



# Y.E.S

## YOUTH EMPLOYMENT SERVICE SUPPORT

*"...enabling up to two levels of enhanced BEE recognition."*



YES is a business-led initiative supported by Government and Labour to significantly impact youth unemployment.

### YES Differentiator:

YES is based on an ecosystem view and holistic philosophy. Jobs are dependant on the interactions and support of various community and country agents, institutions, businesses and local networks. They do not occur through siloed spend and narrowly focussed interventions.

This coordinated effort is made possible by the broad stakeholder engagement platform which YES is building with its partners.

GETTING TRANSFORMATION RIGHT SINCE 2006



Y.E.S offers a first chance quality work experience for a million unemployed youth.

“WE CANNOT ALWAYS BUILD THE FUTURE FOR OUR YOUTH BUT WE CAN BUILD OUR YOUTH FOR THE FUTURE”

Franklin D. Roosevelt

YES is a business-led initiative supported by Government and Labour to significantly impact youth unemployment.

## ABOUT Y.E.S

The Youth for Employment Service (Y.E.S) program, recently drafted by the Department of Trade and Industry (DTI) **seeks to attract companies to employ youth and give them the requisite skills and prepare them for future permanent employment.**

The programme seeks to **award participating employers by enhancing their B-BBEE Levels** provided the entity can provide proof of participation and meeting the enhancement requirements.

The proponents of the Y.E.S programme, according to their research state that **when a person is given a 12 month opportunity in a workplace, this creates an 80% chance of them finding employment elsewhere.**

## Y.E.S IS FOR YOU IF

You are a small, medium or large firm

You have a BEE scorecard rating of lower than a Level 2

You want to **gain two levels of BEE recognition**

## THE BENEFITS

- ✔ Nation building impact and reduced unemployment
- ✔ Enhanced BEE level recognition (up to two levels)
- ✔ New business growth opportunities
- ✔ Unlocking a ‘future talent’ pipeline
- ✔ Access to previously “untouchable” talent
- ✔ Increase BEE performance for multinational and local companies without black ownership
- ✔ Fresh growth avenues for EMEs/QSEs

# HOW WE CAN HELP YOU



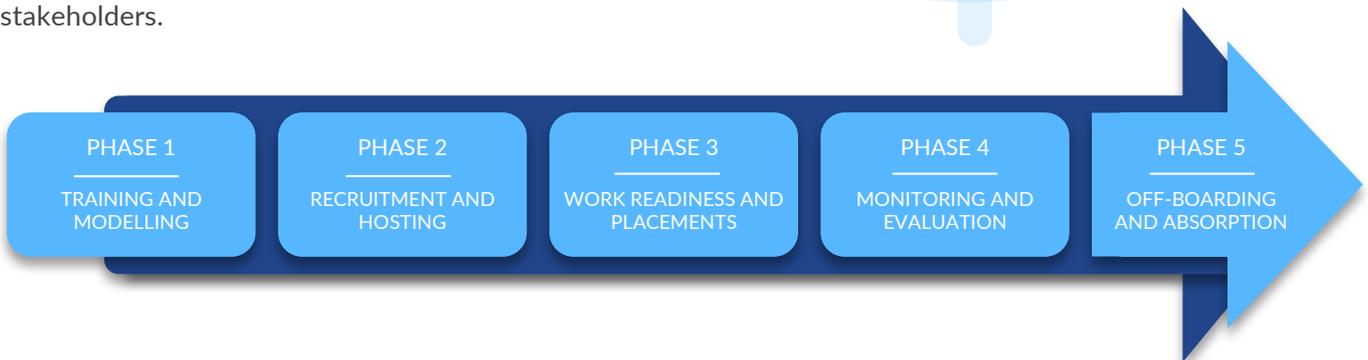
- ✔ Model the number of Y.E.S candidates you need
- ✔ Recruit and manage your Y.E.S candidates
- ✔ Find hosts for your Y.E.S candidates if they cannot be hosted internally
- ✔ Onboard them and provide work readiness training for them
- ✔ Assist with off-boarding and workplace readiness training for when they have completed
- ✔ Assist with absorption

## OUR APPROACH

Our approach spans all the stages of transformation, from the initial stage of understanding BEE to building a BEE strategy and onto the implementation and monitoring of the strategy.

