CONNECTING

LEARNING TO EMPLOYMENT

SUCCESSFUL CAREER GUIDANCE PROGRAMS

A Perspective on
Deliverables
&
Implementation Methodology

Opportunity

YOUTH - A FORCE FOR SOCIAL & ECONOMIC PROGRESS

Today's youth cohort can be seen as a resource, an asset, a force for economic and social progress and transformation. ***But such economic change depends on how well countries create an enabling environment for growth.*** More importantly, on how well they create conditions for young people to make a safe and healthy transition from adolescence to adulthood, acquire the skills they need to find good jobs and succeed in a dynamic economy, enjoy their rights and realize their full potential.

UNITED NATIONS

Problem

MISMATCH

BETWEEN LEARNING CHOICES & WORK OPPORTUNITIES

EDUCATED UNEMPLOYMENT

"EDUCATION IS INADEQUATELY TAILORED TO THE NEEDS OF THE LABOR MARKET LEADING TO INCREASE IN EDUCATED UNEMPLOYED."

WORLD ECONOMIC FORUM

EDUCATED UNDEREMPLOYMENT

"YOUTH UNDEREMPLOYED BECAUSE THEY ARE NOT INVOLVED IN JOBS THAT ARE IN LINE WITH THEIR QUALIFICATION."

WORLD ECONOMIC FORUM

UNEMPLOYMENT& UNDEREMPLOYMENT

GLOBAL RISK

SO WHAT WORKS?

Our Findings- From Research & Practice

Institutionalizing

Career Guidance and Skills Development Program

Our research reveals 4 Pillars of a Successful Transition

AWARENESS

"Youth need access to good quality information to make well informed choices about education and career pathways."

OECD

PARTICIPATION

"Youth need to be welcomed as full partners in claiming their rights. Their participation is a right in itself."

OECD

EXPOSURE

"Exposure to the world of work while still in the education is beneficial for all young people across all pathways."

UNITED NATIONS

CONNECTIONS

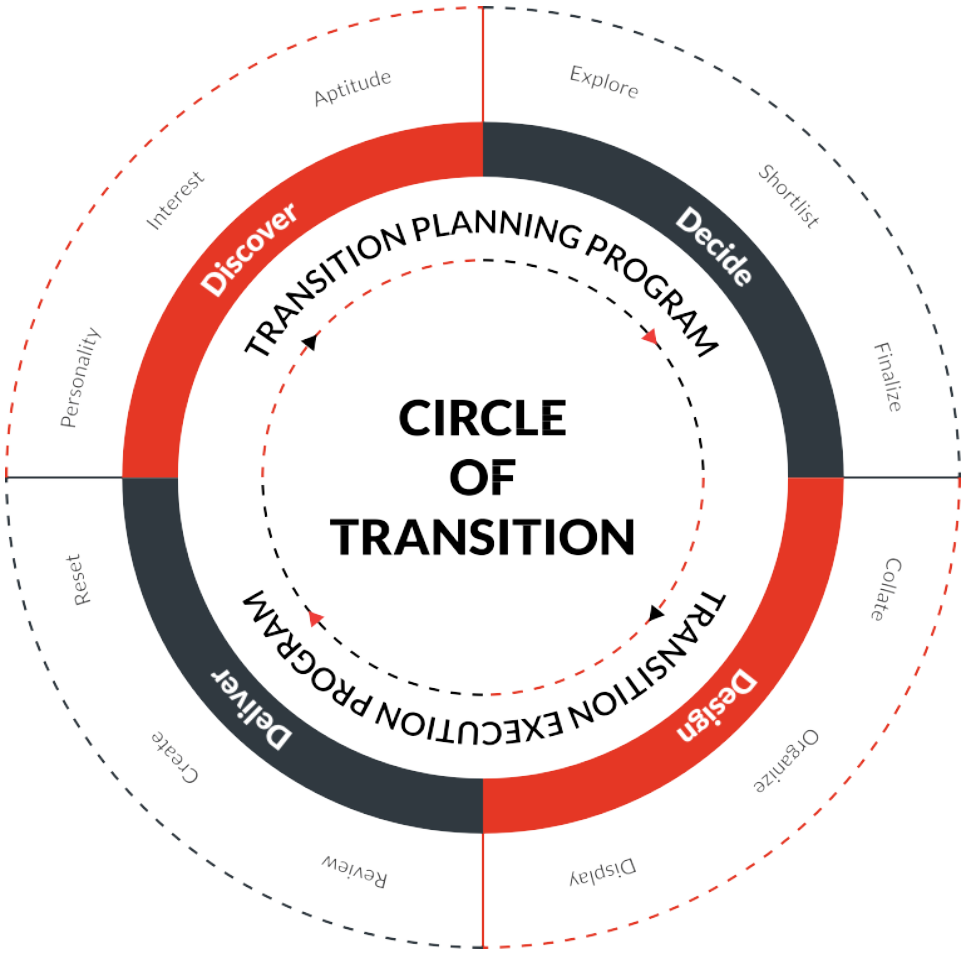
"Addressing the persistent skills mismatch requires strengthening the channels of communication between education and work."

WORLD ECONOMIC FORUM

HOW WE DESIGNED A SOLUTION ON 4 PILLARS

Awareness | Exposure | Participation | Connections

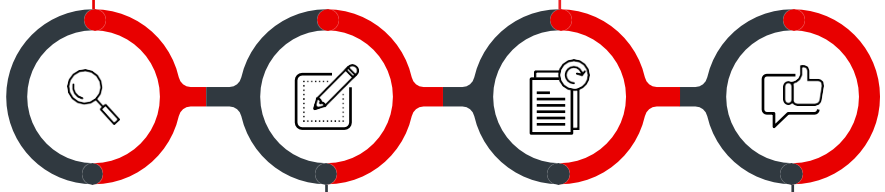
Process based design – to deliver on 4 pillars of transition



2 PROGRAMS 4 MODULES 12 STEPS

DISCOVER
Students know about self through assessments and learn about their personality, interest and aptitude

DESIGN
Students create a profile capturing their personality traits/choices in learning and work



DECIDE
Students explore, shortlist, compare and finalise choices in learning and work

DELIVER
Monitor progress and access information on youth interest/choices in career, education & skills

Steps defined

DISCOVER

PERSONALITY

Enables a user to take personality assessment that highlights their key personality traits and how they relate to different work areas.

