

**gnowbe**<sup>®</sup>  
together with



**YES 4 YOUTH**

# Soft Skills Training That Boosts Employment



**South African NGO  
puts 20,000 youth  
into employment  
across the nation.**

Success Highlights

- Over 8,000 active users with an average of 444 minutes spent on the application.
- Completion rates of over 70%, 10x the average completion rate on elearning platforms.
- 20,000 youth put into full-time employment after training.



# Client Profile

South African Non-Profit Organization, Youth Employment Service (YES), equips youth with effective and transformative soft skills training that helps get them employment. Together with government and labor, YES aims to create one million job opportunities and subsequently match South African youth to these career pathways.

## The Context

### YOUTH UNEMPLOYMENT IN SOUTH AFRICA

South Africa has one of the largest youth unemployment problems in the world, with 6 million young people shut out of the economy. That's an astounding 55% of South African youth from the ages of 15 to 24 who are unemployed. Working alongside a close partnership with the South African government and businesses to create job pathways for young people, YES is committed to equip them with the necessary skills to match the demands of these jobs. In research conducted by YES, they identified that businesses hire youth for technical skills, yet let them go due to lack of soft skills. A majority of South African youth did not possess the soft skills required for the working world.

Taking into consideration the large population of youth living in townships and rural areas, Dr. Ismail Tashmia, CEO of YES, said, "A young person is unlikely to have a network of people who go to work". With the lack of role models in the communities that exhibit

the behaviors of a working person, YES devised a 21-module soft-skills curriculum to fill the gap in this area of implied knowledge. A major consideration YES had while devising the curriculum was that soft skills are behaviorally the hardest to change.

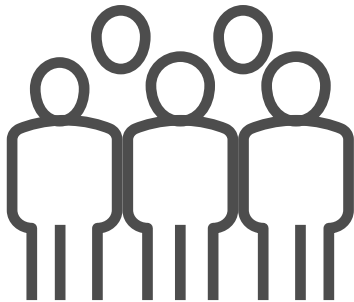
Dr. Tashmia adds,

**"You can't teach youth behaviors in a conventional way - through a textbook or from someone standing in front of a classroom. We needed a platform that allowed us to deliver learning in a familiar way that resonates."**

Combined with a spatially dispersed and nation-wide target user audience, traditional classroom learning is simply not a viable solution.

YES required a platform that could grant youth access to training wherever and whenever. The goals of YES required a learning platform with a deep understanding of the science of learning, and one with the ability to bring about transformational soft skills training and behavior change. It was essential to have a platform that had the ability and capacity to host a wide range of media, including their in-house produced films. Furthermore, executives needed a simple way to track the individual progress of their users and measure effectiveness.

## The perfect learning platform that checked all the boxes



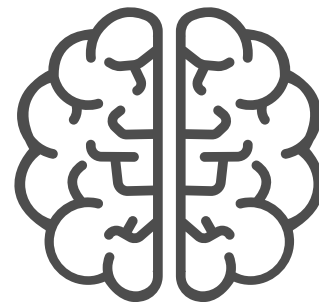
### ACCESSIBLE AND SCALABLE TO THE THOUSANDS

Gnowbe is not only an elearning platform, but one that is optimized to be mobile-first. Youth committed to the YES program receive a smartphone to access the Gnowbe Yes 4 Youth white labeled application. This allowed youth across South Africa easy access to the YES soft skills training modules anytime, anywhere, and best of all . . . on-the-go.

### INDUCE BEHAVIOR CHANGE

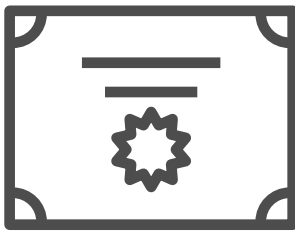
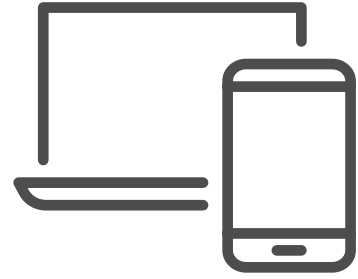
With Gnowbe's proven track record of transformational learning, it was an ideal platform that matched YES's mission to drive behavior shifts in soft skills. Gnowbe's Know, Think, Apply, Share (KTAS) approach in delivering engaging bite-sized mobile content was the perfect solution to equip youth with soft skills training that worked.

"Right after a youth has finished a module, we watch them exhibit these behaviors" is how Dr Tashmia described the dramatic change in behaviors she witnessed.



## ABILITY TO HOLD MEDIA-RICH CONTENT WITH SLEEK CURATION

YES's curriculum utilizes the power of storytelling to teach. With an in-house team that produces various series of drama-like films, YES needed an app with the capacity to hold a large amount of multimedia content from graphics to video. With a tediously devised curriculum containing highly localized content for the youth of South Africa, Gnowbe's simple yet powerful curation system could amply host their custom content.



