



AMI YOUTH EMPLOYMENT ACCELERATOR

for roles in customer service and sales in call centres

Exceptional job-ready candidates for the fastest growing companies in East Africa.

Employers in Kenya have often voiced concern about the quality and preparedness of applicants for entry-level positions. Many new employees, particularly in customer service and call centres, lack meaningful work experience, an understanding of how businesses work, and the drive to make entry-level opportunities a success.

The African Management Initiative (AMI), in partnership with The MasterCard Foundation, is launching a job-readiness programme to address this issue. Through the Youth Employment Accelerator - YEA, we will be working with 300 young job seekers from disadvantaged backgrounds around Nairobi to build skills, mind-sets and workplace readiness. ***At the end of the programme we will be ready to provide exceptional job-ready candidates to the fastest growing companies in East Africa. We are actively seeking partnerships with organisations interested in employing AMI YEA graduates in November 2016.***

The initial focus for this targeted training programme is entry-level customer service and sales positions for call centres servicing the solar or financial services sectors.

We will be launching the programme in September 2016 with recruits graduating and seeking placement opportunities in November/December 2016.

The aims of AMI Youth Employment Accelerator programme are to:

- Provide great recruits to some of the fastest-growing East African companies, and ensure they have the foundational skills and mind-sets needed to succeed in an entry-level position
- Provide opportunities for disadvantaged young people to get a leg up in their careers with world-class training, experience and coaching

Benefits to employers

This programme will give employers access to a pool of entry-level hires already prepared for the job. Employers do not commit upfront to hiring graduates, but would partner with AMI with a view to selecting new recruits from our pool of rigorously screened and trained candidates.

Employment partners would be supporting an initiative giving disadvantaged youth in East Africa a start in their careers, whilst benefiting from:

- Access to a pool of strong and prepared entry-level hires
- Rigorous screening and selection process for new recruits
- Training on key gaps identified as critical in entry-level roles
- Proven training model
- On-going on-the-job support for up to 6 months (including additional training for performance)
- Support and training for the managers of new recruits

In return, we ask employer partners to provide a statement of intent with an indication of the types of roles that could be available to graduates and permission to associate the company with the programme to draw the best potential candidates.

YOUTH EMPLOYMENT ACCELERATOR TARGETS

The YEA programme will focus on organisations with a growing demand for call centre customer service and sales representatives.

AMI's needs analysis research identified critical gaps in entry-level roles that traditional employment programmes struggle to address: behaviours, mind-set and soft skills. Without addressing these issues, employers struggle with high turnover and long recruitment to productivity cycles.

This project targets disadvantaged youth in East Africa with an initial focus on Kenya. Youth unemployment in Kenya is the highest in the region at 17%, with almost 80% of those jobs working in the informal sector. The target participants will be age 18 – 24 currently unemployed with at least high school education.

AMI has carefully selected the sectors and roles in order to focus on what employers need and where we believe our target recruits and our highly impactful blended-learning solution will have the maximum impact.

About AMI and YEA

The African Management Initiative (AMI) is a social enterprise delivering Africa's first scalable solution for 21st Century skills development, by empowering African managers, entrepreneurs and young professionals through a practical and affordable approach to learning. Our courses are delivered at scale across Africa through our web and mobile social learning platform, and through practical and low-cost in-person 'Learning Lab' workshops. The courses are combined with innovative coaching, development tools

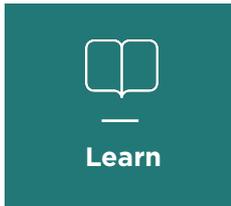
and peer accountability to ensure participants apply what they learn on the job.

AMI is working in partnership with The MasterCard Foundation to pilot a scalable model for training and placing disadvantaged youth as entry-level recruits with innovative and growing organisations in East Africa. The programme will leverage AMI's innovative approach to blended learning for skills development and deliver a targeted approach to training for employability.

YEA Programme Structure

The Youth Employment Accelerator programme is designed around AMI's proven methodology of 'Learn', 'Apply', and 'Perform'. As such, it will use a blended learning approach to combine the power of online learning with the critical face-to-face and application based learning required to inculcate meaningful change.

The programme will focus on:



Learning (and using) practical skills

- Six (6)-week competitive full-time AMI training programme for new recruits
- Group/Team Action Learning Projects to ensure application and practical understanding
- Flipped model – online courses, with in-person time spent on activities and simulations for deeper learning



Assessment and selection

- Engage a great pool of potential employees
- Rigorous screening and selection process for candidates
- Simulated work environment – ensure they understand the expectations, environment and standards of the work place



Placement and performance monitoring

- Interview and selection process for employers at the end of the programme
- Contract signed by recruit with clear expectations, commitments and penalties
- Opportunity to interact with/visit potential employers

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