

# Beulah Africa Foundation

## Work Readiness Economic Empowerment



# PROGRAMME OVERVIEW

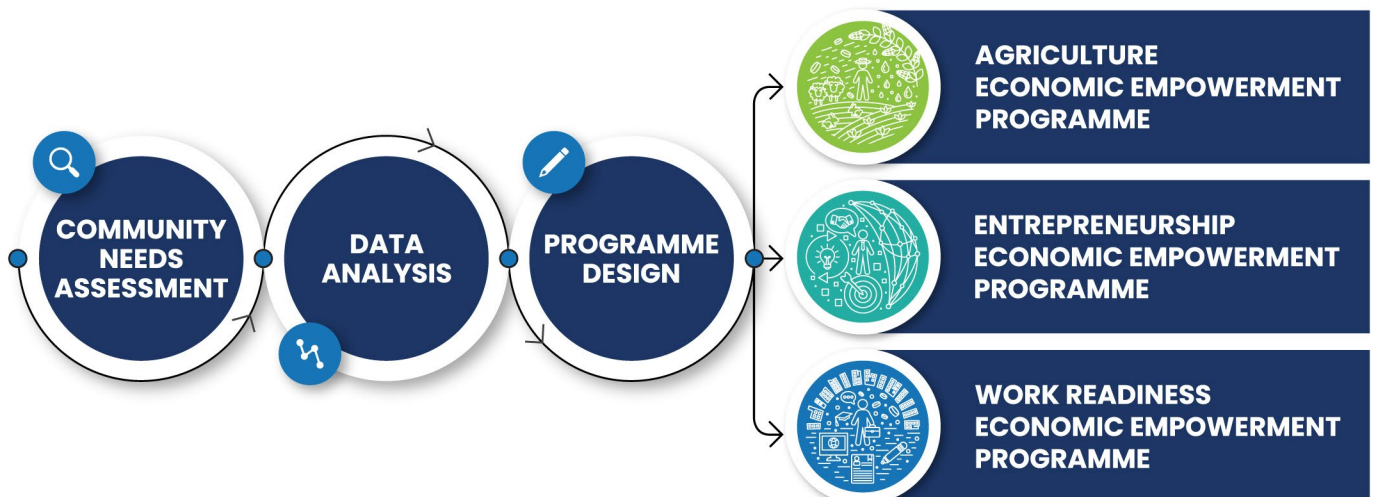
**The Work Readiness Economic Empowerment Programme exists to create lasting change in the lives of individuals by addressing the gap between available work opportunities and the ability to match those opportunities.** In many communities, economic vulnerability and a lack of relevant skills prevent individuals from accessing stable employment, even when job opportunities are available. In South Africa's challenging job market, where unemployment rates are high, and qualifications alone can no longer guarantee employment, work readiness training is crucial. Our programmes equip individuals with the necessary technical skills, soft skills, and mindset to secure and retain employment.

This programme focuses on equipping participants with the practical skills, confidence, and support needed to access these opportunities and succeed in the workplace. By providing mentorship, work placements, and tailored training, we empower individuals to not only secure employment but to thrive in their roles, building sustainable livelihoods for themselves and their families.

Through the Beulah Africa Economic Empowerment Programmes, we begin by understanding the unique needs of each community, identifying vulnerable groups, and working with local stakeholders to address gaps in resources and opportunities.

Whether focused on agriculture, work readiness, or entrepreneurship, each programme is customised to meet the specific needs of the community, creating long-term, sustainable impact.

The Work Readiness Economic Empowerment Programme is specifically designed to tackle challenges such as youth unemployment, economic vulnerability, and the lack of sustainable livelihoods. Our goal is for every participant to gain not just a skill, but the confidence and ability to match their skills with available opportunities, ensuring they are well-prepared to access and retain employment. By bridging this gap, we help individuals transform their future and contribute to the development of their communities.



# PROCESS

The diagram below provides an overview of the programme process. The Work Readiness Economic Empowerment Programme starts with a community needs assessment, followed by the final programme design. Based on the data analysis, participant criteria are defined, and recruitment takes place accordingly. Once this initial stage is complete, training begins, covering leadership for life and work readiness, equipping participants with the skills needed to successfully embark on their employment journey. After training, participants are referred to further opportunities, such as work placements or educational programmes, and receive continued mentoring support.



## 01 Community Needs Assessment

Our Socio-Economic Needs Assessment and Community Mapping service provides a thorough and comprehensive understanding of a community's social and economic challenges. Through rigorous research and analysis, we identify the specific needs and priorities of communities, mapping out the key stakeholders, resources, and gaps in services. These valuable insights enable us to develop targeted interventions to address the most pressing issues, ultimately driving positive change and improving the well-being of the community. It furthermore helps us identify the programme beneficiary criteria and participant selection.

## 02 Participant Recruitment

Following the community needs assessment and programme design, the next key step is participant recruitment and profiling. This involves identifying candidates who meet the programme's eligibility criteria and align with the needs identified during the assessment. Through targeted outreach, potential participants are assessed for their willingness and ability to meet the programme's requirements. Eligible candidates are then recruited and undergo a profiling process to gather demographic, socio-economic, and skills-based information. This enables tailored support, maximising the programme's impact on each participant.

## 03 Leadership For Life Training

Leadership for Life is an international programme that unlocks leadership potential within communities by applying timeless principles of personal transformation. It fosters a mindset shift, encouraging individuals to take responsibility for changing their lives and communities. Furthermore, it establishes ownership and accountability, motivating individuals to set up and follow through on livelihood projects that benefit others. The training forms the foundation for all our subsequent training and mentorship within our economic empowerment programmes.

## 04 Work Readiness Training

The training targets individuals, particularly young people, who are currently not in employment, education, or training (NEET). It empowers participants to become more confident in becoming economically active and securing better livelihood prospects. It provides individuals with the skills and tools they need to access and retain employment opportunities, including creating a CV, developing interview skills, financial literacy, career guidance, effective communication skills, time management, professional behaviour, and customer service.

## 05 Referrals to Opportunities

As part of our economic empowerment programme, we offer comprehensive support to individuals at every stage of their journey towards economic independence. After equipping participants with essential skills and knowledge, we refer them to opportunities such as work placements, internships, and training programmes, including learnerships and skills development courses. We also assist with further education, helping participants with matriculation, tertiary applications, and bursary applications. Additionally, we facilitate access to opportunities for acquiring learners' and drivers' licences, all of which contribute to greater economic mobility and success.



## 06 Mentorship Sessions

Our mentoring provides ongoing support to individuals who have been referred to various opportunities, helping them stay focused on their goals and navigate any challenges they may encounter along the way. In addition to goal-setting and career development, our mentoring also includes life skills training and discipleship, empowering individuals to make informed decisions and build resilience. In some programme designs, we also incorporate savings clubs, encouraging participants to develop financial literacy and cultivate a strong savings habit, further supporting their long-term economic independence and personal growth.



## TESTIMONIALS

"I come from a rural area. I completed my matric, but since then I've been applying for bursaries and employment, without any luck. Beulah Africa then equipped me with various skills. To me, this was God answering my prayers. I had lost hope, but Beulah Africa gave me back that hope. I received a phone call and was offered a job. I am currently working as a Teacher's Assistant, enjoying every moment and learning new skills every day."

– Zinhle Mabuza

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