INJAZ Lebanon
Preparing and Inspiring Tomorrow’s Business Leaders
The Unemployment Challenge

- Population under 24: 53% in MENA and 45% in Lebanon.
- Youth unemployment rate: around 25% in Lebanon and 28% in the MENA region. Higher unemployment rate of young women of 38% against 20% for men in the region.
- The average young person does not find employment within the first three years of graduation.
- By 2020 80 million jobs should be created in the MENA region to maintain current unemployment rates.

Two main causes for unemployment:
- The quality and relevance of education: marketable job skills are not being taught in schools.
- The inability for economies to create sufficient jobs.
Skills Required by Arab CEOs

- 46% of CEOs interviewed in the MENA region feel that the educational system fails to provide graduates with adequate skills.
- 52% feel that there are not enough graduates to fill required positions.

Source: The Arab Human Capital Challenge, the Voice of CEOs, Mohammed Bin Rashid Al Maktoum Foundation and PricewaterhouseCoopers. 18 countries surveyed in MENA.
Gaelle Feghali, CEO of 5th Wheel
Winning team
INJAZ Lebanon and MENA Young Entrepreneurs Competition 2010

After this INJAZ experience I began to think about my future more. I want to grow up and have a job, start my own business and earn a living.

INJAZ has prepared me to maximize my own skills and take advantages of opportunities that I would have otherwise overlooked. (…)

Professional people that came to us were role models explaining a world ignored in our classrooms (…) We had the chance to meet these people, which made us more motivated and more aware about everything (…)”
INJAZ Lebanon Mission and Values

INJAZ Lebanon’s **Mission** is to accelerate young people’s ability to contribute to the economic development of Lebanon and the region by connecting them with dedicated business mentors and providing them with the skills and mindset they need to become the entrepreneurs and business leaders stimulating their communities.

**Values**

- Belief in the boundless potential of young people
- Belief in the power of partnership and collaboration
- Commitment to connecting knowledge and experience with enthusiasm
- Provision of real-world, culturally relevant and engaging programs
- Commitment to entrepreneurship as the pathway to economic prosperity and success
INJAZ Lebanon is Part of a Global Network

- INJAZ Lebanon is a member of **Junior Achievement (JA) Worldwide**
- In its 95th year, JA Worldwide has offices in 123 countries and reaches 14 million students annually.
INJAZ Lebanon Highlights

- Since its inception in 2001, INJAZ Lebanon has reached over 60,000 students coming from all regions in Lebanon thanks to 100 companies and over 2500 corporate volunteers.

- In 2014 we provide 10 programs free of charge targeting students aged 10 to 24. Our programs are hands on and program duration varies from 4 to 24 hours, delivered on a weekly or half day basis.

- Businesses support INJAZ Lebanon in many ways through corporate volunteers/mentors, project sponsorship and in-kind strategic support.

- Our Board of Directors includes 10 companies and individuals who are passionate, engaged and share a common ideal for the youth of Lebanon.
INJAZ Lebanon Board of Directors

Individual Board Members:
Mr. Kamal Katra, Board Member of Merrill Lynch
Mr. Mohammad Naffi, former Consultant for the Central Bank
Total students reach: 3,416 thanks to 155 corporate volunteers
Entrepreneurship is an engine for job creation, work readiness skills enhance employability and financial literacy contributes to financially aware youth and citizens. These skills, attitudes and behaviors can be learned and the earlier the exposure to them the better.
Bridging the Skills’ Gap

- More than Money
- Personal Economics
- Success Skills
- Steer Your Career
- Leadership Program
- Company Program
- It’s My Business
- Entrepreneurship Master Class
- Ripples of Happiness
## Middle Grades Programs

<table>
<thead>
<tr>
<th>Course Name &amp; Level</th>
<th>Course Objectives</th>
<th>Length</th>
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<tbody>
<tr>
<td><strong>More than Money (MM)</strong>&lt;br&gt;grades 5 &amp; 6</td>
<td>➢ Teaches students about earning, spending, sharing, and saving money, and businesses they can start or jobs they can perform in the future.&lt;br&gt;➢ Includes business simulation, games, role plays and teamwork.</td>
<td>6 sessions</td>
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<tr>
<td><strong>Personal Economics (PE-M)</strong>&lt;br&gt;Grades 5, 6 &amp; 7</td>
<td>➢ Students draw their life maps, and envision their desired future.&lt;br&gt;➢ Students learn about different types of consumer by meeting mock characters and studying their spending and savings behaviors. They discuss their rights and responsibilities as consumers.</td>
<td>5 sessions</td>
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<tr>
<td><strong>Its My Business (IMB)</strong>&lt;br&gt;grades 6 &amp; 7</td>
<td>➢ Students learn entrepreneurial skills including identifying customers’ needs, launching effective marketing and creating detailed business plans. They examine the characteristics of successful entrepreneurs.</td>
<td>6 sessions</td>
</tr>
<tr>
<td><strong>Entrepreneur Master Class (EMC)</strong>&lt;br&gt;grades 6, 7 &amp; 8</td>
<td>➢ Introduces students to the notion of entrepreneurship through a business simulation game</td>
<td>One half day session</td>
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# Secondary Grades Programs