INTERESTS

Enables a user to take career interest assessment that highlights the fields of work that align with their education, interests and skills.

APTITUDE

Enables a user to take assessment to know their current readiness and effort that may be required to pursue their career interests.

DECIDE

EXPLORE

Enables a user to know about options in career + education (including companies and colleges) to make informed choices.

SHORTLIST

Enables a user to add options in career and education to their shortlist bucket while the process of exploration continues.

FINALIZE

Enables a user to compare options and generate a comparison dashboard that makes it easy to finalize.

DESIGN

COLLATE

Enables a user to collate the results from all activities in different modules on one dashboard for easy reference.

ORGANIZE

Enables a user to organize the information about self along with interests and choices in career, education, skills and sports.

IMPLEMENT PASSION PLAN

Enables a user to design a shareable / downloadable professional CV / Resume for education, employment, internship or any other opportunity.

DELIVER

PROGRESS

Enables government to monitor progress in real time and introduce interventions to meet timelines.

STATISTICS

Enables government to access statistics related to students usage, progress and results of all the activities on the platform.

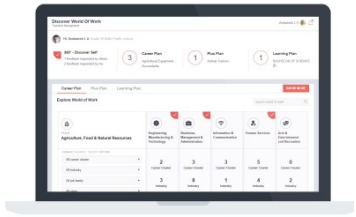
REPORTS

Enables government to download reports using various filters. The filters could be customized to the need of the government.

Dashboards

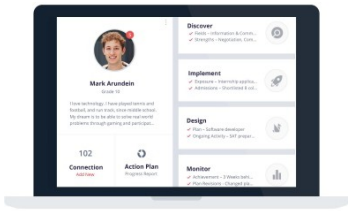
01. INDIVIDUAL

A series of reports capturing transition journey since the signup.



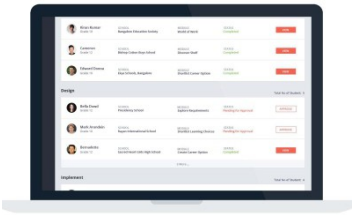
02. COUNSELLOR

A dashboard capturing progress and results of students assigned to the counsellor.



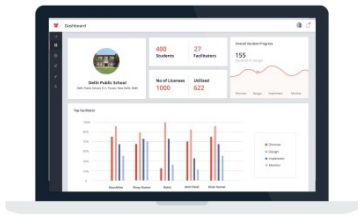
03. INSTITUTION

A dashboard capturing progress and results of activities of all students of the school.



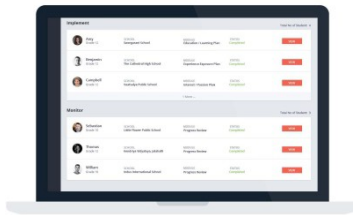
04. ADMINISTRATION

A dashboard capturing progress and results of all schools in the region.



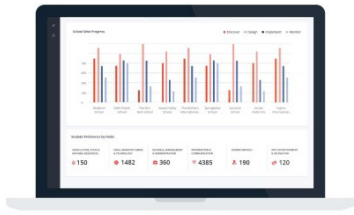
05. DISTRICT / STATE

A dashboard capturing progress / results filtered by region, student age, education and interests.



06. COUNTRY

A dashboard capturing progress and results filtered by states, student age, education and interests.



WHAT WERE THE EXPECTATIONS

What are students looking for from such a program?

- Discovering their strengths & interests
- Knowledge about Future World of Work
- Connecting their academic learning with work
- Information about world of learning
- Process of goal setting
- Power of Networking
- Future skills Development (Complex Thinking, Communication, Teamwork)

What are stakeholders looking for from such a program?

- Knowing about youth talents, interests and choices
- Ability to introduce the program through technology
- Ability to monitor the progress
- Ability to access the results of the activities
- Ability to connect youth talents, interests and choices with opportunities
- Ability to scale at speed

HOW DID WE DELIVER OUR SOLUTION

Delivering the program

Using a process-based career education & skills development platform

FOR STUDENTS

Enhanced self and career awareness + process based approach for informed decision making in career & education

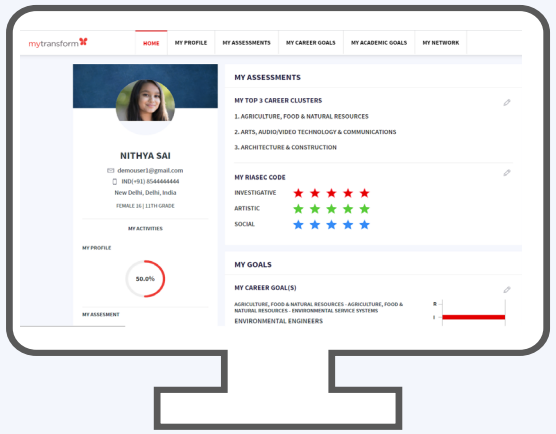
FOR STAKEHOLDERS

Dynamic access to youth choices in career & education for youth-centered decisions in education, skilling and employment.