This approach is underpinned by an interim change management approach to equip your internal teams with a firm foundation in BEE. We help you not only in developing and implementing the transformation process but also in communicating it with your stakeholders.

“The objective is enhanced companies’ BEE levels through participating in the program. Considering that the target is less compliant businesses, opportunities would arise from the procurement research team.”



# OUR APPROACH



## PHASE 1

### > TRAINING AND MODELLING

The Y.E.S programme is a critical part of the business and requires management to understand the impact, benefits and risks that come with the programme. It is therefore critical for the senior management team and the BEE team to be trained on how the programme works so as to get maximum benefit.

2 half day sessions are proposed, one for the senior management team and the other for the BEE team.

The modelling process assists the business in understanding how many Y.E.S candidates are required as per the specified DTI criterion. Transcend would make available the modelling tool during the training sessions.

NOTE: Once the business has accepted the programme, Transcend will facilitate the registration of both the business and the Y.E.S candidates. It is a DTI requirement that both be registered with the Y.E.S Programme management company so that a database of candidates is kept at one source for unemployment tracking purposes.

## PHASE 2

### > RECRUITMENT AND HOSTING

The business needs to identify additional jobs in the system. These would be considered first before looking at external hosting. Once this has been established and the business is ready to implement, Transcend will assist the business in the Y.E.S candidates recruitment process.

Where external hosting is required, Transcend, will facilitate the process of engaging the hosts and placing the Y.E.S candidates.

## PHASE 3

### > WORK READINESS AND PLACEMENTS

Transcend through its work readiness models will conduct work readiness programmes for the candidates.

Host employers will form part of the hosting training so as to realise a smooth 12 month programme.

## PHASE 4

### > MONITORING AND EVALUATION

One of the requirements of the programme is for businesses to monitor the performance of the candidates. Transcend, together with the measured entity will facilitate this process. Depending on the client requirements, monthly and or quarterly reports will be provided by Transcend. These reports would take the form of a checklist and other best practice tools.

A summarised annual report will also be provided at the end of the programme.

## PHASE 5

### > OFF-BOARDING AND ABSORPTION

The Y.E.S programme requires businesses to absorb some of the candidates at the end of the programme. On completion, Transcend, together with the client will facilitate the close-out phase and determine the required BEE recognition level. The absorption of some the candidates is critical and this would be done by the business depending on the requirements.

1 Million Youth Placed Into Work



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# ABOUT THE TRANSCEND GROUP

The Transcend group is a market-leading multi-disciplinary group of businesses that specializes in transformation solutions at each step of an organization's B-BBEE journey. Although three entities, we seamlessly integrate as we serve and delight our clients.

- **Transcend Corporate Advisors** ("Transcend") is a transformation consultancy which specializes in practical empowerment initiatives that make business sense. We have a special competency in assisting companies develop and communicate a strategic, value-based view of B-BBEE and strategic development.
- **Transcend Capital** is a specialist corporate finance advisory business that focusses on structuring and implementation of B-BBEE Ownership transactions. Transcend Capital has advised on over 150 transactions for a broad spectrum of clients since 2006, and has extensive experience in structuring value-adding, sustainable transactions for multinational businesses, as well as assisting with strategic partner selection.
- **Transcend Talent Management** is a specialist talent and placement agency for Black businesspeople - helping clients find top talent, and top talent find positions in which they can flourish.

Transcend Corporate Advisors is the contracting company for the work described in this proposal.

