, so I do have a strong commitment to Lincolnshire.

### What does the company you work for do?

Within Lincolnshire County Council - the teams that I'm responsible for help businesses to grow, deliver training for unemployed people, build industrial estates, and make sure that new housing and commercial developments are right for their community. In a nutshell, we're all about Lincolnshire's future.

### Why did you want to become an enterprise adviser?

Students are the county's future. They are going to be the workforce of the future, of course, but more importantly they hold the ideas and energy of the future. IT and communications, sustainability, a focus on communities and people...there's a lot for us to learn from school students and if by being an Enterprise Adviser I can help more people to understand what they can learn from our young people then I'll be very happy.

### Enterprise Adviser, and what are you currently working on with your school?

The county council is one of the county's biggest employers, but we do experience labour shortages in some job roles. We have a strong commitment to career development. So I was very pleased to be able to arrange for our recruitment team to play a big role in the school's recent careers day, talking about what it's like to work at the council and hopefully enthusing some of the students about the rewarding –but hard to fill- vacancies that we have.

The school is preparing its careers strategy, and I joined a meeting with the careers lead to help with their careers self-assessment.

### What top tips do you have for other enterprise advisers?

I'd strongly urge all Enterprise Advisers to spend time with the school's senior management team and careers lead, finding out what is most important to them and what assistance they would like from you. Think about how pupils absorb information –Tik Toks only last 2 minutes max, yet as adults we think we should provide 10 minutes of detailed information ! Helping young people to make informed decisions requires our generation to change the way it provides information.

### Find out more at

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