

catalyst

something that causes change
indlela yok'zikuguqula
tsela ya go ifetola

2017-18 enke: Catalyst Program Report



Why enke: catalyst program?

enke: Make Your Mark (enke) is a leadership development organization that generates and incubates youth-led social impact. We work to build an active, engaged and diverse community of effective young leaders – youth who have the self-belief and capability to identify and access opportunities to improve their future and that of others.

Since 2009 we have worked with over 2,600 young people who have generated over 700 social impact and enterprise projects that have had an impact on over 51,000 people in communities all over South Africa.

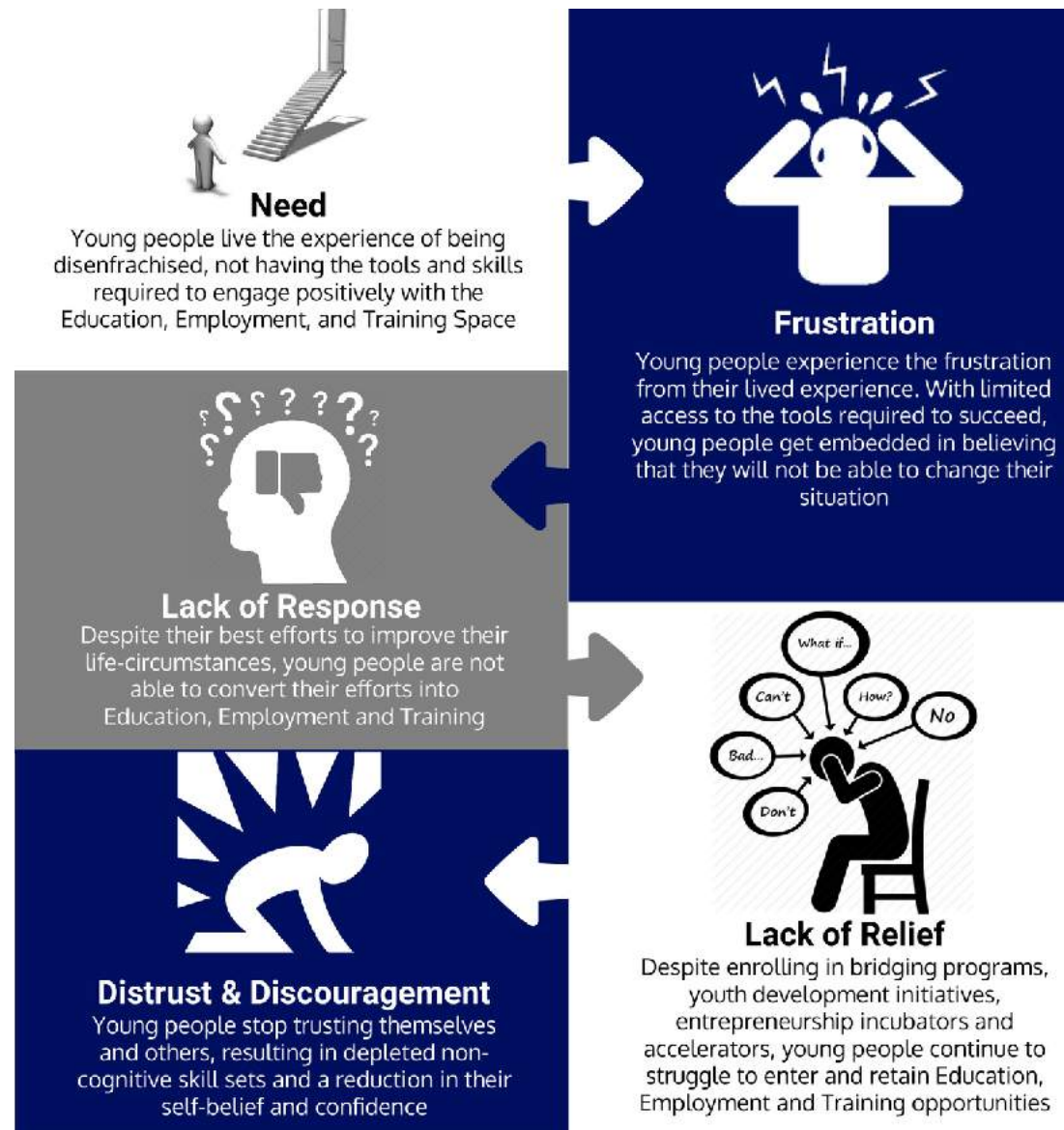
Why We Developed enke: Catalyst

Until 2015, our primary work was located in the formal education system - filling the gap of a lack of training in non-cognitive / “soft” skills that left youth ill-equipped to identify and access opportunities post-school.

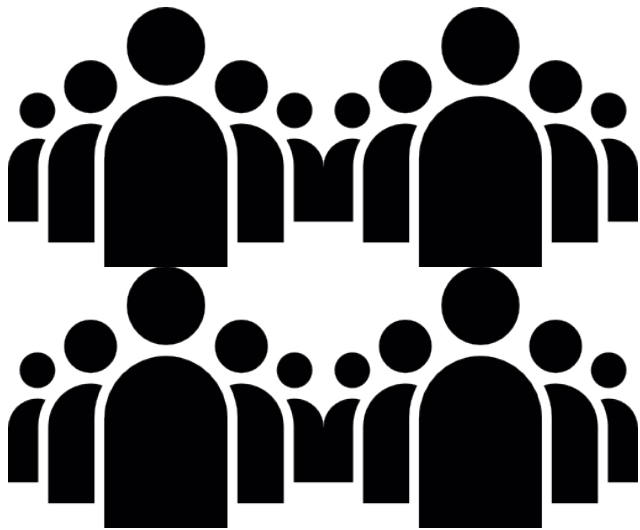
Through the enke: Trailblazer and enke: Ignition Programs, we have worked with high school and post-secondary youth to lead social change in their communities through individual capacity building, training, and support for youth-led social innovation and social impact. As we were developing our long term strategy, we realised that this gap existed for youth outside of formal education settings.

Millions of youth in South Africa are classified as not in employment, education or training (NEETs). Youth NEETs are not as able to improve their future employability because they are out the system and do not have the access to skills or gain experience through employment or further education. We applied our research, experience, ethos and asset-based approach to this issue and Catalyst was born.

The Continuum of Hopelessness Affecting Unemployed, Out-of-School Youth



