



2011 ANNUAL MEETING

September 19 - 22, 2011 ★ Sheraton New York Hotel and Towers

Jobs Breakout Session: Transformative Tools for a Skilled Workforce

Tuesday, September 20, 2011: 3:45 – 5:00 PM

I. Session Objective:

Around the world, millions of people are ill-prepared for the jobs available to them. Many young people and students lack marketable skills, and older workers can no longer count on lifelong employment at the same firm or in the same field as they once did. As technological transformation and globalization upend established markets, leaders around the world must consider how to empower current and future workers with new skills. Coordination between the private, public, and nonprofit sectors can create effective programs that close the gap between the skills potential workers have and those that the market requires. This panel will explore how workers can be trained regardless of age or environment, and will present examples of targeted job training, structured apprenticeships, and innovative partnerships that get people to work faster, saving businesses, and governments money in the process.

II. Summary of Discussion:

MODERATOR:

Reeta Roy, *president and CEO, The MasterCard Foundation*

PANELISTS:

M'hammed Abbad Andaloussi, *chairman and CEO, Injaz Morocco*

Amber Arrington, *arts connect program graduate, Hilltop Artists*

Angel Gavidia, *student, Cisco Networking Academy*

Kazem Hemeida, *business development manager, Dreamers of Tomorrow Association*

Ayshah Maende, *field officer, Digital Opportunity Trust, Kenya*

Juliet Musabeyezu, *student, Girl Hub Rwanda*

Lakshmi Venkataraman Venkatesan, *founding trustee and executive vice president, BYST*

Ms. Roy: How can we prepare young people for the workforce in the context of a global jobs crisis?

- **Mr. Andaloussi:** Became involved with businesses to improve the quality of education because of concern over the development of Morocco. The program does not ask for money, but is based on a “learning by doing” approach. 30 percent of students enrolled in this program created their own businesses by the time they reached 25-years-old. Education today does not encourage teamwork or collaboration. The entrepreneurial spirit and ability to take initiative are marketable skills.
- **Ms. Venkatesan:** The majority of the population worldwide is young, but young people remain invisible in the eyes of the economic mainstream. “Underprivileged entrepreneurs” can become major job creators. Finding entrepreneurs in the first place is a major challenge. BYST found that in every rural district of India, young people had a wealth of ideas. The program provides access to market linkages, financing, and non-financial mentorship. This makes them more attractive, safer investments. Entrepreneurship is the way these people think – it is not just about starting a business. Talent is universal, but opportunity is not.

Ms. Roy: How do you address the issue of access to finance?

- **Ms. Venkatesan:** Before addressing access to finance, we first must examine why young people remain invisible. Once we find youth, we must provide mentoring and market linkages. We need to share the stories of successful youth entrepreneurs.

Ms. Roy: Why should the private sector care?

Turning ideas into action.



2011 ANNUAL MEETING

September 19 - 22, 2011 ★ Sheraton New York Hotel and Towers

- **Mr. Andaloussi:** This will improve the image of companies. They must see that we need to prepare the human resources of tomorrow. This is an investment in the future. Finally, the private sector should care because a social motivation improves loyalty of the staff. People will not want to leave if they feel they are improving people's quality of life.
- **Ms. Roy:** What would you do with unlimited resources?
 - **Member:** The young people are the resources, and we do indeed have an unlimited supply of these resources. They are our wealth. The question then is how we can leverage the resources of the private and public sector and help these people succeed. You have to be able to tell stories and get people to understand the power of participation. We need to get people to hear these stories and encourage them to take action.
 - **Ms. Arrington:** Arts Connect is a great program for young girls to get back on the right track by offering them life skills and helping them develop self-confidence. Young girls and women need specific tools to better themselves. For example, they need access to specific information and financial resources.
 - **Ms. Gavidia:** Received higher education at Community College of Rhode Island. Support of faculty was an important component in developing self-esteem. The program provided practical skills, not just book knowledge, about how to get industry-recognized certifications. By the time you graduate, you are ready to start a career. Youth need to first desire a higher education, and faculty and peers can provide a source of motivation and inspiration. The private sector can play a key role in youth development.
 - **Ms. Maende:** Learned from internship that she has a passion for community development. Was working with young people and women who had talent and capability, but lacked someone their age to support them. New interns look to her as a mentor and coach. Will have empowered over 2,000 people in the coastal region of Kenya. We need to encourage youth to give back to the communities that they come from as well. Youth will succeed if they are given space to grow in supportive environment.
 - **Ms. Musabeyezu:** We should strive to reframe society so that it can become an advantageous place for young girls to develop. We need to make noise for girls. We need to find the link between young people's passion and the goals of high-level figures to create change. We can connect through common interests and answers.

III. Opportunities for Action:

- Share success stories to move powerful people with resources to take action.
- First define specific barriers to scaling up, and examine why certain initiatives are so successful.
- Make youth visible to high-level executives and decision-makers by showcasing their ability to become job creators.
- Create a sense of public urgency.
- Engage the private sector in education and demonstrate the benefits.
- Bridge the gap between macro- and microeconomic, not just moral, cases for investing in youth.
- Build partnerships, find overlap, and create synergies with people of all levels.
- Increase advocacy for the positive development of young girls and women.
- Include youth themselves in the discussion for how to address this global challenge.
- Emphasize non-financial mentorship and skills development in addition to financial support.

Turning ideas into action.