**Introduction**

My name is Wambui Cheche, my name is Dolly Mwiti.

We have teamed up to address a youth soft skills gap within Nairobi, Kiambu and Meru Counties in Kenya. We target to train 300 youths over a period of 1 year and 30 trainers of trainees (TOTs)

**Problem Statement**

Youth unemployment is a major challenge within Africa. Surprisingly, it is not solely due to lack of technical training. According to the World Economic Forum, **over 50% of employers in Africa cite a lack of soft skills as a critical barrier** to hiring young talent. According to a 2022 Kenya Private Sector Alliance (KEPSA) report “**75% of employers found graduates technically qualified but lacking** key soft skills needed for success in the modern workplace.”

**Suggested Solution**

We propose a **scalable Youth Soft Skills Training Program** targeting high school leavers, university students and fresh graduates and early-career professionals.

**The curriculum will focus on:**

**Career Readiness** such as Cv and cover letter writing skills, interview skills, professionalism

**Communication and Personal Branding-** Online presence and public speaking

**Digital literacy –** online jobs, content creation, digital marketing

**Leadership -** intrapersonal leadership and community engagement.

**Entrepreneurship -**innovation and fundraising

**Personal skills** - emotional intelligence, problem-solving, critical thinking, time management.

**Financial Literacy** – Savings, budgeting and investment

Training will be delivered in two phases, phase one will be training of Tots and phase 2 will be training of the youths with support from the TOTs each running through:

* **Workshops**
* **Mentorship sessions with industry experts**

**Resources/support required**

To deliver the program successfully we require intellectual and financial support.

Financial support will cater for:

|  |  |  |  |
| --- | --- | --- | --- |
| **ITEM** | **QUANTITY** | **UNIT COST ($)** | **TOTAL COST ($)** |
| Curriculum development | 1 | 300 | 300 |
| Honorarium for facilitators | 5 | 100 | 500 |
| Venue hiring (Physical Sessions) | 3 | 50 | 150 |
| Training Materials | 1 | 200 | 200 |
| Internet for remote learning | 330 | 10 | 3,300 |
| TOT Transport for physical Sessions | 30 | 20 | 600 |
| **TOTAL** | | | **5,050** |

**Impact**

Develop 330 youths who are career ready, increasing their employability and adaptability in a rapidly changing job market