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<tr>
<th>Course Name &amp; Level</th>
<th>Course Objectives</th>
<th>Length</th>
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<tr>
<td>Personal Economics (PE-S) Grade 9</td>
<td>Students identify their personal skills and interests, discuss career options, work on personal and family financial management, with lesson plans revealing how their decisions about education, careers, spending and investing affect their economic role in society.</td>
<td>7 hours</td>
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<tr>
<td>Leadership Skills (LS) Grades 10 &amp; 11</td>
<td>Students explore and develop leadership skills and values while planning and running a community service project.</td>
<td>7 hours</td>
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<tr>
<td>Success Skills/ Career Success (SS/CS) Grade 11</td>
<td>Students develop a range of interpersonal skills such as effective communication, building rapport, influencing others, working in teams and presenting yourself. They also begin to work on a skills portfolio.</td>
<td>7 hours</td>
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# Secondary & University Programs

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<th>Course Name &amp; Level</th>
<th>Course Objectives</th>
<th>Length</th>
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<tr>
<td><strong>Company Program (CP)</strong>&lt;br&gt;Grades 11 &amp; 12 &amp; university students 16-22 years old</td>
<td>The classroom turns into a real company as students organize themselves into management teams, select a business idea, raise capital, prepare a business plan, market and sell their product or service than liquidate the company. The program culminates in national competition with the winner attending a regional MENA competition.</td>
<td>12 -14 sessions</td>
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<tr>
<td><strong>Steer Your Career (SYC)</strong>&lt;br&gt;18-24 years old</td>
<td>Develop skills needed to eventually find a job and operate effectively in a competitive environment. Sessions cover aspects of: leadership, time management, communication and other skills and knowledge needed to move from an academic to a professional environments.</td>
<td>7 sessions</td>
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<tr>
<td><strong>Ripples of Happiness (ROH)</strong>&lt;br&gt;18-24 years old</td>
<td>Students learn about fundamental business and economic concepts with an emphasis on social responsibility and social entrepreneurship. They put these to the test by running a profitable social project and competing with other teams across the MENA region.</td>
<td>6 sessions</td>
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INJAZ Lebanon’ Model

Hands-On Experiential Learning....

- Self-assessments
- Role-playing
- Brainstorming
- Teamwork
- Case studies
- Problem solving
- Business simulation
- Reflection exercises
INJAZ Lebanon’s Model

….Delivered by Corporate Volunteers

Role of corporate volunteers:

- Visit classrooms weekly to deliver a program
- Share experience and enthusiasm.
- Relate textbook topics to their workplace.
- Lead, challenge and inspire students.

Benefits to Corporate Volunteers:

- Self-fulfillment as transfer their skills and motivation to Lebanon’s youth.
- Develop communication, facilitation and team management skills.
- Loyalty and pride to be part of a socially responsible entity.

INJAZ corporate volunteers bring the real business world into the classrooms!

“The teacher tells us what to think the volunteer shows us how to think”
The Return on Investment for Corporations

▲ **Supporting youth employability and job creation:** businesses have a positive impact on students and on their communities, opening new possibilities for youth, developing their skills and helping create a workforce ready for today’s business challenges.

▲ **Enhancing visibility:** INJAZ Lebanon promotes corporate support in the classroom, at a community and national level. The strategic partnership with INJAZ Lebanon gives its partners co-branding opportunities in schools, universities and events through marketing and media coverage.

