

Employment Program

Summary: The program seeks to promote access to quality employment in the IT industry for people who are unable to access it by their own means. This public may consist of people who are vulnerable due to their social and economic situation, or who have fallen behind in their knowledge update, or who due to their gender, age, race, culture or other elements are left aside by employers. We seek to develop technological tools that favor access to the available instruments to help this target audience, as well as to benefit employers who will be able to access more and better human talent for their companies.

Goal:



To increase the incorporation of available and not included human talent into the IT industry.



Improve people's opportunities in life



To diminish the gap between the employer sector and the quantity and quality of available applicants.

How: The program develops as a base, a sustainable and ethical technological platform that favors the stated objectives, while promoting the articulation and synergy between the available training entities and employers, enabling more people to access these opportunities, both for training and later for employment.

A fundamental objective of the program is to obtain information and data that will allow better diagnoses and that will help, through the analysis of objective information, to reduce the gaps mentioned above, to help educators in adjusting their proposals and to collaborate with employers so that their requirements are understood and they can open up to new options.

Projects impacting on any of the following points will be promoted (examples):

- Information on available training tools and their proposals
- New training and updating proposals for employment
- Interaction with employment portals and capture of their requirements
- Obtaining data and permanent assessment of the performance of people trained and entered in employment opportunities
- Follow-up and dialogue tools with the target in order to guide them, accompany them, attract them, etc
- Interaction with education centers, academia, etc., to understand their proposals and verify their effectiveness
- Interaction with employers to obtain data and understand their requirements and the effectiveness of available training programs
- Access to underprivileged areas of the population to reach them with the proposal and begin to integrate them
- Access to mid-school education level with the same objectives
- Dialogue with organizations, chambers, government agencies, etc., that may favor the proposed objectives

Program +50

The +50 Program seeks to reincorporate into the technology sector people in their 50s who, for various reasons, were disengaged from the IT sector.

The problem: We realize that lots of people, around the age of 50, once they were disengaged of their jobs, face a lot of challenges to re-enter in the labor market. Mostly they face lack of clarity for reconversion, and lots of difficulties for technological updating.

Meanwhile in the technological sector we face full employment, high demand for graduates, high turnover, The industry provides lots of facilities for young people offering internships and first work experience.

We believe these group of people carries with them important strengths, such as:

- Great human capital
- With work experience
- With business knowledge
- Low turnover
- Great loyalty to the company

Value proposition:

- Social impact: reincorporate 50 years old into IT sector
- Offer technical updates to improve their job competitiveness
- E learning, audio-visual theory/practice exercises and self-assessment
- Personalize accompaniment workshops
- Group meetings working on empathy and active listening
- Deepens human values, experiences, empathy and confidence

Impact: In its first edition, the program trained in testing since it has the particularity of adding value and incorporating people quickly into the labor market. Testing doesn't required to master all the technology's, only to understand business flows and processes.

Some numbers of that first experience:

50

CVs received

+30

interviews conducted by DH

10 selected **9** passed the course

53 years old on average

In its second edition, we decided to incorporate another training that we understand is a current need. We provide skills to manage and operate SAP Commerce & Marketing tools. It has 3 parts: Introduction to the digital business world: how technology changed business, digital marketing and data analysis.

Preparing you for the IT world: Agile, introduction to Scrum Master, learning techniques, essential skills and CV building.

Managing and operating SAP CX: Customer Experience & eCommerce, Introduction to the management and operation of SAP Commerce and SAP Marketing.

Some numbers of that first experience:

+100

candidates received in less than 2 weeks

+60

interviews

20

selected

51

years old on average

Follow-up of participants: **3** joined Pyxis, **1** joined CES (Software Testing Center)

