



Youth Employment Accelerator: A work readiness 'boot camp' to prepare young people for workplace success

Partner with AMI to deliver online and blended learning programmes to the young work-seekers you support or aim to employ

The African Management Initiative's Youth Employment Accelerator (YEA) programme provides young people with the skills and experience they need to succeed when they enter the workplace. Programmes can be designed to meet the needs of partner organisations. Typically, recruits will spend 6 weeks working full-time in small teams to complete assignments and projects, practice interpersonal skills, and learn how business works. At the end of the 6-week 'boot camp', AMI is able to manage the placement process as well as support graduates and their managers over the graduates' first few months on the job. Available content includes:

Finding a
job

Mastering
the job

Making
the job a
success

Knowing
your
business

Mastering
sales

Mastering
customer
service

Managing
your new
recruit

For
Managers

Features of the programme:

Professional experience

The recruits are treated like 'employees of the programme' and expected to behave the way they would in a workplace

Practical skills

The programme is built around the practical skills and knowledge companies identified as most needed in new hires

Real-world assignments

Each week, assignments are given that mirror what recruits will actually be doing when employed

Teamwork

Working in small groups, recruits will learn to work collaboratively, give and receive feedback, and provide peer coaching

Exposure to companies

Recruits will get the opportunity to learn about companies, roles and work-life through engagement with partner companies

Ongoing support

To ensure that the new hire can effectively adapt to the workplace, support is offered post-placement – e.g. coaching, peer support.

Tech reduces costs

By combining workshops with quality online content, we radically reduce cost per person vs. traditional employability programmes

Case study from Nairobi –young Kenyans step up

AMI partnered with the MasterCard Foundation to roll out a Youth Employment Accelerator in Nairobi in 2016. Programme design was based on a survey with over 30 organisations to understand their hiring needs. Results were exciting:

- 254 young people graduated from the programme
- 65% of the recruits were women
- 70% of graduates were placed in a role with a partner organisation
- 89% of graduates felt more confident about finding a job
- 100% of graduates would recommend the YEA to a friend

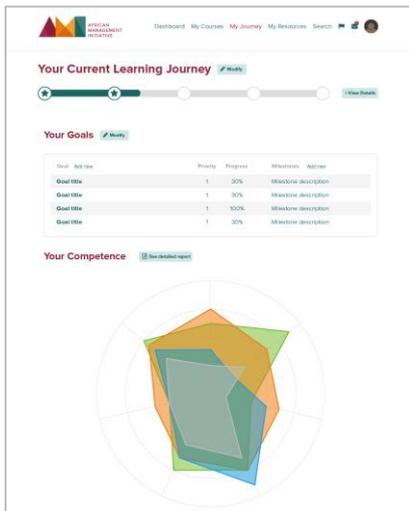
“Absolutely wonderful and transformational training. Its very nature kept me involved and interested. I liked that it provided practical structures, tools and strategies to implement the learned ideas and skills,”

Mark M., now working at a Nairobi-based social enterprise



How it Works | AMI's Approach

AMI has a unique, blended-learning approach that combines lively interactive in-person workshops with individual online study, practical team-based activities and the chance to practice on the job.



To ensure learning continues outside of the workshop, we will create a private, branded, online 'Learning Academy' for your organisation where the people you support can continue learning. The Academy hosts the learning modules, tools, toolkits, case studies and customised material specific to participants' learning needs.

- Branded 'Academy' on Africa's first social learning platform
- Access to AMI's 50+ learning modules (and 3,000+ tools) with certificates
- Courses cover topics including: managing self, managing people, customers & markets, finance, projects, and how to start a business
- Access to iCoach, AMI's online performance management tool to track learning and performance
- Affordable and scalable
- Customised content and toolkits that incorporate client-specific material
- Data-rich feedback on learner progress and performance

About AMI | Transforming African Management

The African Management Initiative (AMI) helps organisations across Africa build motivated, productive and effective workforces through our unique learning and transformation programmes, delivered via web, mobile and in-person workshops. We work with managers and entrepreneurs on building key business management skills, and have partnerships with numerous organisations on work-readiness programmes for young people entering the workforce.

Unlike traditional training, AMI uses experiential and action learning to get learners using tools and practicing new skills in real-time. The focus is on getting people to adopt new habits and practices,

and to apply them systematically with the people they work with. The results are improved ownership, accountability, collaboration and performance.

AMI has developed over 50 practical business modules – including over 3,000 tools – with Africa's leading business schools and global experts on adult learning. Our world-class content is combined with coaching, action-learning projects and networking tools to ensure that graduates of our programmes apply what they learn on the job and hold each other accountable to the highest standards of performance and responsibility.

Experience AMI and transform your business

To learn more, visit our [website](http://www.africanmanagers.org), watch a short video about [who we are](#), [what we do and why](#), or read about AMI in the news on [Euronews](#), [CNN](#), [Financial Times](#), [AllAfrica](#) and [Kenya's Business Daily](#)



<http://www.africanmanagers.org>
info@africanmanagers.org

Head Office – East Africa
Nairobi, Kenya
+254 20 525 9561

Southern Africa
Johannesburg, South Africa
+27 11 568 2664