How do we do it- A fusion of technology with execution

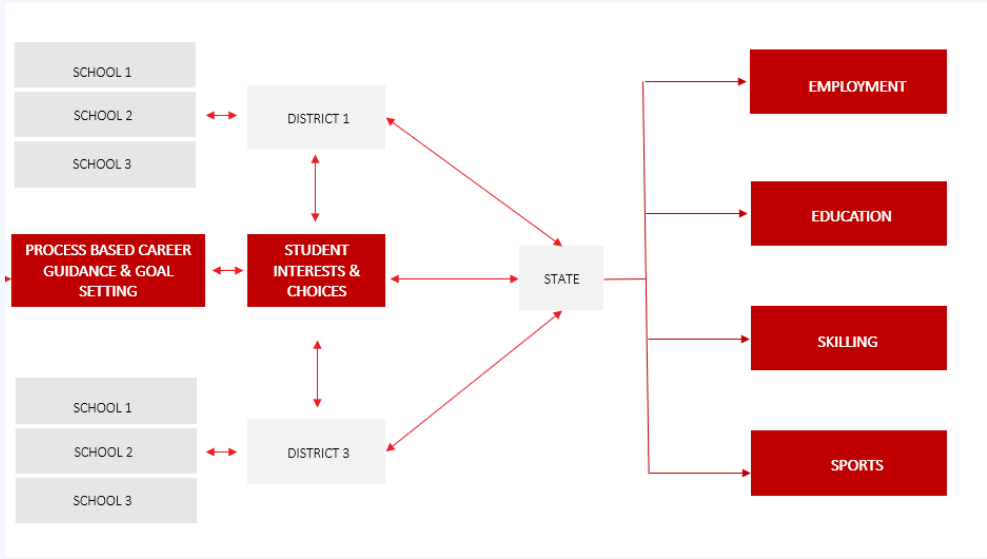
STANDARDIZED, SCALABLE, CLOUD BASED

CAREER EDUCATION & ANALYTICS PLATFORM

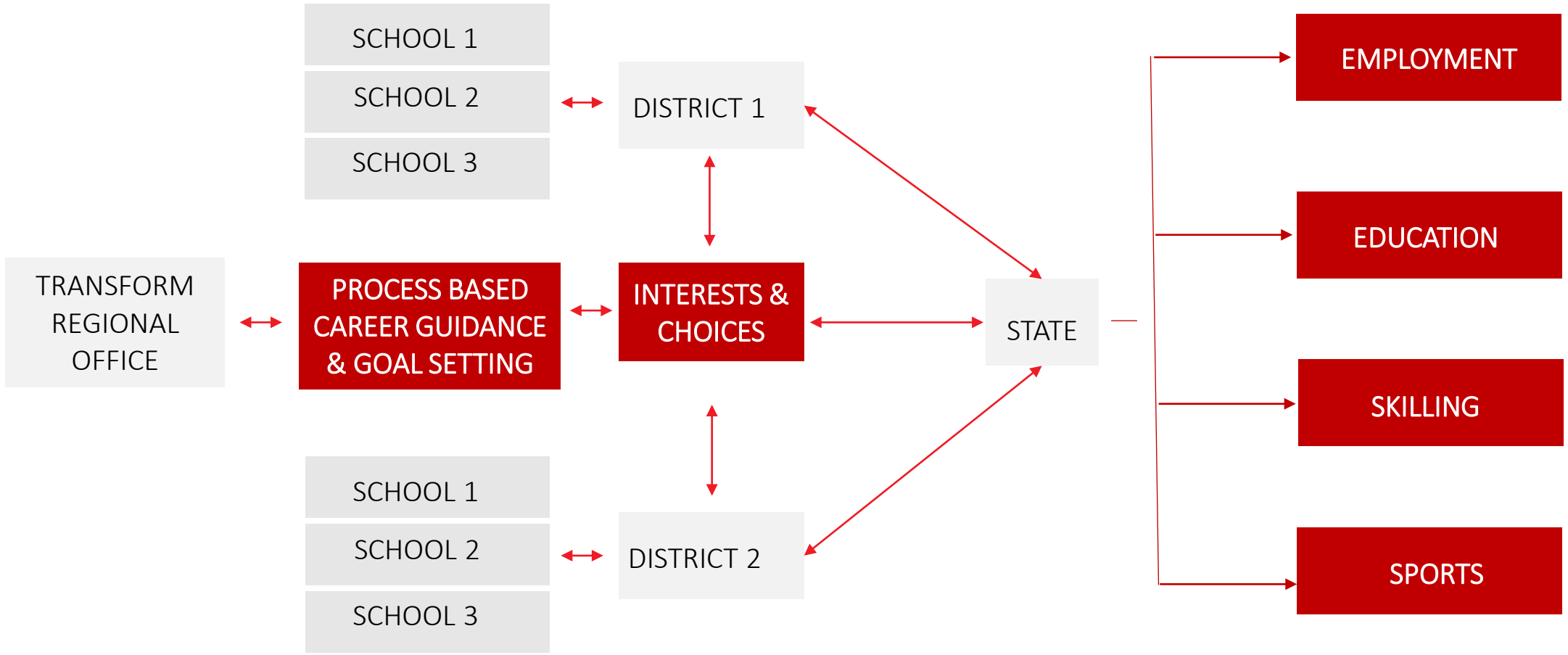


TRAINING & IMPLEMENTATION

STUDENTS, SCHOOL/COLLEGE, DISTRICT/STATE/COUNTRY LEVEL



The Implementation Framework

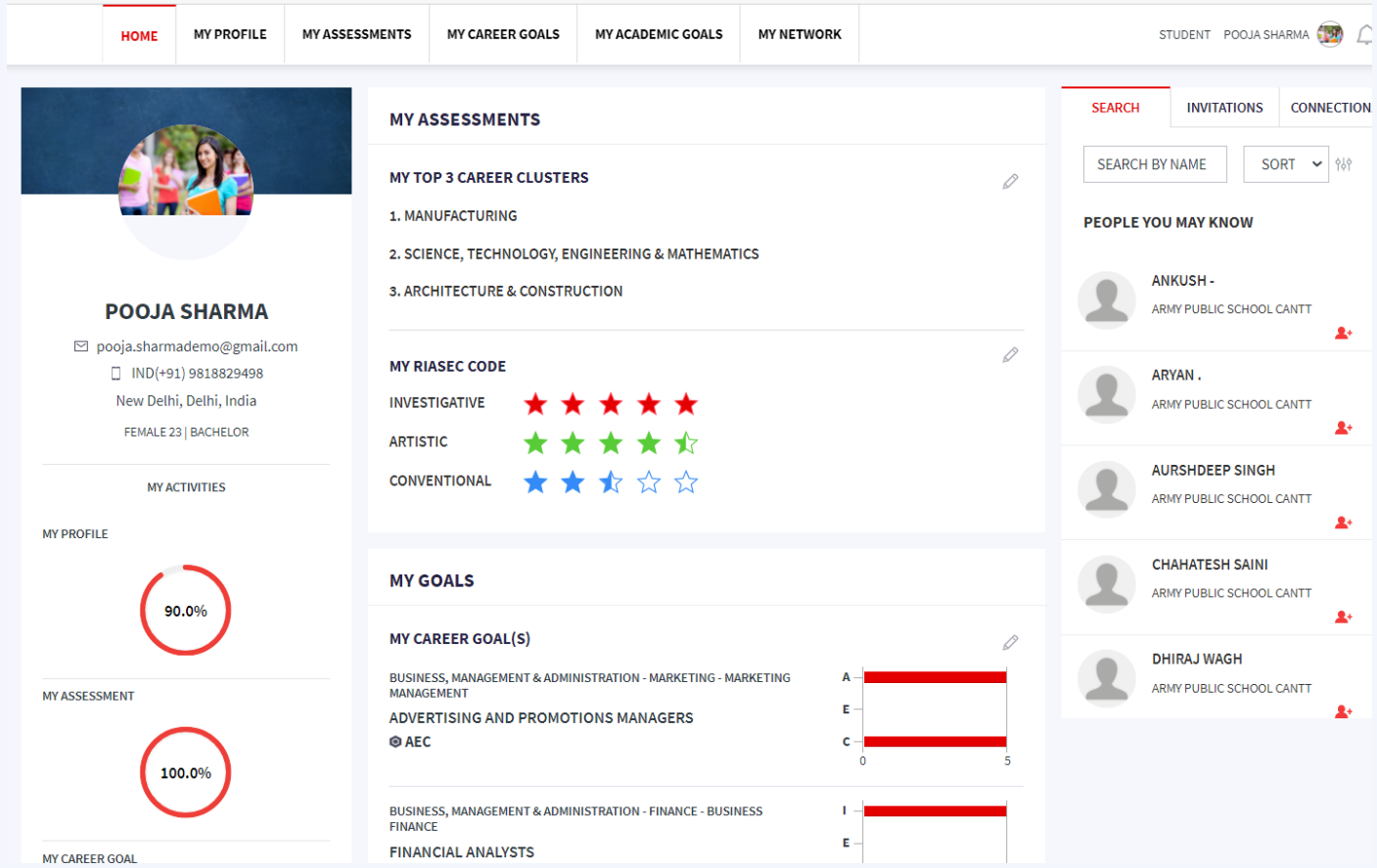


Outcomes - Student

OUTCOMES

- ✓ Career interest mapping
- ✓ World of work exploration and career goal setting
- ✓ World of learning exploration and academic goal setting
- ✓ Career networking
- ✓ Resume creation

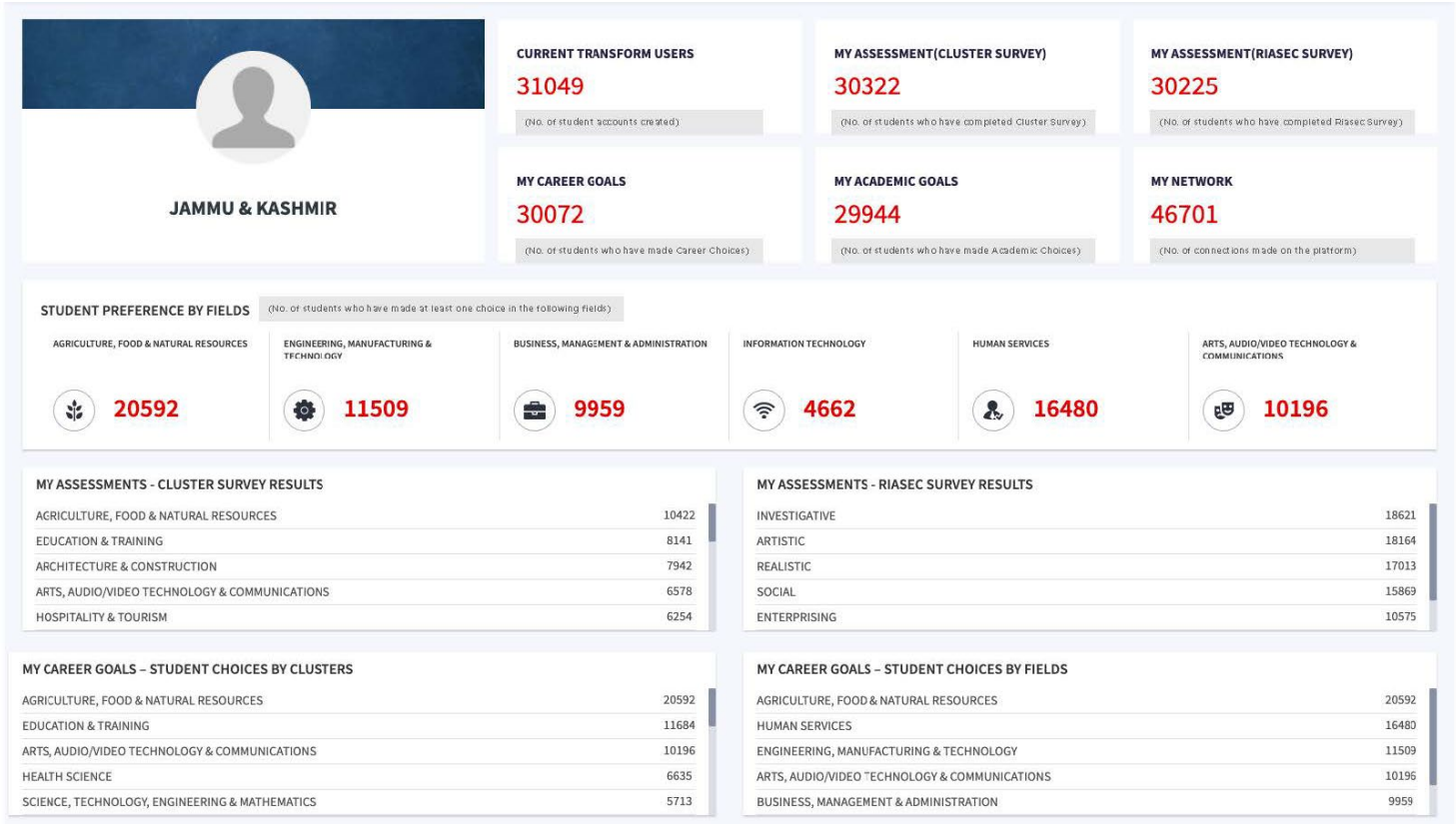
STUDENT DASHBOARD



Outcomes - Schools

- ✓ Platform usage
- ✓ Progress on the platform
- ✓ Youth personality / career interests
- ✓ Career Interests / Goals
- ✓ Academic Interests / Goals

SCHOOL DASHBOARD



MYTRANSFORM ADMIN

CURRENT TRANSFORM USERS
73040

CURRENT TRANSFORM USERS
73040

CURRENT TRANSFORM USERS
73040

MY CAREER GOALS
73040

MY CAREER GOALS
73040

MY CAREER GOALS
73040

STUDENT PREFERENCE BY FIELDS

CURRENT TRANSFORM USERS
19528

CURRENT TRANSFORM USERS
19528

CURRENT TRANSFORM USERS
19528

CURRENT TRANSFORM USERS
19528

CURRENT TRANSFORM USERS
19528

CURRENT TRANSFORM USERS
19528

CLUSTER SURVEY RESULTS

AGRICULTURE, FOOD & NATURAL RESOURCES	10766
EDUCATION & TRAINING	8942
ARCHITECTURE & CONSTRUCTION	8237
ARTS, AUDIO/VIDEO TECHNOLOGY & COMMUNICATIONS	6876
HOSPITALITY & TOURISM	6442

