

Preparing youth with the right skills and experiences

Learning Programme Overview

The YEA programme is designed to give recruits the skills and experience they need to succeed when they enter the workplace. Based on interviews with over 30 of Kenya's fast-growing companies, AMI identified a set of soft skills, technical skills and workplace knowledge often missing in new hires. These key skills gaps are at the core of the YEA programme.

AMI uses a blended-learning model with online courses complimenting the in-person workshops and projects recruits will work on. Recruits will spend 6 weeks, working full-time in small teams to do their assignments, work on projects, practice inter-personal skills, give and receive feedback, and learn how business works. At the end of the 6-week 'bootcamp', recruits are matched and recruited in to entry-level positions in customer care and sales, and then supported over the first few months on the job.



What's Unique about this Programme



Professional experience - the recruits are treated like 'employees of the programme' and expected to behave the way they would in a workplace (eg. dress professionally, ask good questions, manage time effectively, receive feedback, know how companies work)



Practical skills – Built around the practical business and workplace skills and knowledge companies identified as most needed (and often missing) in new hires – specifically soft-skills, professionalism, typing, customer service, asking questions, problem-solving, etc.



Real-world assignments – each week, as a different industry is explored as well as functional skills learned, assignments are given that mirror what recruits will actually be doing when employed (eg. take a customer service call, sell a product, present to your boss)



Teamwork – working in small groups of 4-6, recruits will learn to work collaboratively in teams, give and receive feedback, review each other's work and provide peer coaching and support. They'll also learn to navigate challenging team dynamics and pressures.



Exposure to companies – recruits will get the opportunity to learn about companies, positions and work-life in general through periodic engagement with partner companies (in the form guest speakers, on-site visits, shadowing opportunities, etc.)

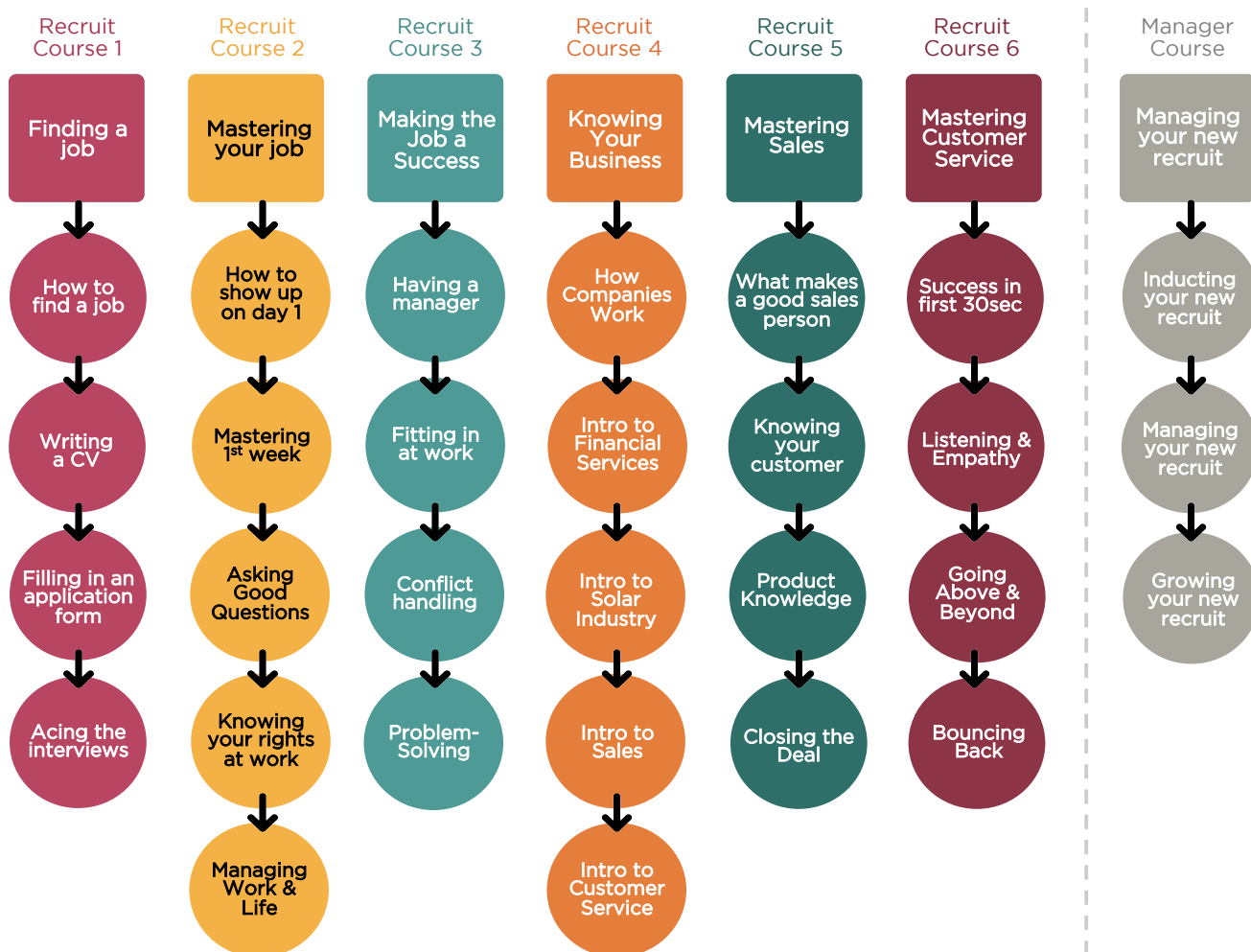


Community projects – to both practice managing projects and teams, as well as work on something meaningful for their local communities, recruits will be tasked with completing a community project with their teams over the course of the programme.



Addressing skills and knowledge that new hires often lack

Over the course of the programme, recruits will be learning the following skills to help prepare them for an entry-level position:



Ongoing support post-placement... for recruits and their managers

Simply placing a YEA graduate isn't enough – to ensure that new hire can effectively adapt to the workplace and learn to thrive in their role, support is offered post-placement in the form of coaching, additional training, and peer support.

The YEA programme also believes that for new hires to be successful, they need to be well managed, and so has developed a short course for front-line managers on how to manage new recruits. This course will be offered to partner companies who hire YEA graduates, and can be enhanced with other management courses offered by AMI.

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