program key results



81 Youth Trained since 2016



100%
black



59%
Female



89%
NEET for 20+
weeks



**85% of participants now
economically active**



34
with jobs



16
in education
& training



29
started
enterprises



**74% are more in control
of their lives & more agency in
their decision-making**

In participatory impact assessment, participants reported feeling better equipped to go from idea to implementation of projects, aspirations and ambitions, and felt more open-minded about opportunities, networking & cooperation

Program Objectives:

- Break the continuum of hopelessness by working with post-school, unemployed youth to rebuild their self-belief and resilience through training, practical experience and inspiration.
- Inspire and support a bias toward entrepreneurial thinking and innovation by helping young people develop the skills, networks and desire to identify and access opportunity.
- Help youth place themselves into employment, education or enterprise
- Build a scalable program to reach hundreds of thousands of youth by 2030

how enke: catalyst works

The enke: Catalyst Program is designed to bring young people who are not in employment, education or training (NEET) out of the margins and back into the system. The 6-month program for 18-25 year olds (youth NEET) is an experience in personal development, social impact and guided coaching to increase the likelihood of conversion to being in employment, education or training.

One of the greatest negative impacts on an individual who has experienced and is experiencing unemployment is a lack of confidence and self-belief in their personal and professional capacity and capability to achieve success. enke: Catalyst is designed to be holistic and comprehensive to meet the challenges that youth NEET face, so that they are empowered to seek and drive change for themselves.

