World’s highest youth unemployment rate

79% of Millennials say finding a job is their generation’s top challenge

Youth unemployment increases with more education in many MENA countries

Only 17.5% of MENA women are in the labor force
Who Are We

a leading youth employment organization in the MENA...

Our **mission** is to create economic opportunities for unemployed **youth** in the MENA so that they can create a **brighter future** for themselves, their families and their communities, while helping companies find the **talent** they need to continue growing.
Our Network

Linking local knowledge and practice to global resources and expertise

Global Support Hubs:
USA | Europe | UAE
Our Training Programs:

- Job Placement Training
- Entrepreneurship
- Pathways to a Job
- Alumni Engagement
Our Tracks

Employability, Employment, Entrepreneurship

- Build employer partnerships to determine skills in demand plus secure job commitments for EFE alumni.
- Pathways to a Job Track.
- Critical training in job search, interview, and CV-writing skills.
- Youth are ready to successfully search for and secure a job.
- Over 30% of MENA youth are unemployed.
- Source disadvantaged youth for one of three program tracks.
- Job Placement Track.
- Soft and technical skills training.
- Workplace simulations and mock interviews.
- Links to tangible job opportunities.
- EFE Alumni Network offers volunteer and professional development opportunities.
- Check in with alumni and employers to track outcomes and improve performance.
- Partner with education institutions to create or adapt curricula and train trainers.
- Entrepreneurship Track.
- Entrepreneurship and self-employment training.
- Mentoring and startup support.

Building futures
Employer identifies hiring needs

EFE designs a training course tailored to the Employer’s needs

EFE recruits and screens candidates

Employer interviews and selects candidates

EFE conducts training programs

Employer hires successful graduates

EFE provides continuing support, mentoring and networks for alumni

How it works
helping companies find the talent they need to flourish
Our World-Class Curriculum
Providing youth with skills to succeed in the workplace and in life

Workplace Success:
Preparing youth for work with skills in:
- Organization
- Teamwork
- Problem-solving
- Punctuality
- Responsibility
- Public speaking

Finding A Job Is A Job
Preparing youth for the job search and professional world with skills in:
- Self-Knowledge + Discipline
- Market + Job Research
- CV-Writing
- Interviewing

Demand-Driven Skills
Matching skills training to local labor market demand in areas such as:
- IT + Digital Jobs
- Hospitality
- Construction
- Health
Creating + Scaling Impact

60,000 EFE alumni in the world of work

200,000 lives are touched

55% of alumni are young women

16,000+ youth placed in decent jobs

2,700+ companies benefiting from young talent

3,600+ youth ready to be microentrepreneurs

30,000+ youth prepared to navigate a job search
TRAINING FOR THE FUTURE

COMPONENT 1
IMPROVEMENT OF EMPLOYABILITY

- Measuring core competences and development of the competency gap
- Leverage of LMS platform and Emplea + methodology and contents

COMPONENT 2
TRAINING FOR EMPLOYMENT

- Soft-Vocational training market driven + intense labor mediation
- Training for new high market demanded profiles
- Consortium of companies, NGOs and institutions
Main Conclusions

1. A new Skill is born: BE DIGITAL
   Three Features: openness to transformation, interaction on the net, digital identity

2. Learning material in 15 digital areas
   23 organizations and more than 60 labour intermediators
   Some of the most valued areas:
   1. Software (basic office)
   2. Security on the net and my security
   3. Information Management
   4. Communication Tools
   5. My product, service and business on the net
   6. Rights and obligations on internet

3. Digital impact in the Pre-work skills
   Strong connection between skills and knowledge.
   Revised 7 skills (2 basic and 5 cross).
Discover the advantages of being connected to the world, of interacting with other people across the Web, of knowing how to obtain information from more informal sources, of sharing contents and audiovisual materials.
Digital Revolution: HOW Jobs will be affected?

The digital era entailed that Jobs will require new ways of doing things, and for this reason job seekers and employees must be prepared to adapt and develop themselves in this new context:

<table>
<thead>
<tr>
<th>1. Jobs that will be modified</th>
<th>2. Jobs that will be maximized</th>
<th>3. Jobs that will be created</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some Jobs will need to be adapted and will <strong>include</strong> digital knowledge:</td>
<td>Others will need to develop and <strong>boost today’s digital knowledge</strong></td>
<td>And others will be new, they will need employees with the required digital knowledge:</td>
</tr>
<tr>
<td>Cleaning staff (cleaning for businesses)</td>
<td>Data analyst</td>
<td>Community Manager Specialist</td>
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<tr>
<td>Hospitality (kitchen assistants)</td>
<td>Data recorder</td>
<td>SEO Specialist</td>
</tr>
<tr>
<td>Home helpers</td>
<td>Junior Programmer</td>
<td>Copywriting specialist</td>
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<tr>
<td>Travel agents, receptionists…. (Reception assistants)</td>
<td></td>
<td>Digital Communication Specialist</td>
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<tr>
<td>Blue collar Manufacturers (production workers)</td>
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<tr>
<td>ATMs and tellers (except banks) (cashier)</td>
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<tr>
<td>Back office Admin Employees (Admin Assistans)</td>
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<tr>
<td>Personal helth assistants (Personnel in charge of health support)</td>
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<tr>
<td>Sales/retail (salesperson)</td>
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<tr>
<td>Other Admin Employees</td>
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</tbody>
</table>

The digital era entailed that Jobs will require new ways of doing things, and for this reason job seekers and employees must be prepared to adapt and develop themselves in this new context:
FATEMA. 28 YEARS OLD. Cleaning assistant.

