

Generation



A smiling man with short dark hair and a beard, wearing a grey button-down shirt and a green and gold striped tie, is sitting at a desk. He is looking towards the camera. In the background, there is a white sofa, a red sign that says "CREATIVE", and a computer monitor. The overall scene is an office environment.

Generation

WHO WE ARE

Generation is a global nonprofit network that supports people to achieve economic mobility and a better life.

We train and place adults into careers that would otherwise be inaccessible.

We improve how the education to employment system works.

A GLOBAL NETWORK




















LAUNCHED IN 2015, GENERATION CONSISTS OF A GLOBAL HUB AND A NETWORK OF IN-COUNTRY AFFILIATES

Our global hub (Generation: You Employed or GYE) develops the products, services, and digital infrastructure that underpin our methodology, creates data and research insights, and leads network growth.

Our Generation country affiliates deliver our programs locally, each working with an ecosystem of partners (e.g., training providers, NGOs, local and national governments) to achieve our high employment and income outcomes.



- | | |
|--|---|
|  USA |  SPAIN |
|  MEXICO |  PAKISTAN |
|  BRAZIL |  KENYA |
|  CHILE |  INDIA |
|  IRELAND |  SINGAPORE |
|  UK |  THAILAND |
|  FRANCE |  HONG KONG (CHINA) |
|  ITALY |  AUSTRALIA |
|  COLOMBIA
fully remote
launch in 2022 | |

SECTOR-LEADING IMPACT

WE DEFINE IMPACT AS ADVANCING ON THREE DIMENSIONS SIMULTANEOUSLY

Generation



1

Our annual and cumulative volume of graduates around the world.

BREADTH

70,000+

graduates across 16 countries and 269 cities since launching in 2015

10,000+

employers, from start-ups to SMEs to Fortune 500 companies

35

Professions across tech, health care, customer service, skilled trades, and green jobs



2

Our employment and income outcomes within 3-6 months of program completion

DEPTH

81%

job placement within three months of program completion, rising to 90% at six months

3-4X

increase in income

65%

of our employed graduates over the last 12 months hired by repeat employer partners



3

Our sustained employment, income, and well-being outcomes for our graduates over time

DURABILITY

70%

can meet daily financial needs 2-6 years after graduation

~40%

can save for the future 2-6 years after graduation

75%

Of alumni report positive well-being across health, life satisfaction and optimism, and workplace community

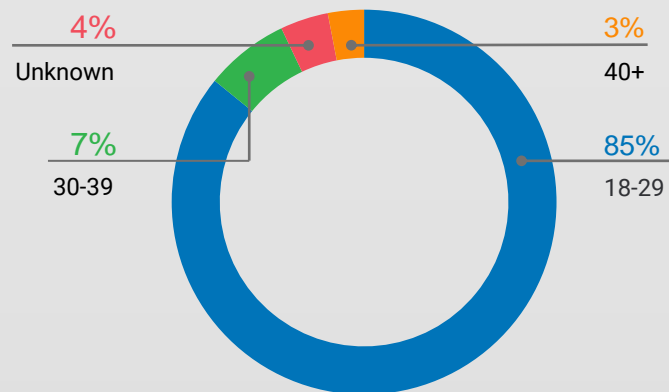
[READ CEO MONA MOURSHED'S ARTICLE ABOUT HOW WE DEFINE IMPACT IN STANFORD SOCIAL INNOVATION REVIEW](#)

DIVERSE LEARNERS

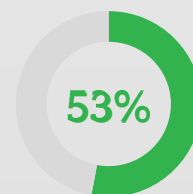
OUR LEARNERS HAVE A RANGE OF PROFILES BY AGE, EDUCATION, ETHNICITY, GENDER, AND INCOME

