



Generation

USA

MCKINSEY SOCIAL INITIATIVE



Generation seeks to close the skills gap for young people

We are developing a **program** to place disconnected young adults in **jobs**, giving them the **skills and support** they need to achieve lifelong personal and professional success—and fundamentally **change their life trajectories**

Generation's goals are ambitious

1 million

young people trained and placed into promising careers

5

countries

5

years

1

methodology to enable others to expand the impact to millions more youth around the world

Generation addresses two areas of need for the youth employment field, drawing on successful elements of the best programs

1

Design and test a replicable, rapidly scalable methodology

2

Demonstrate a measurable return on investment for employers and young people

The Generation approach has six components



WHERE ARE WE TODAY?

Generation

Our initial focus is four sectors



Healthcare

- Certified Nursing Assistant program piloted in Pittsburgh, Wilmington and San Jose



Retail

- \$3.2M grant from Walmart to develop Generation Retail for two professions and to test it on 650 young people across 4-6 US cities in 2015



Information Technology

- Initial list of occupations and certifications being vetted with employers



Skilled Trades

- Defining target occupations and certifications that are in demand

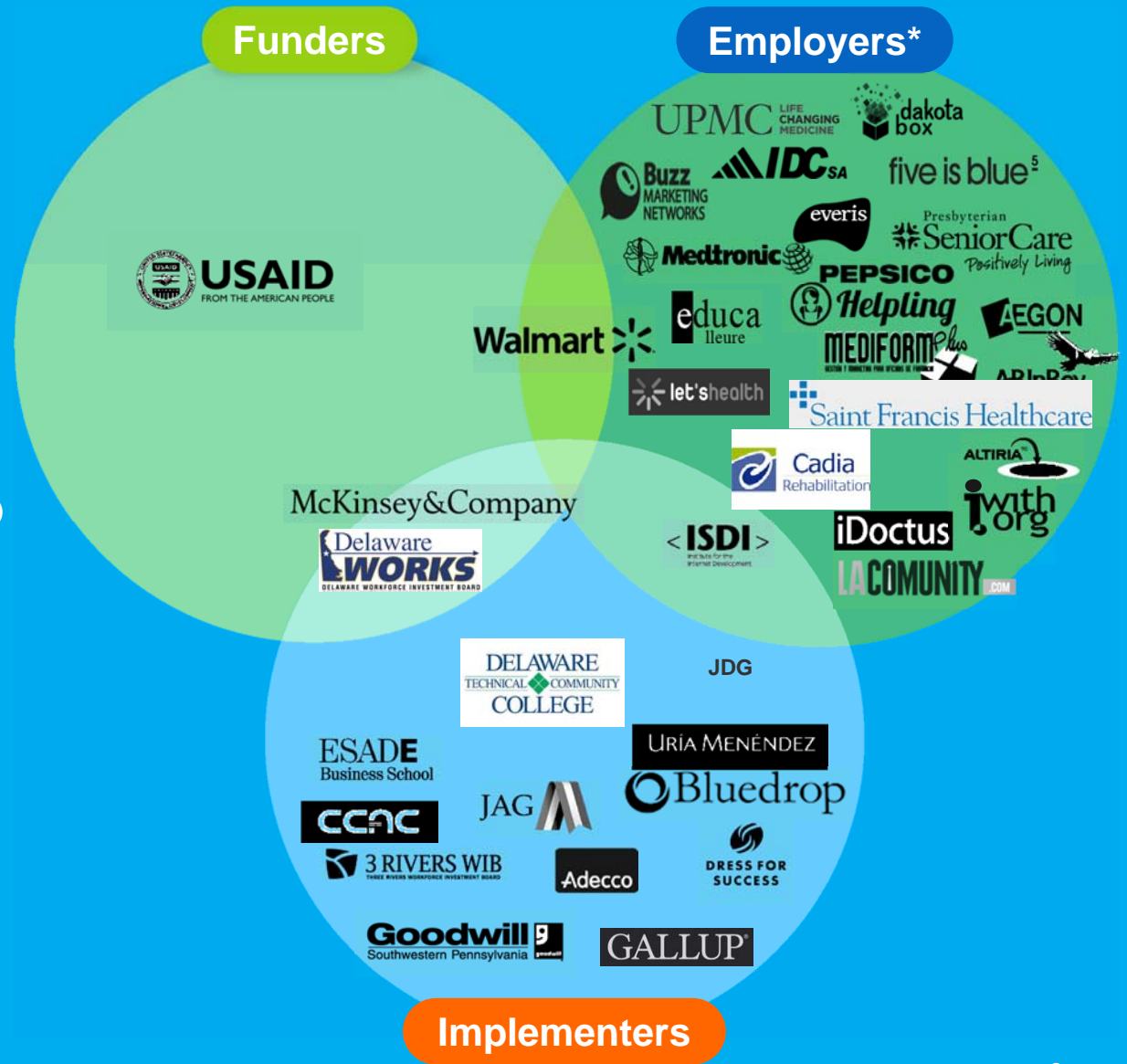
the goal ➤

Generation's approach works in any middle-skill profession in any city in any part of the world.

