

Diageo Case Studies

Research by Springboard
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Darnell, Lewisham

I was having trouble getting interviews and Springboard introduced me to KERB, and I can't believe how quickly I was employed! I love the fact that KERB offer a FREE taxi home after midnight! Anyone who is flexible and eager to help their team and keep spirits high can work at the National Theatre.



Pedram, London

The most interesting part of the course for me was the part that we started to practice how to serve the clients in a bar. Also, we tasted different types of drinks and cocktails in order to know their differences better.

After the course, thanks to The Springboard Charity team and my program manager, Jordan I found a nice job at a bar in Camden town. In the end I would like to thank them for this amazing experience.



Harry, London

Before joining the course, it was very difficult finding a job or industry sector to get into, especially with COVID-19 and how it impacted my family especially hard. On this course I learned a lot about figuring out my passions in terms of bartending and mixology, my favourite part was mixing my first cocktails.

I am now about to join as a barback/bartender at D&D London and due to the course, I feel so much more confident in the challenges I face and need to learn. My first trial is today only a week or two after finishing with Springboard and Diageo. All round a fantastic opportunity for those with little to no prior job experience to start earning a living wage.



Daniel, Moray

Before the Diageo course I was job hunting after finishing my second year of college. Thanks to the Diageo course I gained all kinds of experience in waitering, bar work and the hospitality industry in general. Thanks to the experience I gained from the Diageo course I've started a job as a front of house staff member at a cafe in my local town and due to the skills I learnt from the Diageo course the job has been far less stressful than it would've been without the teachings from the course.



Ally, Scottish Highlands

The Diageo Bartending Hospitality Course was a real turning point for me. Not only did the course get me back into a normal routine, it gave me people to interact with that I had been craving from the lack of during the Covid restrictions. The course really allowed for me to shine and bring back my happy go lucky self, allowing for my self confidence to be rebuilt whilst also refreshing my skills within the Hospitality industry. I knew that the personal licence was going to be such a help into getting me back into the industry into a position that I knew I would be very capable doing.

The trainers saw the potential that I had and offered me the chance to go for a job within Springboard itself due to my charisma and people skills. I took every opportunity that was open to me and after a very quick period of time I am now working as an Employment Coordinator at Springboard helping all that I can. It shows that you should take every opportunity that comes to you as you never know what is going to come your way.



Dave, London

I liked the course with Springboard. I really learnt a lot with alcohol and the history behind alcohol and how it's produced and the different varieties of alcohol such as lager, wine, and spirits.

My favourite part of the course was when the trainer on the course was showing us what spirits to use to make a cocktail, I really enjoyed that part!

Learning how to use the equipment to make a cocktail with the spirits sent to us by Springboard over the course gave me the opportunity to start working. I can take my new skills and knowledge into my hospitality role, gain more knowledge, and enhance my skills with making cocktails for customers in the hospitality industry.

Dave secured work with D&D London



Adam, Birmingham

I am extremely grateful to have been a part of the Springboard bartending course as it has taught me a lot about what working in hospitality is like while also developing the key skills required for the many different roles and giving me the confidence to pursue a career in hospitality. What I liked most about the course is that it had the perfect balance of being enjoyable while ensuring we were constantly learning and boosting our employability. My favourite things over the past 6 weeks have been both learning the intricacies of creating the perfect cocktails and also the mock interview which was a very good experience. I'd like to thank everyone who made this course possible and also wish all future students a similarly positive experience.

Now working at Turtle Bay Restaurants