Generation

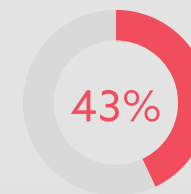
WE SERVE LEARNERS OF ALL AGES



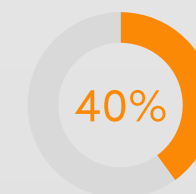
GENDER AND DEPENDENTS



Generation learners across all programs who identify as female



Generation learners in tech programs who identify as female or other genders



Generation learners with dependents

EDUCATION LEVEL



54%

High school or less



19%

University degree



15%

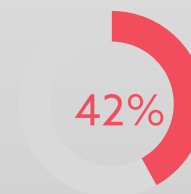
TVET



12%

Unknown/Other

FINANCIAL SITUATION PRIOR TO GENERATION



Sometimes don't have enough for daily needs



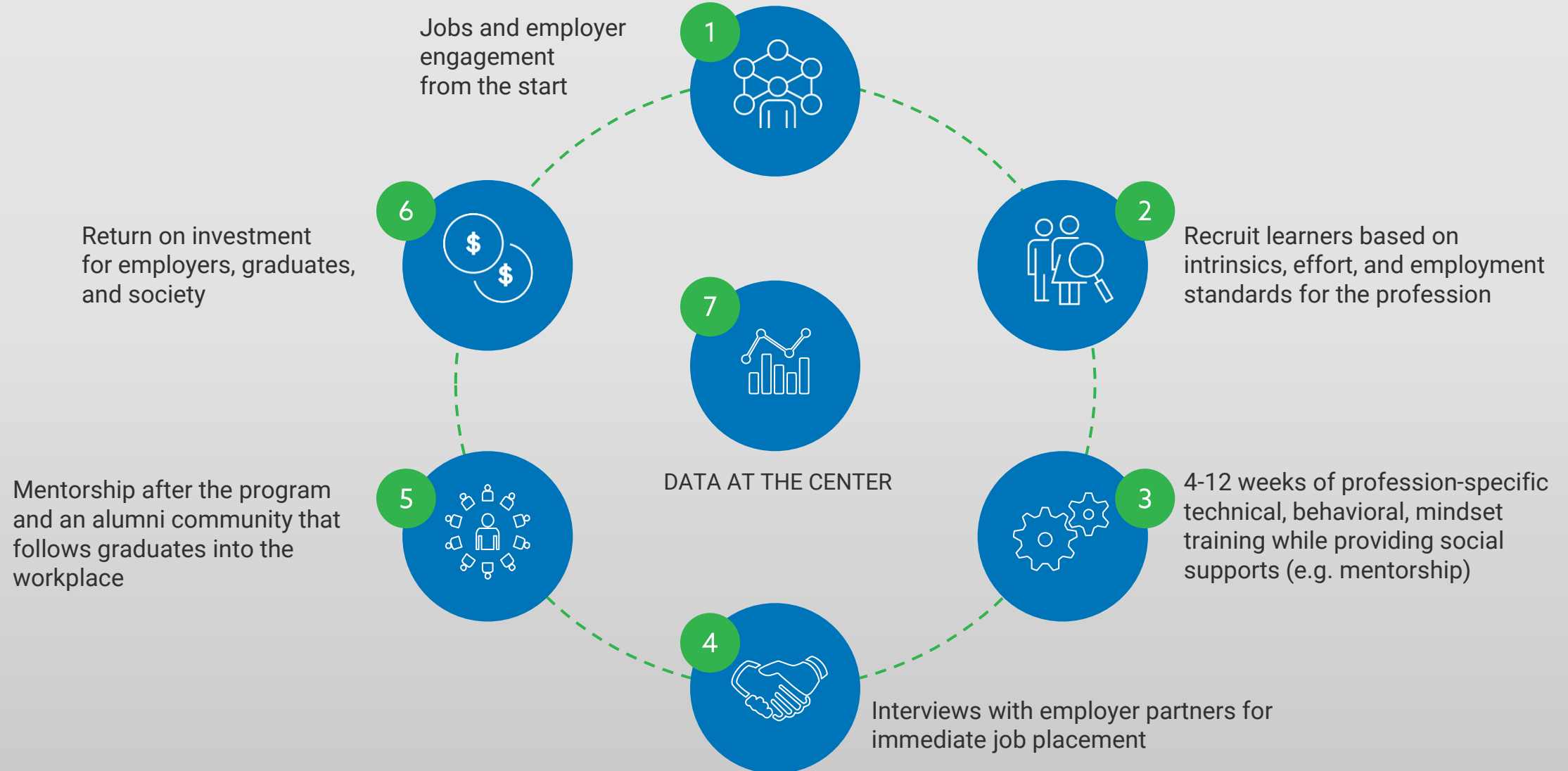
Unable to save money

All data is from 2015-present except for financial data which is 2020-present

A HOLISTIC METHODOLOGY

OUR SEVEN-STEP METHODOLOGY IS USED BY EVERY GENERATION PROGRAM

Generation



35+ PROFESSION-SPECIFIC PROGRAMS

WE OFFER FREE TRAINING AND JOB PLACEMENT TO LEARNERS FOR MORE THAN 35 PROFESSIONS

Generation



TECH

Cloud support engineer
Cyber security analyst
Data analyst
Data engineer
Digital customer care
Digital marketing analyst
Front-end developer
Game developer
IT support specialist
Java developer
Junior full-stack developer
Tech support specialist
Mobile app developer
.Net developer
QA tester
Robotic process automation tech
Software developer
Salesforce developer



HEALTHCARE

Administrative medical assistant
Disability support worker
Nursing assistant



CUSTOMER SERVICE & SALES

Call center agent
Commercial salesperson
Customer service supervisor
Financial salesperson
Food & beverage steward
Hotel front-of-house staff
Microfinance salesperson
Retail banker
Retail sales associate



SKILLED TRADES

Machine operator
Sewing machine operator



GREEN JOBS

Solar PV installer
Retrofit support assistant
Bicycle repair technician

GENERATION COVID-19 GLOBAL RESPONSE

The pandemic put healthcare systems under unprecedented strain. A large number of existing healthcare professionals and non-clinical staff needed to be quickly upskilled in order to care for COVID-19 patients while remaining safe themselves.

Generation created coalitions that included medical, academic and other partners. **Together, we created online courses to train healthcare workers in how to treat and care for COVID-19 patients.** We leveraged our expertise in rapidly developing practical and interactive role-specific curricula.