The Program has 4 key components: Re-Boot, Generate, Navigate and Showcase.



Re-Boot

Reboot focuses on leadership, personal development, communication, social responsibility, and financial literacy. We use the framework of the theory of emotional intelligence covering the following topics:

- Self: Re-framing personal narratives, establishing values, Leadership styles awareness, strengths & weaknesses, opportunities and threats, social capital and networking, visioning and planning
- Others: Understanding others, our perceptions, perception management, conflict resolution and management, feedback and application.



Generate

Component of the program where we convert ideas into action. This is through fortnightly workshops conducted over 3 months. Through these workshops Catalysts are taken through the process of human-centred design and shown the pathway to sustainable enterprise development, while being offered support through the process.



Navigate

These are workshops that are focused on actively pursuing targeted outcomes in employment, education / training, and running their own businesses. Workshops include understanding the world of work and how to enter it, understanding the world of education and how to re-enter it, as well as practical experience job search.



Showcase

Programmatic activity concludes with a showcase and graduation event. Participants celebrate their work and get the opportunity to interact with various stakeholders that they may need to engage according to their chosen employment, education, or enterprise outcomes.

Through enke: Catalyst, we are contributing to reducing the numbers of youth who are NEET by bringing them into a space that allows them to rediscover and develop themselves personally and professionally, enable them to determine the targeted life outcomes they want, and actively work towards achieving those outcomes.

Supporting Catalysts

Having a supportive network or just a place to go when things aren't going well, is crucial for youth to succeed. Throughout the course of the program, enke provides intensive support, which is run by a dedicated member of the Programs Team. Support includes a WhatsApp group to encourage peer-to-peer support, a dedicated phone line, Facebook group on which all workshop materials are made available for download, catch-up workshops arranged for those who may have missed, reminders and follow up.

We will further track participants performance towards outcomes in employment, education and training. Overall, our goal is to empower participants to be in employment, education, training or running their own business within 12 months post- program.



Vusi Mhlongo

"I had a plan for further education after Matric, But, when I received my marks, I realised that my plan was not going to work and I had to readjust. I went from dreaming about becoming an engineer, to having no plan at all, which was incredibly difficult for me and I felt extremely disheartened and confused about my future.

The enke: Catalyst Program has provided me with the opportunity to learn about myself and other people. It allowed me to focus on maximising my strengths, minimising my weaknesses, identifying opportunities that exist all around me, and creating solutions for the things that might break me down.

Now, I have a clearer vision for myself and my life. I know how to create business ideas that will improve my life and the lives of those around me. enke has helped me grow more into who I am today. I am currently enrolled at WESTCOL and working towards improving my Matric marks so that I can pursue my path to further education and the future I envision for myself."

2017-18 enke: catalyst intake



36 Youth

Started the Program in September 2017. 34 of them were not in education, employment or training for 5 months before Catalyst.



100% Black



56% Female

44% Male



86%

of participants employed, in education/training or started a business by end of Catalyst.

The Catalysts of 2017

Avhashoni Rhofhiwa
Mphaphuli
Aviwe Duba
Boitumelo Vilane
Bridgette Bhembe
Buyiswa Mshwenya
Duduzile Sibeko
Gape Mokhobi
Hammond Sindile
Mdledle
Idani Mudau
Jerome Erans
Katlego Phohledi
Katlego Segapo
Keketso Lesuthu
Koketso Mosime
Lebohang Mabaso
Lentswe Mokhobi
Lerata Mokoena

Luyanda Nyama
Mabuse Banda
Michelle Legare
Mpho Mogoane
Nelson Xelanto
Neo Innocentia Mabe
Nobuhle Nala
Nontethelelo Zikalala
Nothando Nkosi
Ntokozo Mbuli
Palesa Thekiso
Priscilla Hlokoane
Sandile Banda
Sibusiso Hlongwane
Sifiso Ngxwana
Suzan Masete
Thabiso Khuno
Tshifhiwa Mogakwe
Vusi Mhlongo



Catalyst Recruitment & Selection

Recruitment ran from May-August, with an open call distributed through our media platforms and implementation partners. We also went to where youth NEETs are - community centres that offer training and resources. Partnerships were built with West Rand Youth Development Center (Kagiso) and Kliptown Jobs Centre, who responded with openness to our search for collaborative partners to conduct research and host workshops.