## ALLOW FOR CERTIFICATION

Youth are given certifications after completing YES modules. These may be published on one's LinkedIn profile, which allows youth to be digitally discoverable as part of the working economy of South Africa. Moreover, Dr Tashmia shares that certification also empowers youth with "a sense of completion, and a sense of having managed to work their way through this."

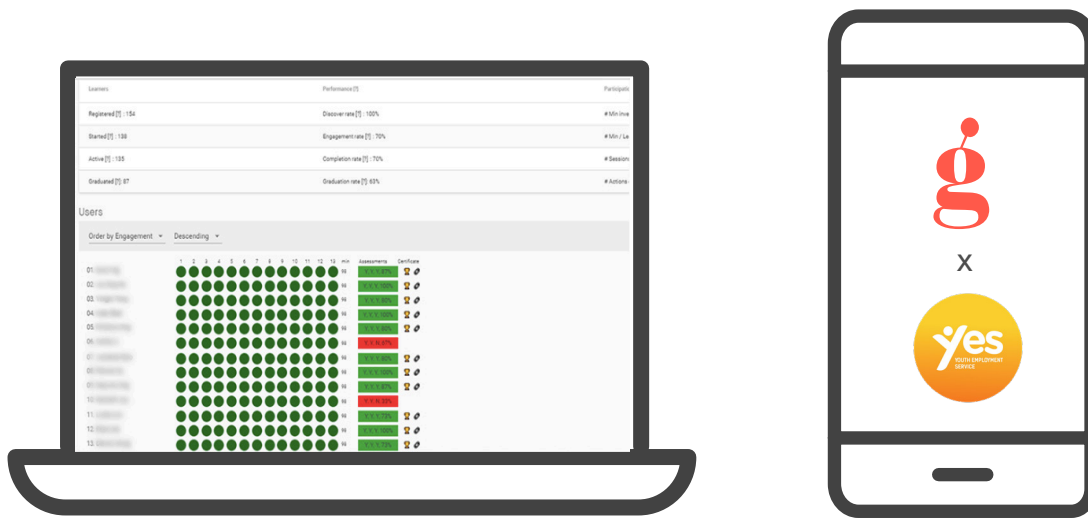
## EASY-TO-USE ANALYTICS

Gnowbe's analytics dashboard is able to present data that identifies outstanding individuals who have engaged with the content at the highest degree. Close examination of the performance of thousands of youth can be done with ease; this allows YES to match appropriate career opportunities to individuals with great potential. Again citing Dr. Tashmia, "We are able to very quickly see the superstars and their performance, and funnel them into bigger opportunities."



**"If we missed out on any of those, the full learning experience would not be the same."**

YES went through a long list of platforms in order to find the perfect one that met all of their requirements. Dr. Tashmia indicated that, "They were always deficient in some of these requirements. If we missed out on any of those, the full learning experience would not be there." What YES found in the Gnowbe platform was the magic combination of features that fulfilled all of their needs.



## Easy set-up and user-friendly analytics

Getting the YES team initiated into using the platform was an easy and simple process. The Gnowbe team was always highly responsive and helpful to any questions regarding the functionality of the platform. Furthermore, Gnowbe conducted weekly training for the YES staff in its early stages. Asanda Madosi shared that with regards to the curation of content and ease of upload, Digital Liaison and Impact Analyst at YES, uploading the large amounts of YES’s multi-media content was smooth and intuitive.

Madosi added, “I had a very good experience getting introduced to the Gnowbe dashboard. It was a highly transferable skill that we could replicate to train and expand our own team. Having worked with previous dashboards, Gnowbe’s platform proved to be extremely fluid and user-friendly. Even someone without a tech background is able to engage with it very easily.”

# High engagement and life changing impact

The partnership between YES and Gnowbe has been an incredibly successful one.

The youth on the Gnowbe Yes 4 Youth app have shown astounding rates of engagement; with over 8,000 active users spending an average of 444 minutes on the application. User completion rates on the application are also remarkably high. At over 70%, completion rates on the Gnowbe Yes 4 Youth app are 10 times higher than that of traditional e-learning platforms.\*

“The youth really enjoy the platform. Modules are taught in very understandable ways, and this exposure to this new form of learning is what our youth want”, Modosi pointed out, referring to the feedback YES has received through focus groups.

The Gnowbe Yes 4 Youth app is delivering life-changing training to those that would otherwise have no access to it - spatially, economically and structurally.

In an interview with YES candidate Frolinah Malaza, “The Gnowbe app has changed my life as I now know what I want in life.” She was referring to the focus that she has found in her pursuit of her career ambitions. Frolinah is now fully employed as a Community Developer in Agricultural Spaces at YES.

This impact is only growing. With Gnowbe’s robust and engaging platform, 30,000 youth and counting have been committed to the YES program, of which 20,000 of them have been placed into full-time employment.\*\*

\*The average completion rate of xMOOCs is 7.6%

Source: <https://eliterate.us/the-most-thorough-summary-to-date-of-mooc-completion-rates/>

\*\* as of January 2020

# Key Success Metrics



8,000

Active Users



400+

Minutes on the App  
on average



70%+

Completion Rate



20,000

Youth Placed into  
Employment

# Thank you.

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