Generation's value proposition:

Demonstration based Curriculum design



Generation worked with healthcare partners to create a contextually relevant, high quality video-based e-learning module for nurses



The curriculum was accompanied with assessment to ensure that nurses have mastered the necessary skills by the end of the course



It was accessible online for quick referral (any time, any place) for junior or new nurses in case of doubt by self or peers

Successful Implementation of the Nurse Upskilling Program in different countries

Generation

ITALY

Italy had an urgent need to upskill nurses throughout the country on personal protective equipment use, non-invasive ventilation procedures, and stress management under emergency conditions. Within three weeks, we formed a coalition (San Donato Group, Vita-Salute San Raffaele University, SKY TV, Intesa Sanpaolo), and supported our medical and academic partners by creating eight hours of online learning modules and assessments to share their clinical expertise. The modules were nationally accredited by the Ministry of Health and launched on the national nursing association (FNOPI)

85,135 NURSES HAVE ENROLLED

23,791 DOCTORS HAVE ENROLLED

MEXICO

In Mexico, the challenge was how to help protect non-medical staff who are working in healthcare, including everyone from hospital administrators to orderlies. Generation partnered with Instituto Mexicano del Seguro Social (IMSS), the largest healthcare system in the Americas serving over 80 million people, to create an online courses showcasing expert medical content about use of personal protective equipment, handwashing, and self-care.

100K+ NON-MEDICAL STAFF WILL RECEIVE THE COURSE

279 HOSPITALS WILL BE REACHED

Successful Implementation of the Nurse Upskilling Program in different countries

Generation

INDIA

As in the rest of the world, nurses in India have needed to quickly learn new practices for working with COVID-19 patients. To meet this challenge, Generation India has coordinated a coalition of partners. Showcasing expert medical content from partners, Generation India created the online learning experience for the course which offers lessons in infection prevention and control, use of personal protective equipment, and self-care.