RIASEC PERSONALITY ASSESSMENT RESULTS

REALISTIC	10321
INVESTIGATIVE	6008
ARTISTIC	12234
SOCIAL	9876
ENTERPRISING	8442

MY CAREER GOALS

AGRICULTURE, FOOD & NATURAL RESOURCES	10699
EDUCATION & TRAINING	7988
ARCHITECTURE & CONSTRUCTION	8556
ARTS, AUDIO/VIDEO TECHNOLOGY & COMMUNICATIONS	9100
HOSPITALITY & TOURISM	12034

MY ACADEMC GOALS

AGRICULTURE, FOOD & NATURAL RESOURCES	10998
EDUCATION & TRAINING	8345
ARCHITECTURE & CONSTRUCTION	8255
ARTS, AUDIO/VIDEO TECHNOLOGY & COMMUNICATIONS	9988
HOSPITALITY & TOURISM	11344

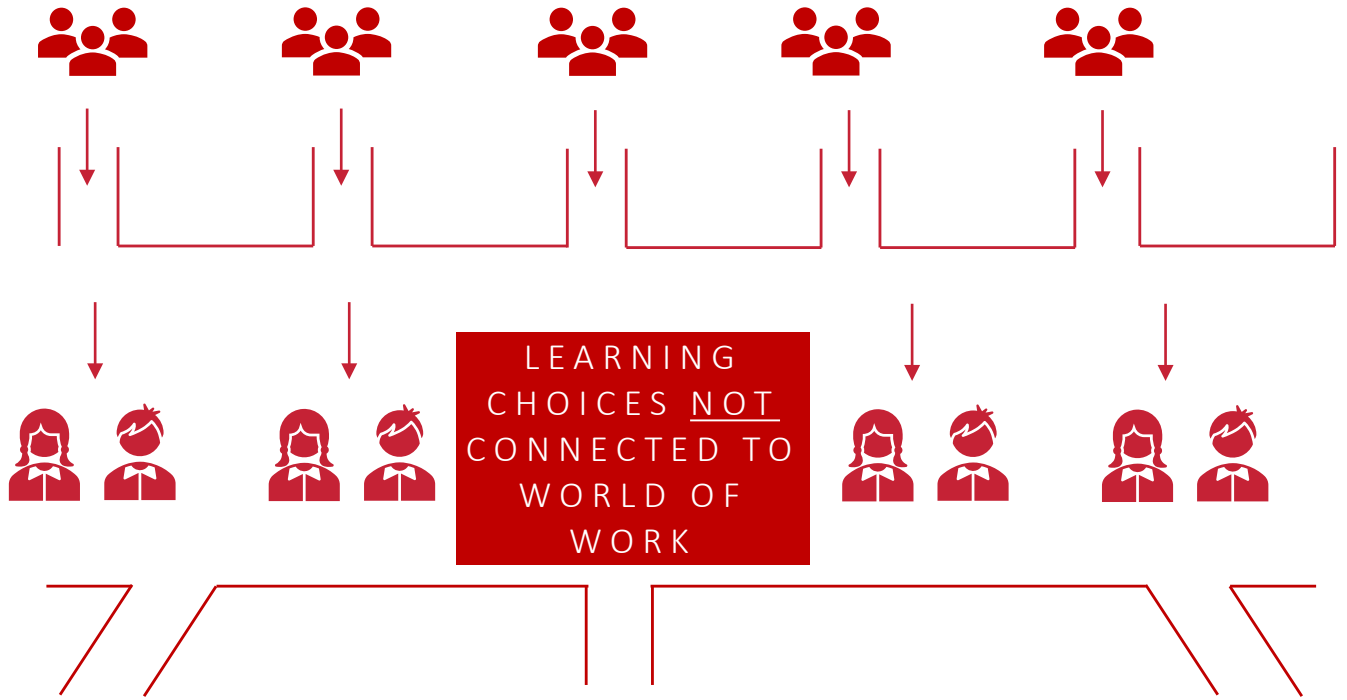
HOW WOULD IT IMPACT SCHOOL TO WORK TRANSITION

Pre-intervention

Lack of awareness about career and learning options

Disconnect between employers and students

Many young people unemployed or underemployed + employers not able to find talent



