

Young Guns – dismantling youth unemployment

Almost 30% of Slovak young people are unemployed as of January 2015. Young people are facing an enormous economic, lifestyle and technology turbulences. They are unable to find a job mainly due to no access to proper and relevant education, wrong choice of high school or college and lack of motivation to look for a job. The project Young Guns addresses all these challenges by focusing on and educating high school students, lecturing college students and motivating and mentoring young unemployed or unhappily employed people.

CATEGORY

[Entrepreneurship and Youth Employment](#)

LOCATION

[Slovakia](#)

WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

Describe the specific need or challenge that your team will address with this project

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Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative

It starts with a question why these young people (Young Guns) are having problems to get a job. To help them understand why, we use a mixture of data-based progress tracking and organic experience gained from doing rather than from "listening to". They will also gain experience and skills how to pass this knowledge on others and train more YG (self-replicatory character of the program that aims to become a high-quality Brand). Later on, the best knowledge from this intensive program will be taken to schools and universities, where our alumni will pass on the know-how also on students.

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?

We hope to see huge and positive impact on all of our three focus groups - high school students, college students and unemployed youth. Similarly, institutions like high schools and colleges can be positively changed and inspired by innovative approach to students and lecturing methods by our association. First, we would like to see that high school kids start to understand what important decision they face when they are choosing their future college or job. We will make them ask all important questions regarding their future career besides providing basic personality and career tests. Second, college students will understand what the crucial business skills are in real business life and we will make sure that some of them will get inspired by business people, researchers and other Fulbright alumni or friends. Third, by organizing discussion clubs and workshops we will try to inspire unemployed youngsters that have problems with finding motivation and gaining practical tools and skills.

WHO WILL BE INVOLVED?

Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?

The target group is young people aged 16-26 who face problems with employment and career or who are about to decide what their future career will be. Initially, we would work with approximately 100 people who will be guided from point zero to the actual finding of a job.

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Local partners

When it comes to local partners they would be of 4 kinds. First of all, we would integrate companies, high schools, universities, people, associates that do head hunting. These people would be responsible in the training design for introducing the requirements the job market needs. The second group will be partner high schools and colleges. We will need to establish relationships with these institutions, but we think this will be doable and welcome by these institutions, as many of our Alumni are connected to these institutions (alumni, current teachers, ...etc.). The third group will be trendy places that young people go to and where they meet. These places (trendy working cafes, co-working centers, startup centers, etc) will be our main training and workshop spaces so young people will feel like in their natural environment. The last group of partners will be young successful people mainly coming from the Fulbright Alumni Association in Slovak Republic, who will help us to develop the potential of Young Guns.

List of partners (all 3 groups):

- Peter Radacovsky from Requirio <http://goo.gl/b6BCoJ>
- Jan Odzgan from Restartup <http://restartup.sk/en/about/>
- Patrik Pauko from People Elements <http://people-elements.eu/#home>

- Urban House <http://www.urbanhouse.sk>
- The Spot <http://www.thespot.sk>
- Connect <http://www.connect-network.com>
- group of young successful people (Slovak Fulbright Alumni Association)

Alumni team

Andy Svakova - Project Lead - startups/entrepreneurial know how, skills training, website development management

Tomas Car - Project Lead - project management, business issues, skills training

Ivan Lacko - skills training, existing job resources lead, online resources lead

Lubomira Gertler - project finance, business/employment know how, skills training

Nada Rostek Spustova - legal advice, and tutoring, skills training (legal framework and governing regulations), step by step manual for self-employment set up

Eva Tvrdá – Young Guns database, relationship manager – contact person

Proposed Project Dates: September 02, 2015 - June 30, 2016

HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?

