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

55 countries

11 years

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:

1. Jobs & direct employer engagement from the start
2. Recruit students based on intrinsics, effort, and employment standards for the profession
3. 8-12 weeks of technical, behavioral, mindset & professional presence skill training
4. Social support services & mentorship along the way
5. A community that follows graduates into the workplace
6. Return on investment for employers and students
WHERE ARE WE TODAY?

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

Generation's approach works in any middle-skill profession in any city in any part of the world.
Fixing youth unemployment takes all of us, so we work with a growing, global partner coalition.
Generation and its graduates have outperformed similar programs on several dimensions

<table>
<thead>
<tr>
<th>Elements</th>
<th>Generation average</th>
<th>National provider/employer average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduation rate</td>
<td>70%</td>
<td>30-50%</td>
</tr>
<tr>
<td>Pass rate in state</td>
<td>100%</td>
<td>~50%</td>
</tr>
<tr>
<td>certification exams</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employment</td>
<td>75%</td>
<td>Unknown (not tracked)</td>
</tr>
<tr>
<td>Retention</td>
<td>5 months (so far)</td>
<td>2 months</td>
</tr>
<tr>
<td>Cost</td>
<td>Four-times lower than employer partner averages</td>
<td></td>
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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

**Phase 1**

**Catalytic philanthropy**
Financial and in-kind support to prove the Generation model and ROI

**Phase 2**

**Shared Cost**
Transition to innovative cost sharing with employers and students

**Phase 3**

**Self-sustainability**
100% self-financing with employers, students, and governments sharing full cost

WILL YOU JOIN GENERATION?
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.