DROP OUTS

SKILLED & EMPLOYED

PROFESSIONAL DEGREE HOLDERS – ENTREPRENEURS / EMPLOYEES

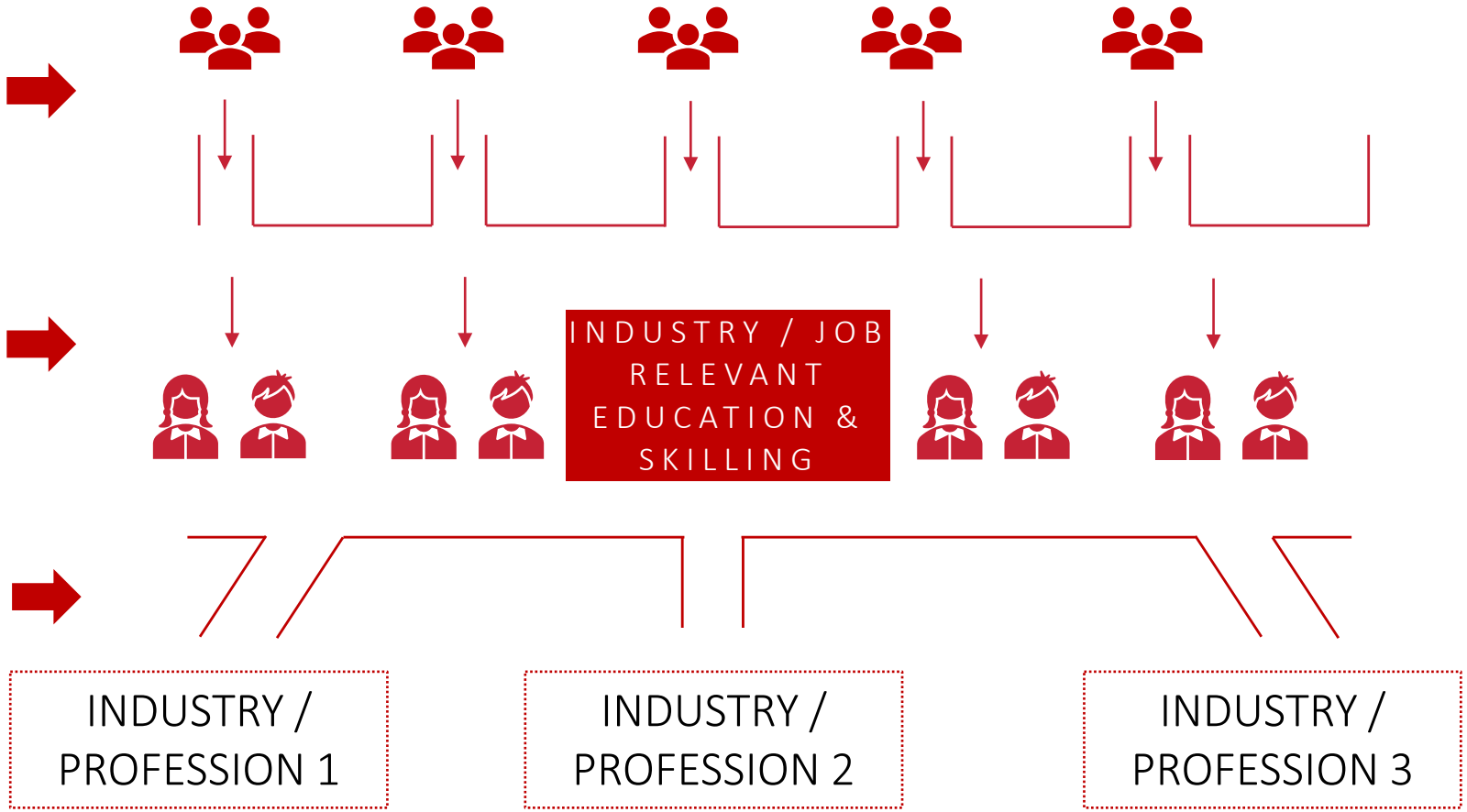
SKILLED / DEGREE HOLDERS BUT
- UNDEREMPLOYED
- UNEMPLOYED OR
- UNEMPLOYABLE

Post-intervention

Relevant & Timely Information regarding strengths, interests & opportunities

Alignment with Employers, Educators & Government for youth centric decisions

Employable youth and ready talent pipeline for high demand / growth sectors



SUCCESSFUL CAREERS, LIVES & BUSINESSES

WHAT WERE THE CRITICAL SUCCESS FACTORS

Critical Success Factors of Program Implementation

CERTIFIED PLATFORM - Bringing a process-based approach for exploration and decision making for students with advanced monitoring and analytics tools for government

TEAM MOBILIZATION - Bringing together team Transform, Counsellors, Student Champions, School Principals, Representatives & Administration for a successful implementation

TECHNOLOGY ENABLEMENT & CAPACITY ENHANCEMENT – Student, Counsellors, Principals, Administration accounts creation, Mobile app, Server enhancement

TRAINING + ENGAGEMENT - Training videos, creatives & webinar training sessions for students + Training, tool kits and progress monitoring support to counsellors and administrators

PROJECT MONITORING + PROGRESS REPORTING - Daily dashboards & progress status reporting including exception reports

CUSTOMER SUPPORT FROM COUNSELLING & TECHNICAL STAFF - Continuous support extended to students, counsellors and principals