120,000 DOCTORS AND NURSES REGISTERED

SPAIN

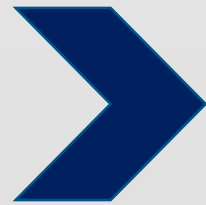
Spanish frontline health personnel required additional support to ensure their preparation and protection while working with COVID-19. Generation Spain joined with Grupo Paradigma, The United Way Spain Foundation, and an experienced group of multidisciplinary academic and medical experts, to create an online course around infection control and prevention, non-invasive breathing supports, and stress management

30,656 NURSES HAVE REGISTERED FOR THE PROGRAM

France

Generation France has coordinated a coalition of partners—including FEHAP, ISEFORM Santé, Ordre de Malte and Minidoc —to develop a free training course for health care personnel working or likely to work in nursing homes with residents infected or suspected to be infected by COVID-19.

Nurse Upskilling Program in India



- ❖ From the learnings and success in Italy, Generation India curated an online course (~3.5 hours) for upskilling nurses and Nursing Students in India.
- ❖ We identified the areas of upskilling through diagnostic dipstick conducted across healthcare professionals from 11 hospitals.
- ❖ This online course in India was developed based on ICMR, AIIMS and WHO standards

120,000 + nurses registered for the online course

1 Personal Protective Equipment

- PPE requirements for Covid-19
 - Best practices for donning and doffing of PPE
-

2 Infection prevention and control

- Causes of spread of infection
 - Standard precautions to prevent spread of infection
 - Basic Hand Hygiene
 - Disinfection & Waste Management
-

3 Role of Nurses in handling Covid-19 patients

- Symptoms in COVID 19 patients and the treatment
 - Roles & Responsibility of a Nurse: Setting up isolation ward & Intubation, On-going Patient care and Post-discharge of patients
-

4 Taking Care of yourself

- Being Hydrated all the time
 - Practicing stress management and self care during urgent times.
-

Generation India created a coalition of institutions to support the development of an online nurse/nursing students upskilling program focused on treating and caring for COVID-19 patients

Generation India As Coalition coordinator & Online learning designer

- Generation conducted a diagnostic study with 11 hospitals to understand the skilling gaps amongst nurses in India
- Generation, along with the medical content partner, created an immersive online learning experience.
- Coordinating and managing the Coalition.

Columbia Asia as Medical content Provider

- Leading hospital group in India.
- Provides the medical content and the nurses featured in the videos.
- Provides facilities for filming.
- Builds awareness of modules with nurses.

Learnet as Implementation partner

- Has presence in over 22 states and will act as the implementation partner
- They will help launch the module with state governments
- They will also have an in-person and over phone call outreach to hospitals through Learnet's staff in different states

HOSMAC as Industry partner

- Provides in-kind support for outreach and connecting with Industry
- Builds awareness of online modules with Hospitals.
- Provide Knowledge support Platform for hosting the Webinars, Videos

UNESCO (New Delhi) as Strategic partner

- Promote the joint activities/campaigns through UNESCO New Delhi's website and official social media platforms,
- Reach out to various entities organizations in the UNESCO partner network;
- Share the course information with central and state government departments

TNAI as Certification Partner

- National accreditation body linked to the Ministry of Health.
- Provides the accredited platform that hosts the online course.
- Promotes the content amongst its network nurses

ABP News As Media Partner

- Provides in-kind media services, including camera crew for filming and production.
- Builds awareness of online modules with nurses.
- Supports post-production editing.



Feedback from Indian nurses in the first three weeks since program launch has been positive

Having conducted a detailed survey on feedback across quality of modules and utility of the course, we analysed that²:

1

~90% of the nurses rated the overall quality of the course as 'excellent' or 'very' good

2

~99%¹ of the nurses found the training to be useful for their current scope of work

“ The information provided is comprehensive and provided in a simple language; it was very easy to follow”

“ All course modules were not only informative but extremely relevant for nurses on COVID duty”

“ Training was CLEAR, KNOWLEDGEABLE and PRECISE!”