WHERE ARE WE TODAY?

Generation

Fixing youth unemployment takes all of us, so we work with a growing, global partner coalition



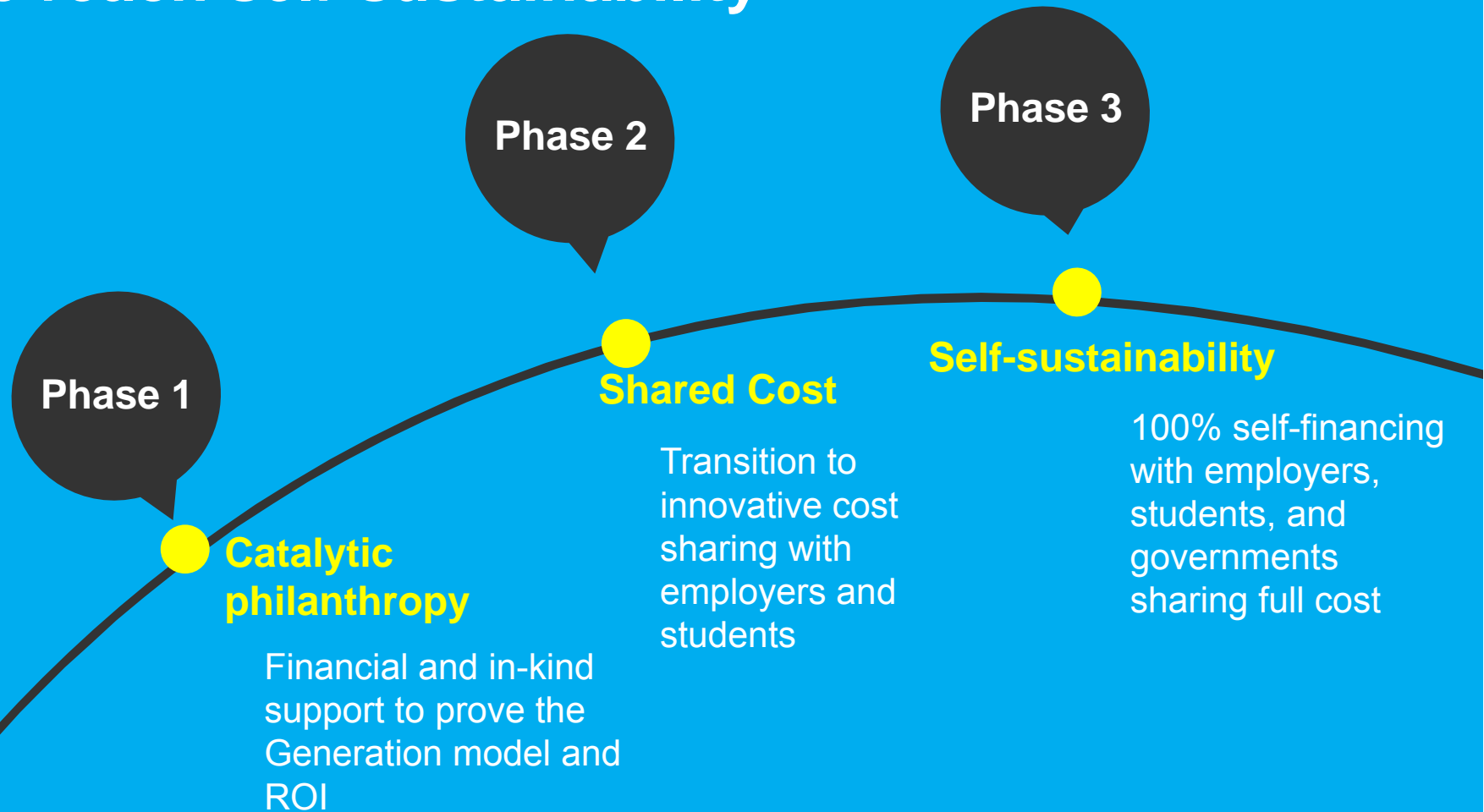
* representative sample

Generation and its graduates have outperformed similar programs on several dimensions

Elements	<u>Generation average</u>	<u>National provider/ employer average</u>
(A) Graduation rate	70%	30-50%
(B) Pass rate in state certification exams	100%	~50%
(C) Employment	75%	Unknown (not tracked)
(D) Retention	5 months (so far)	2 months
(E) Cost	Four-times lower than employer partner averages	

Positive word of mouth – 3 new employers asked to join the partnership after the first 3 cohorts graduated

We are building an innovative funding model to reach self-sustainability



spashman@trwib.org

martha@mckinseysocialinitiative.org

info@mckinseysocialinitiative.org

you~~th~~ ~~un~~employed



Generation is the first program of the McKinsey Social Initiative, a non-profit that focuses McKinsey's problem-solving expertise on the world's most complex social challenges.