Implementing Plan and Timeline

1. 9/1/15 – 9/30/15 (“PREP PHASE”):

- a. 4-week media campaign (advertising on Facebook, Youtube, Google; interview in local newspapers).
- b. creation of a responsive website with intelligent CMS system and database;
- c. Conference room agreement
- d. Preparation of workshop handouts, materials and promotional items
- e. Preparation of workshop themes and presentations in cooperation with Guest and Alumni speakers
- f. Identification of proper candidates, securing lodging and traveling for candidates out of region
- g. Securing catering

2. 10/1/15 – 12/20/15 (“YG PROGRAM MAIN PHASE”):

- a. 10-week cycle of 10 workshops – each week a different topic, with different guest/alumni speakers
- b. Discussion and feedback after workshops
- c. Kick-off dinner and setting goals for each YG in October’15
- d. Progress tracking of YG
- e. Continual communication with YG on our website – posting speeches, materials online
- f. Evaluation of Young Guns goals achievement

3. 12/21/15 – 1/31/16 (“EVALUATION MIDDLE PHASE”)

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f. Evaluation of Young Guns goals achievement

3. 12/21/15 – 1/31/16 (“EVALUATION MIDDLE PHASE”)

a. Evaluation of Young Guns life “after the program”

b. Preparation of materials (videos, speeches) for high school visits and a university course

4. 2/1/2016 – 5/31/2016 (“HIGH SCHOOL VISITS”)

a. Organization of 4 high school visits in Bratislava and Nitra (one per month)

b. Primary goal: higher awareness about employment strategies, tactics and opportunities among students

5. 2/1/2016 – 5/31/2016 (“UNIVERSITY COURSE”) – parallel to high school visits

a. We already got positive feedback from several universities in Bratislava and their willingness to include such a course into their semester in the academic year 2015/2016

a. Primary goal: get students exposed to entrepreneurial sector, personal and communication management, professionals from personal agencies, banks, universities, companies and broadening their soft and professional skills

6. 6/1/16 – 8/31/16 (“EVALUATION FINAL PHASE”)

a. Final evaluation of YG, their ability to self-replicate

b. Obtaining feedback from high schools and universities

c. Preparing 2nd generation of YG in 2016/201

d. Obtaining financial grants

Communication Plan

We would use 2 different approaches according to the 2 groups defined (beneficiaries & public).

1. Beneficiaries: before the actual start of the project, we would use 3 platforms to involve and address all the members of the project:

a) youngguns.sk website where we would provide all the information about the project

b) LinkedIn group - where we would build communication with the professional world and young guns

c) Facebook page (and eventually an Instagram profile, if necessary)

d) direct communication with involved high schools and universities

2. Public: This communication would be focusing on raising awareness and PR activities in the mainstream media plus online media covering economic, lifestyle and business topics. We would also motivate the members of the training group to share their experience and partners to share their views of the program.

We would also invite bloggers who write about self-development to cover this program on their blogs.

Evaluation

How do we measure our success? By number of Young Guns applicants, by number of jobs obtained thanks to YG, by feedback from high schools and universities, by a comparison of youth unemployment rates in our regions in longer term.

Besides other goals of the project, this is also data based program, where progress will be tracked from the beginning. This will be clearly communicated to all Young Guns recruited.

Each recruited Young Gun will track their progress during the time of the training. All members of our Program team will be allocated several Young Guns and will be responsible for tracking their progress and communicating with them.

Sustainability

Sustainability of the program is in the DNA of the Young Guns program. This program will carry on by its system of replicating knowledge by young people to young people.

Each program participant will train other 3 people and thus they will replicate the pattern of such valuable know-how training. We will create a very functional system of self-replicating the knowledge (Young Guns ecosystem).

Later on the program shall install new leaders of the Program from among the young people who joined the program.

The general idea is to make the Young Guns program primary source of innovation, motivation and inspiration to young unemployed people. These workshops will represent vital source to following high school and university lectures and discussions – where the most inspiring and powerful videos, speeches and materials from workshops will be used. We believe that parallel fighting youth unemployment on multiple fronts (workshops, high schools and universities) increases its probability of successful survival and thriving in the future.

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