



Youth Employment Accelerator Programme

Equip young people to
enter the workforce.

About this programme

Designed for unemployed youth looking to start their careers, this highly practical employability 'boot camp' provides young people with the skills they need to find a job and succeed at work.

Through interactive workshops, online courses, and team projects, participants learn soft skills like professionalism, communication, and problem solving, as well as practical skills like computer literacy, customer service, and sales. They benefit from on-going guidance, peer coaching, and exposure to real businesses.



AMI provides participants with guidance about job applications, facilitates the placement process, and coaches them through the first few months on the job. Among more than 250 young people who completed this programme in Nairobi, Kenya, 100% reported being more confident they could find a job and 70% actually found a job or returned to full-time education.

This workforce development programme is offered through partnerships with organisations that want to empower young people to succeed in the workplace. With a flexible and innovative online platform, AMI is able to offer this high-impact course at only 25-35% the cost of traditional training programmes.

Key elements

- ▶ Six-week intensive boot camp, plus optional placement period
- ▶ Interactive workshops and online courses that cover essential soft skills and practical technical skills
- ▶ Community-based team projects that solve practical challenges in real time
- ▶ Ongoing coaching and guidance, even after job placement
- ▶ Measurable, high-impact results



What I enjoyed most in the program was how to properly write my CV and how to conduct myself in an interview. This enabled me to secure a job at an outsourcing company.

Hiram, Youth Employment Accelerator Participant



HIGH-IMPACT, SCALABLE EMPLOYMENT SUPPORT FOR YOUTH

The MasterCard Foundation provided funding to AMI to pilot a high-impact and scalable Youth Employment Accelerator to prepare unemployed young people for work. Relying on its signature blended learning platform, AMI created a broad set of online content targeted toward customer care and sales representative in high-growth sectors.

Through a six-week experiential training programme, along with an extensive set of Online courses, 254 participants accessed practical tools to accelerate job searched and prepare for work. Additional mentorship and peer support was provided.

In a survey conducted afterwards, 100% of respondents felt more confident they could find a job; 70% actually found a job or returned to full-time education. The flexibility of the online platform helped AMI offer this high-impact programme at only 25-35% the cost of traditional employment training programmes.

The MasterCard Foundation has since agreed an additional US \$4.5 million partnership with AMI to train almost 7,000 young people in Rwanda's hospitality and tourism sector.

A KEY STEPPING STONE FOR A YOUNG PROFESSIONAL

Val, a young person in Nairobi, Kenya, had been an assistant landscape co-ordinator, but the work was unstable. She needed a job that provided a more reliable income. In joining the Youth Employment Accelerator programme, she hoped to improve her time management, communication, and problem-solving skills.

YEA provided Val with a vast range of applicable knowledge and practice. "The programme was rich in content, and also the community project gave me an opportunity to give back to the society and network and work with an incredible team," she says.

As part of the programme, Val completed an internship at AMI. She excelled so much in her roles that she was hired as a programme associate. Now she serves as an account manager with AMI.. According to Val, "The YEA programme was truly a stepping stone in my career."



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Val, Youth Employment Accelerator Participant



**To learn more,
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