1:10

STUDENT CHAMPION/STUDENTS

2:250

SCHOOL REP+PRINCIPAL/STUDENTS

MOBILISATION

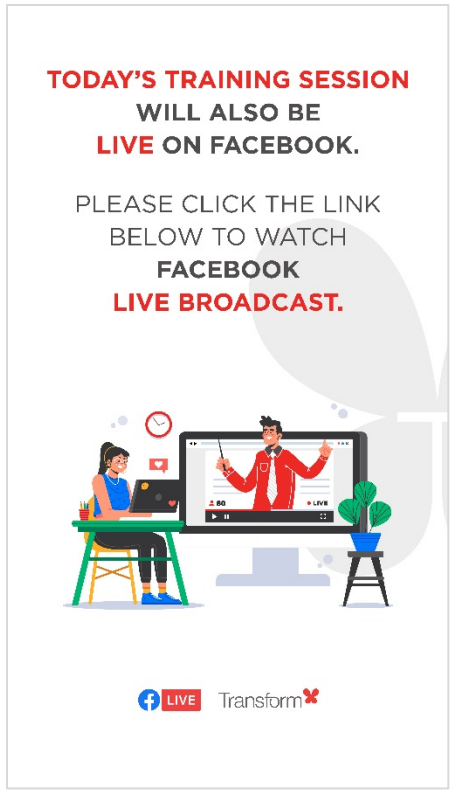
1:1000

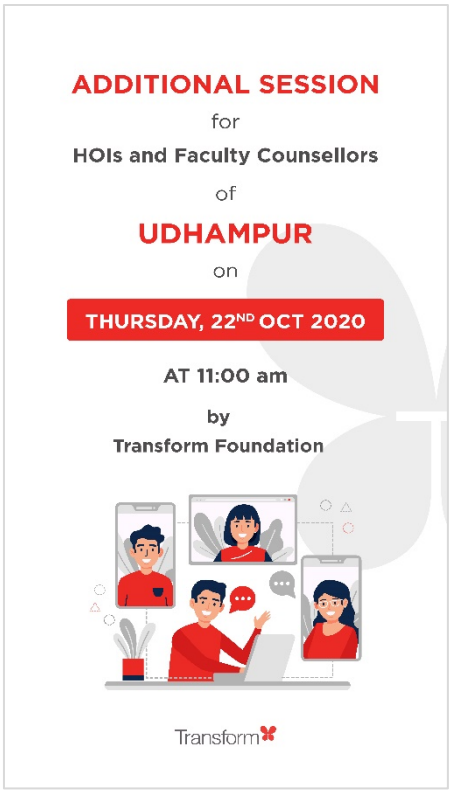
COUNSELLOR/STUDENTS

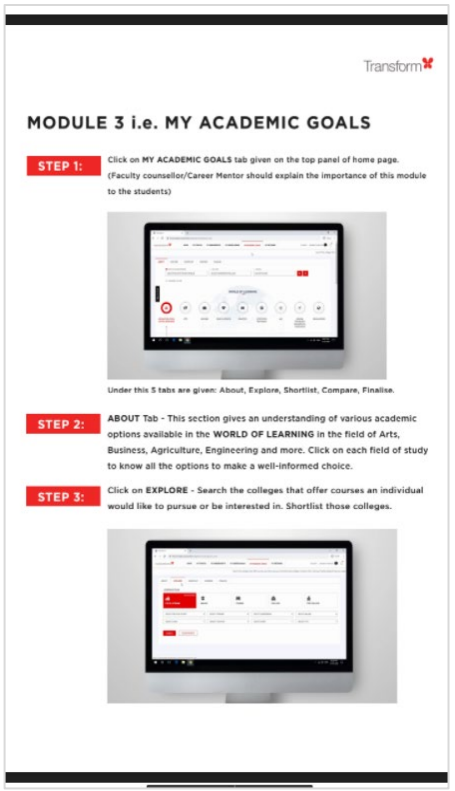
1:1

TRAINING TEAM/DISTRICT

Training of Students and Teachers



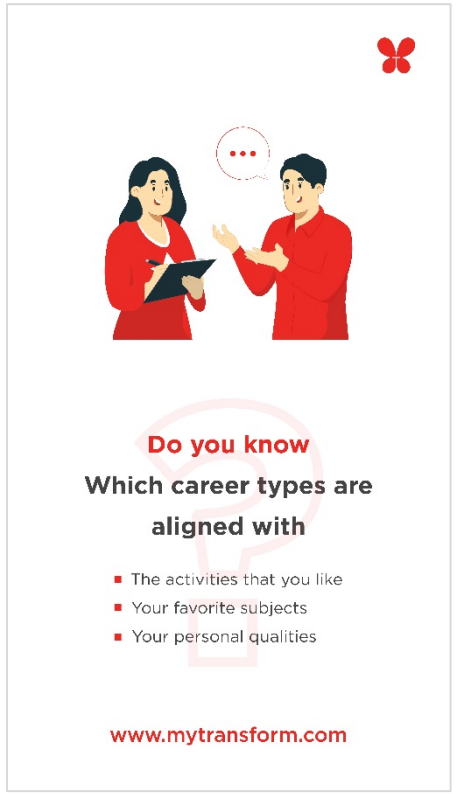


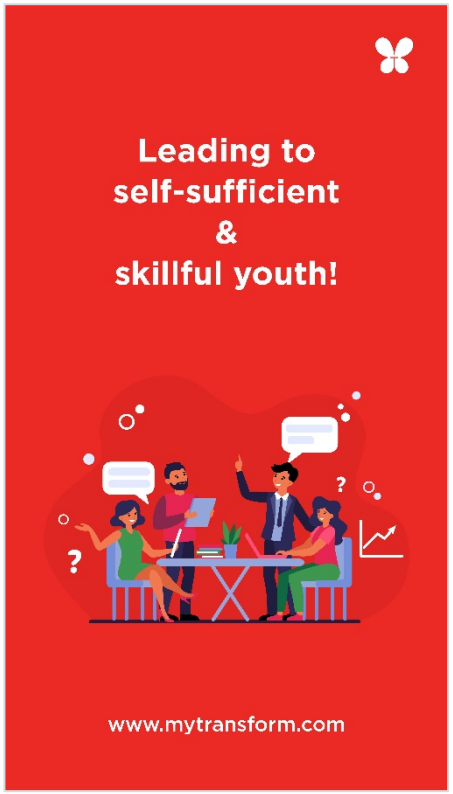


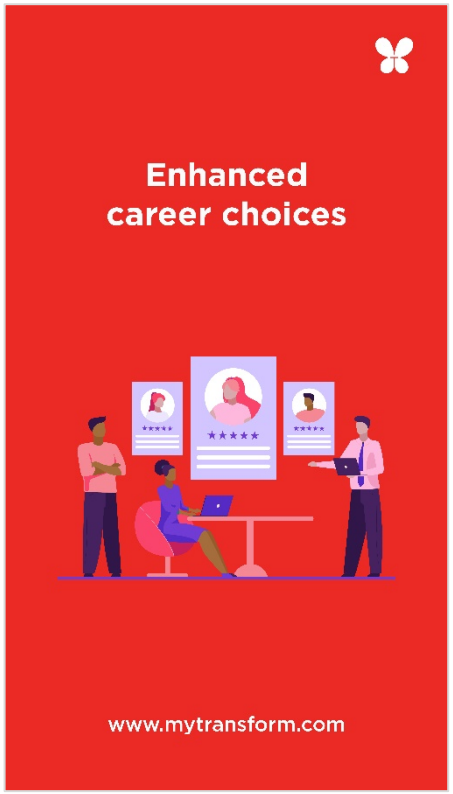
TRAINING SESSIONS

TOOL KITS

Motivation & Engagement







INFORMATIVE CREATIVES & EXPLAINER VIDEOS

1

UNION TERRITORY DASHBOARD

2

DISTRICT DASHBOARDS

227 SCHOOL DASHBOARDS

29

COUNSELLOR DASHBOARDS

100+

PROGRESS / EXCEPTION REPORTS

Monitoring & Support

OUTCOMES

>96%

COMPLETION

59000+

ASSESSMENTS

8-10 CAREER / ACADEMIC CHOICES PER STUDENT