To be eligible, participants had to have been NEET for at least 5 months, have Grade 12 English proficiency/literacy level and a desire to learn and improve as an individual. All had to apply online and these Catalysts were selected from a pool of over 150 applicants. Participants were selected based on meeting the minimum eligibility requirements and their expressed motivation to participate.

monitoring & evaluation



Why Non-Cognitive Skills Matter

Research by James Heckman (Nobel Prize-winning economist) demonstrates social and emotional competencies are at least as important as technical skills in determining employability, earnings and career success. However, schools and universities focus almost exclusively on academic and technical skills. Social and emotional competencies are also linked to social mobility, impacting (in)equality of opportunity (Blanden, Gregg, Macmillan).

At enke, we make it our prerogative to integrate monitoring, evaluation and learning in most things we do: the Catalyst Program pilot has been no exception. We use the following measurement and learning tools:

- ➔ **Non-Cognitive Skills Surveys:** We measure Grit, Locus of Control, Social Awareness, Social Responsibility and Self-Confidence, using psychometric-type tests developed from objective measurement systems used in the fields of international psychology and public health, adapted with permission for use in our Programs.
- ➔ **Rapid Self-Assessments:** We combined public health and soft skills building insights, to create an assessment that served a dual purpose: collection of baseline data on participants' assertiveness, optimism and readiness to step into employment, education or training; and enable participants to track and monitor their own progress.
- ➔ **Focus Groups & Participatory Critical Reflection:** We used these participatory methods to include participants in defining and measuring impact, while also using a systematic approach to gathering evidence. This helped us understand the program aspects and outcomes that were most valuable for participants, and determine contribution and attribution of our results. This enabled better understanding of the needs of youth NEETs, directly informed by them rather than research and assumptions.

The word-cloud shows the non-cognitive skills that participants reported as increasing or improving through the program, and the aspects that were most helpful and valuable to them in achieving their desired education, employment and training outcomes.

stories of change



Duduzile Nomhle Sibeko

Having always been passionate about good food and cooking, Nomhle was set on attending culinary school and becoming a master of the culinary arts. Upon completing Matric, she wasn't able to access financial aid; a major barrier to achieving her vision for her future. The situation left Nomhle feeling hopeless and not good enough for any other opportunity.

One day, on her way to get some comfort food, a group approached her and started talking about the Catalyst Program. She applied for the program with the hope that it would help get back on track with her dream.

From the first training session, she started to experience changes in her life. Her confidence, self-esteem, and communication skills started improving. She learned to work with other people and, most of all, she found that she was willing to take calculated risks to get to where she wanted to go. One of those risks was to become an entrepreneur and start a business.

Now, Nomhle is proudly running a bakery business with her friend (and fellow Catalyst) Nobuhle Nala. Whilst the bakery is still in a start-up phase, she has a regular stream of customers who enjoy their interactions with the owners in addition to the products they sell. She hopes to one day expand her business and use it to build the financial resources to go to culinary school and become a professional chef. She is also currently pursuing a diploma in management assistance which she believes will help her as she grows her business.



Palesa Thekiso

Palesa's plan was to social work after Matric because she was passionate about being an advocate for children who are voiceless within her and many other communities. However, due to a lack of information and guidance, she missed all the application deadlines for university. Determined not to end up sitting at home and doing nothing, she applied to a TVET and found a love for Public Relations. After completing her qualification, she was not able to find a job.

Then, she heard about the Catalyst Program. She decided to apply with the aim of starting up a PR company, but didn't expect to be accepted as she felt she didn't meet the selection criteria. When she was accepted, she was excited to find out everything she could about the organisation and the program, so that she could maximise her skill development.

