

Preparing and Empowering Youth for the Modern Workforce: Lessons from Brazil and Macedonia



Youth
Microenterprise
Conference

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Problem Statement

- Today's youth face greater competition for educational services and jobs.
- Employers' needs are changing.
- Young people have special needs.



This Presentation

- Present lessons from AIR's experience training young people in Brazil and Macedonia, with a special focus on "soft skills."
- Explore lessons learned.



Brazil Enter Jovem Project

- Focus on disadvantaged youth in three northeastern cities.
- Skills training provided through a network of 30 community-based organizations.
- Low placement rates led to development of an “Employability and Technology” module.

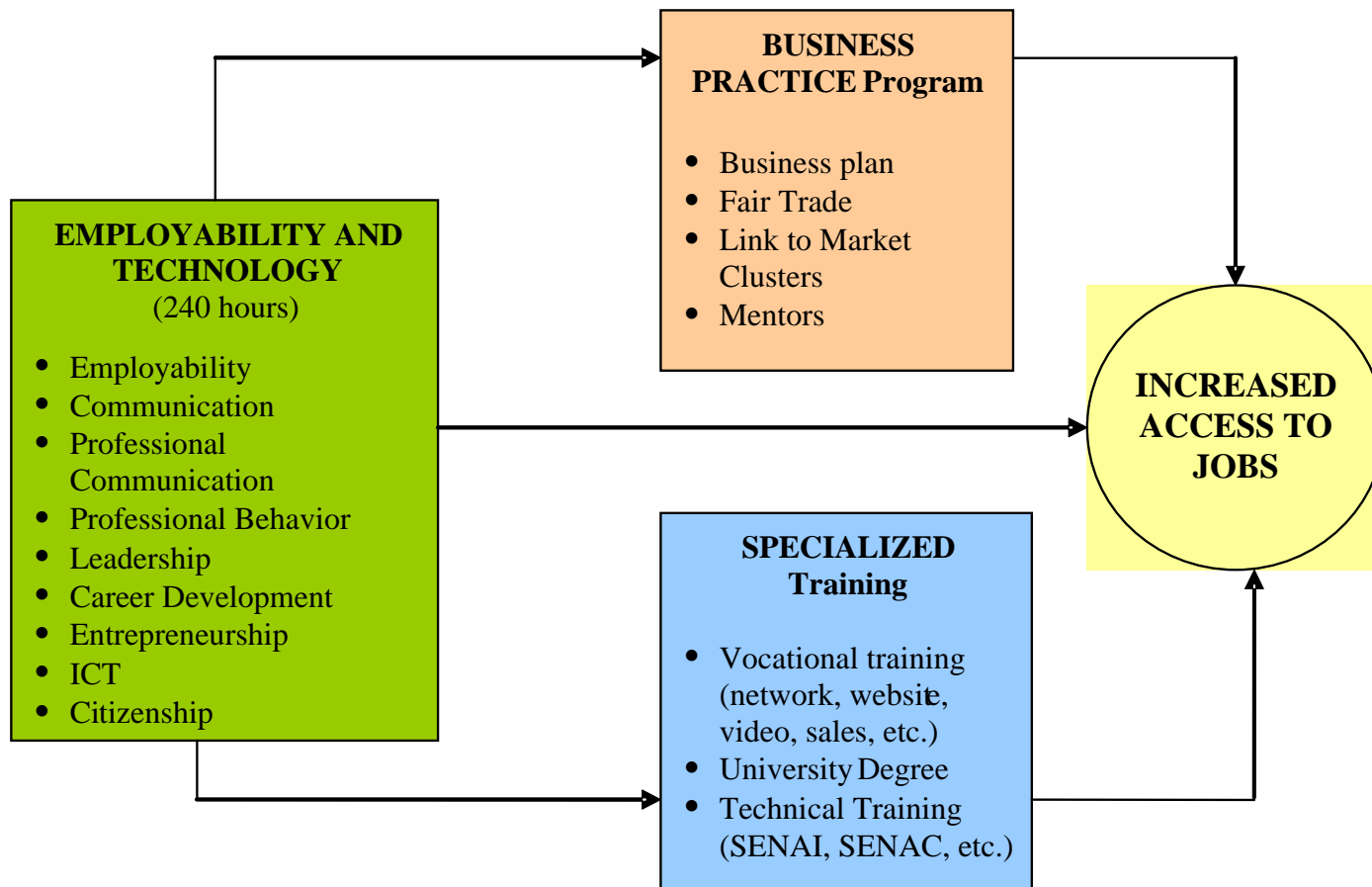


Employability and Technology (E&T) Module Components

- Technical – Word, Excel, Power Point, Internet Use
- Personal – Leadership, Self-Confidence, Critical Thinking, Teamwork, Entrepreneurship, Oral Communication
- Professional – Ethics, CV Preparation, Networking, Planning, Professional Writing
- Social – Citizenship, Political Participation



Training Model

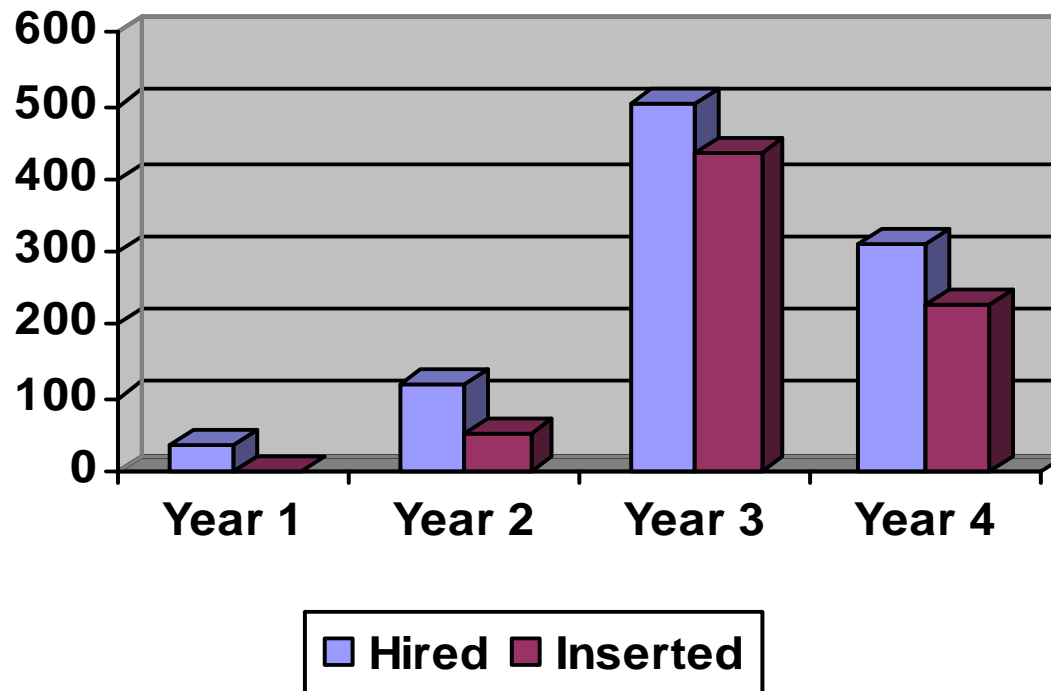


Impact

- Out of 4,200 participating students, 1,000 have found jobs, and 84 percent were still on the job three months after starting work.
- Of those who have completed the E&T module, 76 percent are more likely to be hired than those who have not.



Students Hired and Retained



Youth Committees

- Action Plans
- World Bank “Young Voices” Program



Macedonia Secondary Education Activity (SEA)

- Need to move toward a market-driven economy
- High youth unemployment
- Stagnating economy



SEA Project Goals

- Improve administration at primary and secondary vocational schools.
- Make learning more relevant, interactive, and practical for students.
- Establish career centers at secondary vocational schools and provide students with opportunities for hands-on experience through real and virtual firms and SOEs.



Vocational Student Organizations (VSOs)

- Formation of school-level VSO chapters
- Formation of a national VSO (MASSUM)
- Annual Educational Rendezvous



Soft Skills Covered by SEA Youth Training Programs



- Resume Writing
- Public Speaking
- Leadership



Conclusions

- Soft skills are essential to finding a job in the modern sector and should be a central component in all vocational education and training programs.
- Young people should be given opportunities wherever possible to exert leadership.
- The role of teachers and parents is vital to the success of young people entering the job market.



