



## THE JIJALI PROGRAM - READING MATERIAL

---

### Objectives

#### Learners should be able to:

- Understand the overall objective of Jijali program
  - Understand the program's expectations of the Jijali trainees as well as consequences
- 

### What is the Jijali Program and how is it related to Yusudi Ltd?

Yusudi is a youth-focused social enterprise. The company focuses on delivering high quality, holistic learning experiences that achieve behavioural change. Jijali is a program running under Yusudi limited.

Jijali is an online education program that provides Entrepreneurship and Work-readiness skills to people seeking employment, those with businesses, and those who want to start businesses. By the end of the training, there are end goals to each of the two modules as shown below.

### Entrepreneurship

By the end of the course the mentee should be able to either:

- Start a business
- Improve his or her business
- Develop a business idea

### Work Readiness

By the end of the course the mentee should be able to either:

- Secure employment
- Get a promotion
- Choose a career path
- Prepare for a career.
- Change a job

The program combines online learning content (videos and reading materials), field tasks, and virtual mentorship support to provide a unique, practical, and customized learning journey.

The Jijali program runs for three months. The goal of the Jijali program is based on three facets: Knowledge, Behaviour, and Attitude.

**Knowledge** - This is acquired when going through the reading materials.

**Behaviour** - Change in behaviour is achieved when tackling the practical tasks.

**Attitude** - Change in attitude is achieved by the help of mentors given during the learning process.

---

---

The Jijali Program seeks to support the learners in gaining and applying knowledge in real-life situations through online content and practical tasks. It further supports the learner in changing their behaviour and developing a positive attitude through practical tasks and mentorship.

The mentors' primary role is to support learners in either the track they have chosen by providing feedback, advice, and motivation based on the field tasks submissions and participants' individual goals. This is an opportunity to help young Kenyans accelerate their professional growth and achieve their career/business goals.

### **The learning flow**

The program content is divided into Online learning, Practical tasks and Virtual mentorship.

First, the trainees go through online content, usually reading materials and videos.

Next, they work on practical tasks - this part is important because here is where they apply what they have learned. The practical tasks are designed to build the trainees' skills and usually take the most time out of the three. It is important that the trainees give their best effort in the tasks to make the learning effective.

Once this is done, they submit their work online. Here, a member of the Jijali team (either Learning Manager or the mentor) provides feedback on the task and grades the task.

Finally, the mentor has a call with the trainee to discuss the challenges, successes and learning that the trainee experienced while working on the task.

### **What value does Jijali offer to its trainees?**

- 1. A mentor** - The program pairs a learner with a mentor who will provide them with the support, guidance & motivation they need to achieve their personal, career or business development goals. The mentors help their trainees breakdown learning material, review their tasks submissions and provide feedback that will allow them to build on strengths & weaknesses, skills and competencies over time.
- 2. Networking platform** - Jijali offers an opportunity to connect with people from all over the country and different walks of life to make connections that could last a lifetime. These connections could pay off when you build relationships with other individuals in your career field of interest or and in other related business fields.
- 3. Certification** - A trainee is awarded a **certificate** after successfully completing the program, which could give you a tangible competitive advantage, expose you to more job opportunities and allow you to negotiate for a higher pay scale.



- 4. Access to our unrestricted content** - Trainees get free access to some of our unrestricted material on Jijali's learning platform, such as Covid-19 & Financial Management content, in addition to regular invitations to webinars on topics aimed at improving the overall professional quality of our learners.

## **Behavioral Expectations & Consequences**

It is an expectation that a Jijali trainee will:

1. Receive & accept weekly mentorship calls from their mentor for individual coaching
2. Tackle and submit the practical tasks on a weekly basis
3. Work on feedback provided to tasks and make resubmissions where requested
4. Attend and participate in mandatory monthly group coaching sessions via video call
5. Join webinars organised by the Jijali team for Jijali trainees
6. Fill monthly program improvement surveys

## **Breaches of the above Jijali training expectations will result in the following:**

1. Trainees who choose not to follow the expectations regarding weekly mentorship calls and practical tasks risk being dropped out of the program and unenrolled from allocated classes
2. Warnings & possibly being dropped out if they do not attend group coaching sessions without prior communication
3. Denial of certification after completion of learning if trainees does not fill monthly program improvement surveys or fails to attend more than one trainee webinar

## **Alumni Testimonials**

Below are a few examples of the successes of the Jijali program.

### **Alex Muchiri, 24, IT Specialist**

I joined Jijali to learn how to go about job searching, prepare for interviews and how to write my CV. I have seen the fruits of this as I am currently one among 86 shortlisted candidates in a company that's been conducting mass recruitment. I went through the interviews up until the last stage. Expressing myself and my value was quite a challenge and I take pride in coming up with a personal value proposition.

### **Brian Musau, 20, Entrepreneur**



I was referred to Jijali by a friend. The challenge I sought to solve was building on my business. I had started a poultry business and wasn't sure how I would sustain it but realized that it would become sustainable over time. Learning about human-centred design was fun and my favourite. My perspective about entrepreneurs really changed for the better

**Saisi Shiribwa, 28, Pixel Design Agency**

I joined Jijali to push myself and make myself go the extra mile. I also wanted to view business from a different perspective. Having a mentor was the best part of the program. My mentor was really helpful and encouraging. In enrolling for the training, I sought to do better, but initially, I feared diving deep. Since taking the training, I have been able to perform a financial analysis of my business as well as projections. Sharing ideas with other people, and getting out of my comfort zone has been really fun.

**Gloria Mbilia, 30, Entrepreneur**

I enrolled in Jijali because I wanted to improve my entrepreneurial skills. I started a business recently and it has been really hard. I now know what to consider before starting a business, how to run it, make sales and market. I have more knowledge of business and budgeting. The training was very practical. I also had a great mentor who supported me.