Being part of Catalyst sparked a deep passion for business, and a belief that enterprise is the way to address the unemployment problem. After realising this, she started to actively develop the other skills that would benefit her entrepreneurialism such as deepening her ability to communicate and pitch her ideas in an engaging way; and actively building her social capital and learning how to leverage it. These were all new and exciting ideas, but more than that, they were easy to practice daily.

Palesa is now employed as a buyer for a SMME. Her experience in enke: Catalyst has made her one of the Program's strongest advocates. She tells everyone what a huge impact the program had on her, and encourages youth she encounters to seize the opportunities that come their way.

get involved

We offer a number of exciting ways for socially conscious individuals and businesses to maximize their impact on communities in need. Here are some of the ways you to make your mark with enke:

Sponsor Youth to Participate

Selecting and funding youth to be part of the enke: Catalyst Program will empower them to harness their potential while also challenging them to inspire and empower others in their own community to do the same.

In-Kind Donations of Materials

enke major events include training retreats and events to recognise and celebrate the achievements of our program participants. Help us make these possible with in-kind donations or discounts on items such as notebooks, pens, snacks, phones, printing, branded clothing etc.

Volunteer for enke programs

In our programs we provide opportunities for participants to interact with working professionals and entrepreneurs on panels, one-on-one conversations to share business knowledge, advice, direction and stewardship necessary to enable the participants to focus on their full abilities.

Help us continue our work

enke: Make Your Mark is a non-profit organisation. Our work is made possible through the support of individuals, companies and donors. If you are passionate about entrepreneurship and youth leadership development and would like to support the organisation, please contact us at: partnership@enke.co.za

2017-18 enke: Catalyst Program Partners

Funding Partners



Embassy of Finland
Pretoria



Implementation Partners

West Rand Youth Development Centre, Kliptown Jobs Centre

Pro Bono Advisory Services

PwC, Norton Rose Fulbright

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Who we are

enke: Make Your Mark is a leadership development organisation that generates & incubates youth-led social impact. Our work is geared at reversing negative socio-economic trends affecting youth by focusing on building the inherent assets of young people through engagement with social innovation and entrepreneurship. We run holistic programs for high school and post-school youth and provide services to impart the skills and belief systems that enable youth to become effective leaders – people who have the desire and ability to identify and access opportunities for a more positive future.

Since 2009 we've worked with over 2,600 youth, generating over 700 social impact projects that have resulted in positive changes for over 51,000 people in communities all over South Africa.

Purpose:

Our organisational purpose is for **all youth to have the self-belief, freedom and ability to create a positive future for and with each other.** We run holistic programs that help youth fuel their desire and build their innate ability to identify and access opportunities for success.

Mission:

- **Connect** across diversity, creating valuable networks and building understanding.
- **Equip** with social and emotional skills – real world skills that unlock opportunities for future success.
- **Inspire** a bias toward action, increasing both personal and national aspirations.

Additional Programs & Services

- **enke: Trailblazer Program**- Our flagship leadership program for Grade 10 and 11 learners. It is a 9-month experience in social action and community leadership where learners are trained, inspired and supported to create real change in their communities.
- **enke: Ignition Program**- volunteer program for post-secondary youth where participants receive facilitation skills training to deliver program content in the Trailblazer Program.
- **enke: Bespoke Services** - We offer products and services in curriculum development, facilitation, strategy development and monitoring and evaluation. All income from our specialised services goes directly into covering the administrative costs of our programs.

"Through Catalyst, I developed a deeper understanding of myself. My passion around education was reignited and my optimism around my future was replenished. I started considering starting a business and one day being an employer. My world was once again full of opportunities and potential. Because of all I've learnt,

I am in the process of starting a non-profit company. I want to ensure that youth in my community have the skills development I've been lucky enough to receive. I am now studying towards a Human Resources qualification which I believe will help me in building a successful NPC."

Michelle Legare





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