- She drop out of high school when she got pregnant of his son Ahmed.
- She spends more than 3 hours a day in the public transportation around the city.
- She does not receive oral instructions, but she has a PDA that provides her with the romos she needs to clean.
- MORE AND MORE there is DOMOTIC in the romos with Electronic equipments that she needs to use.
- MORE RELATIONS WITH GUESTS: AVAILABILITY, COURTESY GESTURE, MEETING NEEDS

HOW CAN WE HELP HER

- Training based on short pills, easy and multi-device format.
- Training in hardware and software to know what is a PDA or a management APP for domotics.
- Training in soft-skills: Client orientation
**JOB DESCRIPTION**

**OBJECTIVE OF THE POSITION**

**Cleaning Assistant (for business)**

**OBJECTIVE OF THE POSITION**

Clean and organize the venues assigned by utilizing the relevant products and tools.

- Perform cleaning and maintain the order of the establishment, furnishings and artifacts.
- Correct use of cleaning equipment according to usage regulations.
- Use cleaning products effectively.
- Monitor and inform a supervisor of the need for cleaning supplies.

**PRINCIPAL FUNCTIONS**

- Information of the accomplishment of the cleaning by means of digital devices (PDA...)
- Control of the domotic of the company.

**REQUIREMENTS**

**Training/ Studies**

Basic education.

**Experience**

None. Similar experience in shopping centres and offices or Factory will be an added value.

**Others**

According to services, driving license and a car.

**Knowledge areas**

Recommendable:

- Basic knowledge in the use of digital devices (PDA, tablets, computer...)
- Knowledge on home automation facility management

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The new competency profile of the position reflects a series of competencies that include the digital component to adapt to the new market requirements.

### Core Skills

<table>
<thead>
<tr>
<th>Competency</th>
<th>Bajo</th>
<th>Medio</th>
<th>Alto</th>
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<tbody>
<tr>
<td>Self Esteem</td>
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<td>Self Control</td>
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<td>Communication</td>
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<td>Mathematical Reas</td>
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<td>Rules and Tasks</td>
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<td>Compliance</td>
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<td>Acceptance</td>
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<td>Task accomplish</td>
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</table>

### Cross Skills

<table>
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<tr>
<th></th>
<th>Bajo</th>
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<tbody>
<tr>
<td>Flexibility</td>
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<td>Interest to learn</td>
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<td>Relationship skills</td>
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<tr>
<td>Team work</td>
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<td>Client Orientation</td>
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<td>Work Quality</td>
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<tr>
<td>Tolerance to Frustration</td>
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<tr>
<td>Initiative and Decision Mak</td>
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<tr>
<td>Self Organization</td>
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<tr>
<td>Focus on Results</td>
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<tr>
<td>Problem Solving</td>
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<tr>
<td>Creativity and Innovation</td>
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<tr>
<td>People Management</td>
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<tr>
<td>Negotiations</td>
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</table>
Links between digital knowledge and soft skills

**BASICS**
- WHAT IS DIGITAL?
- HARDWARE
- SOFTWARE
- MOBILE WORLD

**MEDIUM**
- SURF THE NET
  - Analysis and Problem Solving
  - Flexibility
  - Creativity and Innovation
  - Client Orientation
- MANAGE YOUR DATA
  - Communication
- THE CYBER ATTACK
  - Tasks and Rules Accomplishment
  - Client Orientation
  - Analysis and Problem Resolution
- COMMUNICATE!
  - Tasks and Rules Accomplishment
  - Client Orientation
  - Analysis and Problem Resolution
- CONNECT
  - Flexibility

**ADVANCED**
- YOUR ONLINE MANAGEMENT
  - Tasks and Rules Accomplishment
  - Flexibility
  - Communication
  - Be Digital
- SHARE YOUR IDEAS ON THE NET
  - Communication
  - Flexibility
  - Be digital
- RIGHTS AND OBLIGATIONS
  - Tasks and Rules Accomplishment
  - Analysis and Problem Resolution
  - Client Orientation
  - Be Digital
- YOUR VIRTUAL SPACE
  - Communication
  - Analysis and Problem Resolution
  - People Management
  - Team orientation
  - Creativity and Innovation
  - Be Digital
- LAUNCH YOUR BUSINESS
  - Creativity and Innovation
  - Client Orientation
  - Be Digital
- IMPROVE YOUR SERVICE
  - Client Orientation
  - Be Digital

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2,700+ partnerships with impact
US-based
2,700+ partnerships with impact
MENA-based
2,700+ partnerships with impact
Other Internationally-based
Changing Mindsets, Influencing Systems

Catalyzing change in institutions and positive youth framing in media

Partnerships with over 190 universities, government ministries and other education partners
#FirstJob

What’s your story?

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