▲ **Creating a positive working environment for employees:** employees and management feel proud to work for a socially responsible entity that is dedicated to support its community. This contributes to more enthusiastic and productive employees while strengthening teamwork and corporate identity among staff.
The Impact on Children & Youth
Key Statistics Post Program Implementation

- % of students reporting that the program information will help them get a job in the future: 86%
- % of students reporting that they are interested in having their own business: 87%
- % of students reporting that the program helped them realize the importance of continuing education: 92%
- % of students reporting that they realized their skills and capabilities: 87%
- % of students reporting that the program helped their performance at school: 88%


Company Program

Secondary Grades

Quantitative Highlights (1,454 youth from 6 countries)

➢ Over 74% youth feel more empowered to take a leadership role in the workforce in the future.
➢ Over 80% of students say that they now understand the importance of managing their finances.
➢ Over 90% have further developed their educational goals.
➢ Between 67-89% of participants say that they have developed their career goals.
➢ Over 70% say they feel more confident about their ability to successfully compete in the workforce in the future.
➢ Over 63% say they now know more about entrepreneurship.
➢ Over 60% say they are now more interested in starting their own business.

Qualitative Highlights (61 alumni from 6 countries)

➢ 33% of participants said they wanted to start their own companies
➢ 80% developed leadership skills
➢ 80% enhanced people skills
➢ 72% enhanced teamwork skills
➢ 57% developed problem solving skills
➢ 57% developed more self-confidence

Steer Your Career Program

University level

- Survey respondents in Lebanon: 178 youth aged 19-22
- Satisfaction level with the program: 90%

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<tr>
<th>Participants Satisfaction</th>
<th>% Increase</th>
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<tbody>
<tr>
<td>Things learned important for the future</td>
<td>98%</td>
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<tr>
<td>Things learned will help me get a better job</td>
<td>94%</td>
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<tr>
<td>The INJAZ volunteer made them feel important</td>
<td>94%</td>
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<tr>
<td>Steer Your Career made university more interesting</td>
<td>82%</td>
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<tr>
<th>Areas of Knowledge Gain (pre and post tests)</th>
<th>% Increase</th>
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<tr>
<td>Leadership Skills</td>
<td>20%</td>
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<tr>
<td>Time Management Skills</td>
<td>44%</td>
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<tr>
<td>Creativity</td>
<td>33%</td>
</tr>
<tr>
<td>Teamwork</td>
<td>33%</td>
</tr>
<tr>
<td>Problem solving skills</td>
<td>44%</td>
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«En Route to Better Employability Skills, evaluating the INJAZ Al-Arab Steer Your career program in the MENA Region», J.P.Morgan
Steer Your Career Program

University level

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<tr>
<th>Attitudinal and Behavioral Improvements (after taking the program)</th>
<th>% Increase</th>
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<tr>
<td>Set goals for their future</td>
<td>77%</td>
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<tr>
<td>Feel in control over their future</td>
<td>56%</td>
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<tr>
<td>Feel good about themselves</td>
<td>87%</td>
</tr>
<tr>
<td>Expect to graduate from university</td>
<td>95%</td>
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<tr>
<td>Expect to get a master degree</td>
<td>68%</td>
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<tr>
<td>Ability to communicate verbally and in writing</td>
<td>86% and 80%</td>
</tr>
<tr>
<td>Improvement in ability to prepare a good resume</td>
<td>97%</td>
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“I found the Steer Your Career program to be of great importance and benefit, especially the session on time management where I learned how to manage my tasks according to priorities. I also acquired significant information on how to best set-up my employment’s, file and prepare for a job interview. The program allowed me to know my abilities as a team player and also as a leader” Walid Maassarani, 22 years old student of Beirut Arab University.
Testimonials

**INJAZ program taught me how to find solutions to social problems and meet the needs of the community in a leading & creative manner. And that success cannot be achieved only through education, but also depends on the creativity, self-confidence, and teamwork.”** It’s My Business Student Jad Ragheb - 8th grade Student Al Tarbiah Wal Islah School, Lebanon

“Being a participant with INJAZ this year has added so much to me on many aspects. On the professional level, I've acquired some skills like planning, execution and implementation of the project. On the personal level, I have learned many values like how to be humane and modest. Moreover, patience and working hard for the sake of those in need are other values that were enriched in me during this competition”. Mohammad Issa Jamal.

“I've been a business woman for three months and it felt so good taking decisions being responsible on things bigger than us, producing creating thinking giving your time donating your best to hold up your colleagues and your company with strength! Thank you INJAZ for giving us this opportunity that comes once in a lifetime (…)”. Lynn Hachmieh, CEO of Portacello, winning company of INJAZ National Young Entrepreneurs Competition, July 2013, Laure Moughaizel public school for girls.

“It’s My Business” is one of the most interactive programs offered by INJAZ Lebanon. It introduces students to the world of leadership and how to be successful business owners. It makes them believe in the possibility of starting their own businesses from scratch and be successful”. Noura Maassarani, corporate volunteer.
Thank You