## OUR COMMITMENT TO TRANSFORMATION

**Transcend is currently a level 2 B-BBEE contributor with 58% Black ownership, and 14% Black Women ownership.**

Notwithstanding our continuing transformation efforts within the business, Transcend plays a significant role in building a strong narrative for B-BBEE in South Africa. As part of our delivery methodology, we focus on more than compliance, and emphasise sustainability and growth as key components of transformation.

Over the last 11 years, Transcend has invested heavily in scholarships and SETA accredited training that has helped to build a significant pool of B-BBEE Champions, who are skilled and equipped to drive transformation in their spheres of work.

Transcend has, and will also continue to support small business both through skills transfer and active involvement through shareholder participation.



OVER A DECADE OF  
EXPERIENCE



SERVED OVER 56% OF  
THE JSE TOP 50



TRANSACTION ADVISORY  
FOR OVER 100  
MULTINATIONALS



STRONG STRATEGIC  
PARTNER SELECTION  
COMPETENCE

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# WE ARE A TRUSTED ADVISOR

Transcend takes great pride in our diverse client base, which includes many of South Africa's most respected corporate brands evenly spread between domestic corporates and multinationals. Our public-sector exposure is significant, and we have advised some of the most respected Black investment houses. We also pride ourselves on the strong relationships we build with clients, and the fact that many new clients are via word of mouth referrals.



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# OUR LEADERSHIP TEAM



## **DR ROBIN WOOLLEY** MANAGING DIRECTOR

*PhD, (Demontford), MBA (Wits), BSc Eng (Natal), PR Eng*

Robin is a specialist in corporate strategy development, black economic empowerment implementation and scorecard development. He is a visiting lecturer at the Gordon Institute of Business Science in the fields of strategy development. He was previously the director of executive programmes for one and a half years at GIBS. His PHD is in empowerment and he has consulted in organisational empowerment initiatives to a great number of medium and large-sized South African and multinational businesses. Robin has written a book on empowerment called Everyone's Guide to BEE.



## **TREVOR TSHABANGU**

*Dip IT Eng (DCS); MAP (Wits); MBA (MBS)*

Trevor is specialist in implementing sustainable empowerment strategies, as well as undertaking corporate BEE due diligence investigations. Trevor has supported a great number of medium and large companies nationwide.

Trevor has previously worked in the fields of retail, IT project management, change management and skills development. Trevor is a qualified Moderator in the skills development field and has experience at managing diversity issues.



## **SHELLEY HUNT**

*BCom Accounting (Hons); CA (SA)*

Shelley is a transformation director and has worked with numerous clients to develop sustainable transformation strategies. She has over 9 years of experience and has worked at KPMG and Deloitte Consulting, serving numerous clients with strategy and innovation solutions.

Shelley has been involved in the stakeholder consultations to implement processes for the South African National Development Plan with Business Leadership South Africa (BLSA); and Senior Manager in Clients and Industry at Deloitte Consulting. Shelley represented KPMG in the South African National Education Collaboration Trust (NECT) task teams and participated in the national dialogues, which aimed to be the catalyst in reforming the South African education system and find meaningful ways for business and the public sector to collaborate.



## **MKHAPI NKOSI**

*Master of Business Leadership (UNISA)*

Mkhaphi has a wealth of understanding and insight into the broad-based black economic empowerment scorecard, with strong emphasis on the enterprise and supplier development (ESD) pillar. He is passionate about transforming the procurement arena and has developed conceptual models that seamlessly integrate small to medium business into the main stream procurement value chain. He has helped many companies in developing and implementing robust ESD strategies, and has consulted with many medium and larger business, including some JSE listed entities, as well as multinationals.

Mkhaphi is a holder of a Bachelor of Business Studies honours in finance, and a Master of Business Leadership from the University of South Africa. Mkhaphi has also contributed articles on transformation to a variety of publications including the Black Business Quarterly Magazine.

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# SPEAK TO A CONSULTANT

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