

Inspiring a younger generation into STEM and the Aviation Industry

Our goal: Inspiring young people to explore careers in STEM and aviation, to support and encourage their future career choices.

How can you help? By sharing your story

Name & job role:	Brenda Jefcoate STEM & Aviation Skills Consultant
What did you enjoy doing when you were younger?	I enjoyed sports, playing outdoors, travelling and following my dad around.
What were your favourite subjects in school? Why?	PE, Technology, IT & English
What or who inspired you to study these?	The teachers were nice and encouraging in these subjects therefore inspired me to excel.
Did you do work experience? Where and did it help in choosing your career path?	Yes, I did work experience in my local council offices – most filing though so it was not fun or educational. I met some good people however.
What was your first job?	I was a lifeguard in my local Leisure Centre – I worked here for 7 years, right through my studies. It was a really fun place to work 😊
How did you arrive where you are in your career?	I studied Leisure and worked in Leisure for many years, eventually I started training people within the Health and Leisure industry. I fell in love with training and moved into the Learning and Development sector. I created training sessions, facilitated and reviewed its success. A role came up locally to where I live at the CAA as a Learning and Development professional (Aviation has always been an industry that interested me) so I went for it. 9 months into the role I moved into the STEM programme and haven't looked back.
What do you love about your current job?	If you have heard the saying; 'you don't know, what you don't know!' I am loving this role in how it helps spread the word to our younger generations of careers in STEM/ Aviation & Aerospace. The opportunity to inform, inspire and encourage our younger generations of



	career paths they might never have known about or considered is incredibly rewarding.
What were the biggest challenges/barriers you had to overcome?	Not knowing what I wanted to do for a career when I was at school was a scary thing. Making decisions on subjects to study to achieve a <i>good</i> career with minimal knowledge as to where it would take me was not ideal. Choosing subjects because I thought I should and not because I wanted to, was a challenge. It goes back to my previous statement about <i>what you don't know...</i> However, I have no regrets, you are always learning. I believe things have worked out very well and I have enjoyed a great career so far. It has helped prepare me for how I can support my children with their challenges/barriers when or if they face them.
Who have you looked up to and why?	My dad was my first inspiring role model. Such a strong, hard working man. He instilled a great work ethic in me. A few sport hero's And two female line managers I worked for have helped me see my potential in the most inspiring way.
What is your ambition?	To make an impact with my current role in the organisation – to really build a platform for younger generations to turn to when they would like guidance and support in choosing a career path in the Aviation and Aerospace industry. To always love what I do – otherwise what is the point in doing it!
What is the best advice you were given?	Treat others as you would like to be treated – in every part of your life.
What advice would you give a younger you?	It's ok not to know what you want to do for a career at young age. Keep your options open, continue with the subjects you enjoy. Work hard and you will find the path that's meant for you. Enjoy the journey 😊

Any additional comments:



Thank you for sharing your journey.