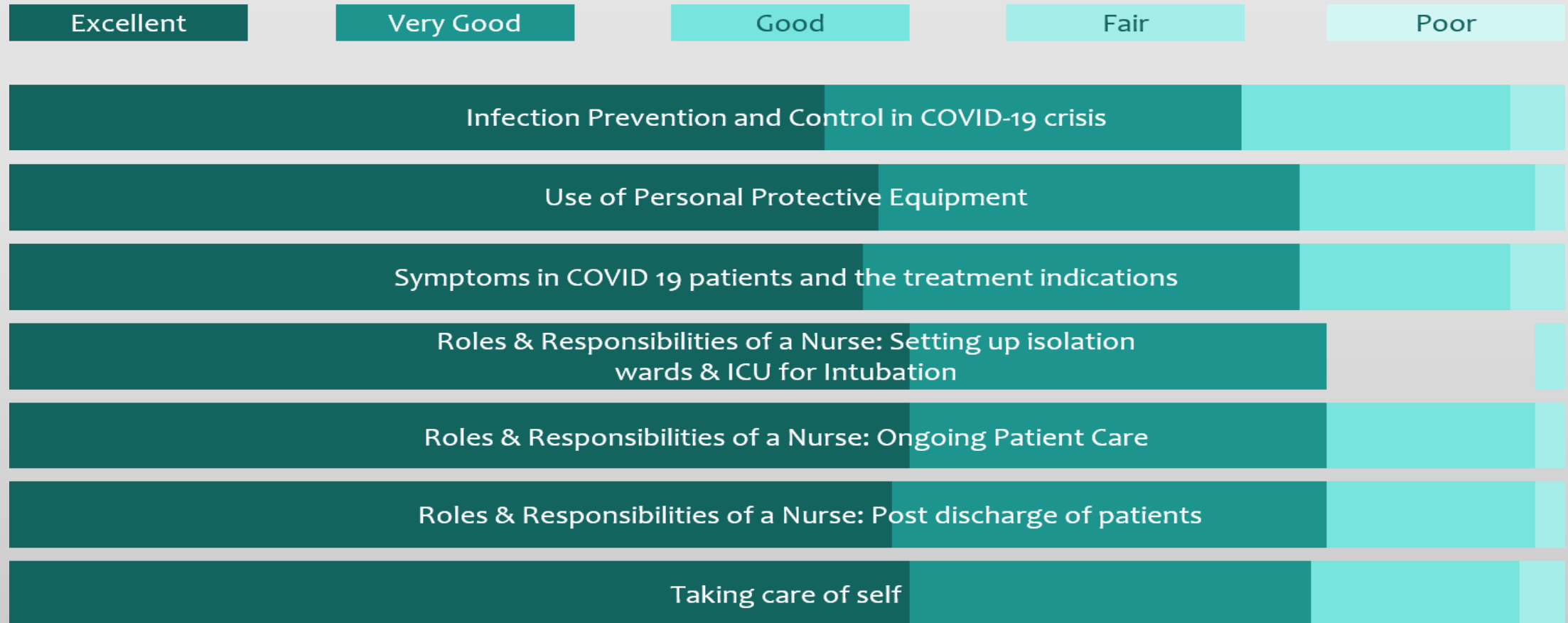
“ The explainer videos helped to develop deep understanding of patient care as well as self-care. Excellent audio-visuals!”

“ The course was very useful; Critical topics like disinfection and bio-medical waste management were truly informative”

1. 99% consists of 72% who rated the course to be 'very useful' and 27% who rated the course to be 'useful'
2. Detailed analysis can be referred in the Back up slides

Feedback Conti..

Across modules, more than 50% of nurses rated content quality as 'excellent' ; more than 25% rated 'very good'



Across modules, more than 66% of nurses rated course utility as ‘very useful’ ; more than 30% rated ‘useful’

