

# The Youth to Work Programme

Hello and welcome! Thank you for taking an interest in the Youth to Work programme.

## Programme Overview

**Youth to Work** is the flagship employability programme within Futuremakers by Standard Chartered, the Bank's global initiative to tackle inequality and promote greater economic inclusion for young people in local communities. Futuremakers programmes focus on three key areas: **Education** (imparting basic life skills), **Employability** and **Entrepreneurship**.

In Uganda, the Bank is working with Challenges Worldwide to develop Youth to Work as a programme to give youth work placements with Small and Growing Businesses (SGBs) where they will serve as **Junior Associates** and provide consultancy services in Business Management.

## Objective

The strategic objective of the Youth to Work programme is to position and equip young people with skills and opportunities to create economic and employment changes across the economy for sustainable and measurable impact. In this sense, the young people can be viewed more as implementers of change, rather than standalone programme beneficiaries.

## Placement Structure

The programme is designed around an enterprise placement-based model. It uses a structured three-month work placement Business Development Services (BDS) initiative to strengthen the business performance and investment-readiness of SGBs. One Junior Associate will be assigned per enterprise where four days in a week, they will work within the SGBs where they will:

- i. **Conduct enterprise analysis** – Junior Associates will conduct a structured business diagnostic and analyse the performance of key enterprise areas such as leadership, the organisation and staff, the product/service, sales and marketing, legal and IT, financial management, organisation risk profile and investment readiness. This will be done with an aim of understanding the business overall performance and investment readiness within its operating environment.
- ii. **Make recommendations** – Basing on the results from the analysis, the Junior Associates will make recommendations to the enterprise to capitalise on its strengths and curb the identified weaknesses in with an aim to optimise performance and get closer to investment readiness.

- iii. **Implement recommendations** – the Junior Associates co-create and implement the short-term recommendations in collaboration with the key staff within the enterprise. It is at this stage that the Junior Associates engage in capacity building for staff members within the enterprises they have been placed in on different subjects. As a result, these activities will prime the organisation to be investment ready, develop existing infrastructure and building staff capacity.

## Other Programme Activities

**Ecosystem Strengthening** – the Junior Associates will undertake enterprise network assessments and implement strengthening activities. The objectives will be to foster better connectivity between up and down stream relationships with the enterprise. Beneficiaries will be other businesses, and the Junior Associates through networking, and accessing employment opportunities through job creation, employment and entrepreneurship.

**Mentoring and Coaching** – Junior Associates will receive ongoing mentoring support through weekly Chartered Management Institute (CMI) group training sessions by the Challenges staff. These CMI resources and activities are tailored to their placement journey to incorporate what they learn into their enterprise work. The sessions are an opportunity for the Junior Associates to receive on-to-one support from staff, update each other on progress on business placements, share advice and support each other. The team has different committees that also meet at the sessions; these committees plan and hold ecosystem strengthening and networking events during the programme, which allows Junior Associates to use their skills and interests to work together on a shared project.

**Chartered Management Institute (CMI) qualification** – At the end of the project all Junior Associates are invited to complete an assignment and gain the CMI qualification. Having a CMI qualification means professional recognition and independent endorsement of management and leadership capability which boosts employability, and comes with global membership to a professional accredited management body.

**Workforce Development:** The programme will develop a train-the-trainer model for supporting the existing and new workforce entrants. The Junior Associates will deliver capacity building for enterprise staff in selected subjects and key business and entrepreneurship workshops to university students. Given scope for partnerships with existing universities. There will be an opportunity for the young people that have not had an opportunity to be part of the programme to benefit from it.

The programme is free to all participants and first cohort will have 40 young people and 40 SGBs within Kampala.



For more information please see the following:

Email the Program Admin at:	<a href="mailto:youthtowork@thechallengesgroup.com">youthtowork@thechallengesgroup.com</a>
The Challenges Group Website:	<a href="http://thechallengesgroup.com/youthtowork">http://thechallengesgroup.com/youthtowork</a>
The Standard Chartered Website:	<a href="https://www.sc.com/en/explore-our-world/here-come-the-futuremakers/">https://www.sc.com/en/explore-our-world/here-come-the-futuremakers/</a>
CMI Qualification:	<a href="http://www.managers.org.uk/education-providers/existing-centres/qualification-resource-library/level-5-in-professional-consulting-qcf">http://www.managers.org.uk/education-providers/existing-centres/qualification-resource-library/level-5-in-professional-consulting-qcf</a>