2,36,000+

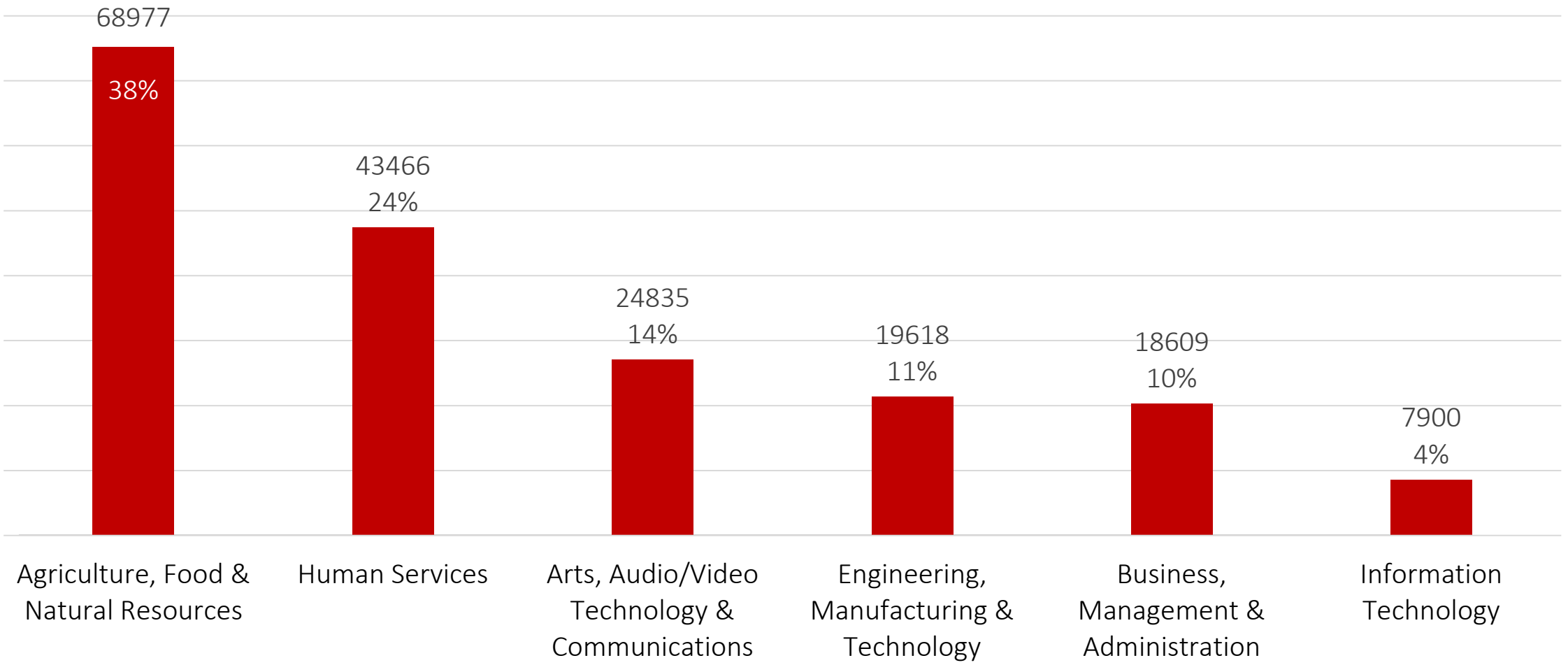
CAREER CHOICES

2,90,000+

ACADEMIC CHOICES

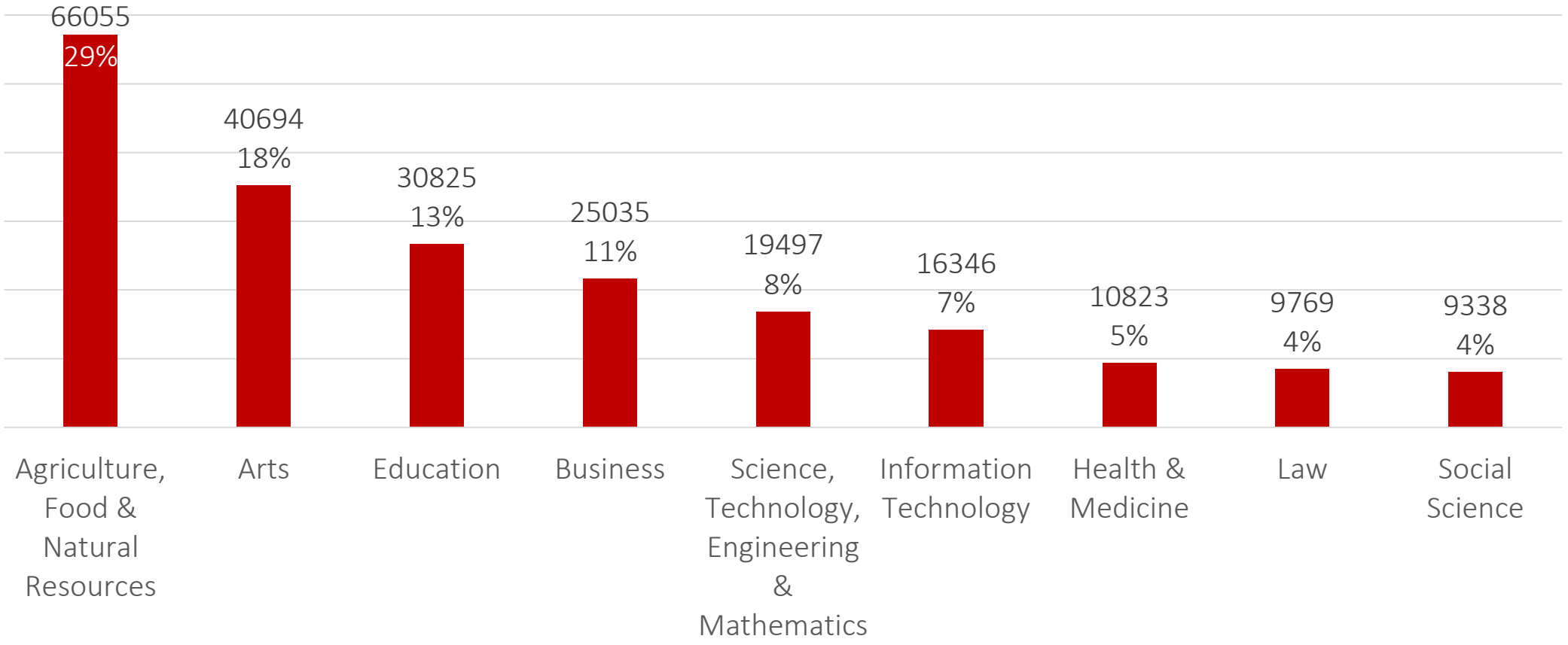
Counselling Outcomes

Career Choices



>1,83,000+ CHOICES

Academic Choices



>2,31,194+ CHOICES

Qualitative outcomes

DIRECT OUTCOMES

- Enhanced awareness of the world of work
- Enhanced career decision making skills
- Ability to link subjects studied in school with skills needed in work life
- Ability to communicate the interests with the stakeholders (educators & government)

INDIRECT OUTCOMES

- Positive attitude towards work and working life
- Enhanced curiosity and interests
- Practicing to use information independently and interactively
- Practicing to use technology for exploration and decision making

THANK YOU!