



RHYTHM FOR SUCCESS

Hi5 Magazine

Hi5 Radio i.s.m. 

Hi5 TV

Hi5 Academy

Hi5 Events

Dear My Generation Network,

Thanks for the invitation to participate at the conference in Valencia and your positive response during the recap on the last day. It's really good to see that knowledge sharing is taking place about positive potential of the young generation in the different cities.

As promised hereby a summary of Hi5 and our vision on bridging gaps.

Background information

I've started up the foundation 'Hi5' with the philosophy to bridges the different gaps in society. As you know, we are a non subsidized foundation, don't receive sponsoring or donations because we want to be self-reliant. Our funding comes from strategic partnerships with organizations. What we do is pretty simple. We teach organizations that every person in society is a potential client and potential employee. Organizations have to stop using the angle of prejudgements. BUT: on the other hand we focus on individuals, youngsters in particular because they are the future of tomorrow. We make young people aware of all the possibilities that are available. The only thing is they have to grab the opportunities themselves and become self-reliant. We've developed a methodology (Hi5) and use our own instrumentation to bring across our message.



Hi5 is product van

DUTCHVERSITY

Methodology

Hi5 stands for use your hand as a compass towards achieving your own dream.



Thumbs up stands for be positive and know what your own passion is.
- *PASSION*



With your **index finger**, you can follow your own direction and pick your own dream team.
- *FOCUS*



With the **middle finger**, you can keep the overview. It's the fingers that sticks above the rest. That's what is you making unique.
- *OVERVIEW*



Your **ring finger** symbolizes loyalty and reliability.
- *RELIABILITY*



And just like the **pink**, be eager to learn because everything starts with baby steps. Use it to be smart.
- *KNOWLEDGE*

Research shows that:

- Young people generally have a low self-esteem, this leads to an unrealistic future perspective and enlarges their distance to the labour market;
- Young people get annoyed when they have to think about their future. They live in the here and now;
- They are not aware that they self have influence of what the future brings for them;
- Young people want information and guidance from someone to whom they can reflect and whom they can trust when making a good choice. Most importantly: someone who they feel is authentic and transparent.
- Young people see study and work as something that they have to do. They also want more time for fun. The realization that learning and working can be fun is not there yet.

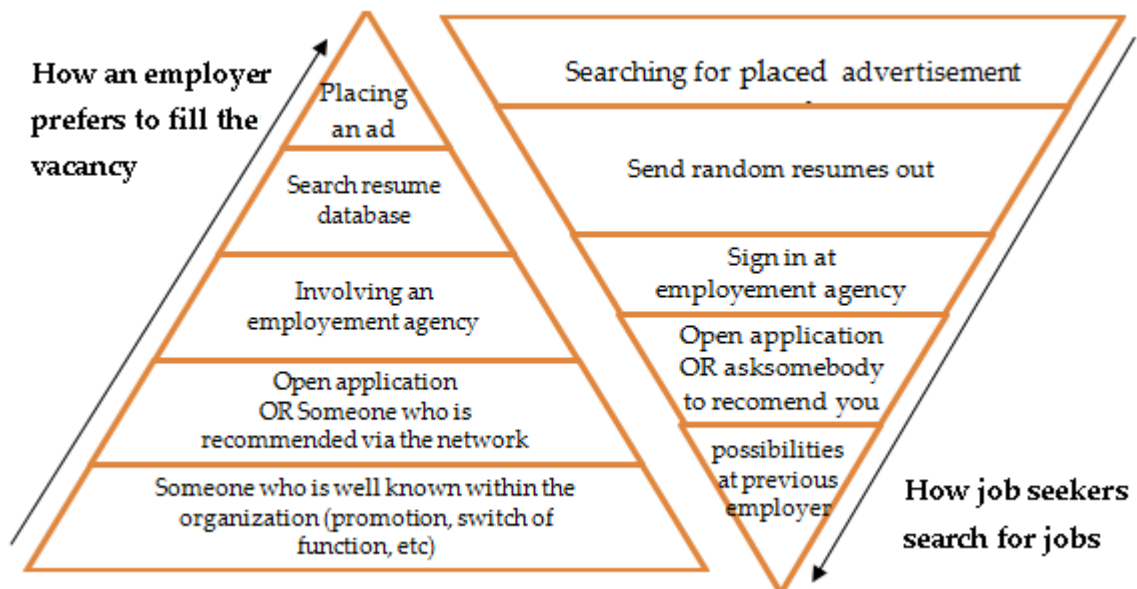
Why Hi5

The moment somebody is doing something that they like, they don't mind to do it and they will do it better. However it's not easy to know what your passion is and to follow that passion because of your environment, society and other external factors. The reason why organization are collaborating with us is because it got to their attention that they are not well connected to the youth market. This problem goes both ways, because youngsters are not well connected to the labour market as well. Hi5 bridges the gap successfully by making both parties aware.

Our approach:

- We create awareness that everybody is equal based on the 24-hours that everybody got;
- We adjust our tone-of-voice completely depending on with whom we are talking to;
- We bring individuals/organizations in contact with role models from their social environment;
- We have sincere empathy;
- We create a real and positive self-image and vision on the labour market to fill the gap;
- We create awareness that there is mismatch within organizations if comes to Identity versus Image.
- We create awareness that every person in society is a potential client and/or employee.

Example #1 Gap between Employers and young job seekers



This pyramid shows how a typical employer prefers to fill vacancies and how an ordinary person seeking a job search. As you can see, both search in the exact opposite way.

Example #2: Gap between Employers and young job seekers

A lot of organizations have a mismatch if it comes to Identity versus Image. Let's say that the definition of Identity = what an organization wants to be. (desired image). The definition of Image = the image that outsiders have of the organization. (actual image)

Let's take the organization TNT as an example:



TNT Express is one of the world's leading providers of business-to-business express delivery services.

Let's say you're a jobseeker what kind of job would you think you will find at TNT? A lot of young jobseekers wouldn't even think to search for a job within the TNT organization because they think that it's only a express delivery service. While TNT is a real big employer. Approximately 80.000 employees work for TNT from secretary, technical functions to marketing and sales. The organization has all kinds of job possibilities but that's not their image.

The actual image that organizations often have is not only a pity for organization but also for young jobseekers. They make the labour market very tight for themselves if they not expand their horizon.

Solution for bridging the gap

- ✓ Education should provide self-exploring in the sense of getting aware of the own knowledge and skills;
- ✓ Education needs to be better connected to the labour market and to employment;
- ✓ Education should enhance employability according to the needs of the employers;
- ✓ Education should provide job experiences – in the sense of learning;
- ✓ Involve ALL actors (the young and the employers not to be forgotten).

Our results

- 👏 Gap bridged between employers and young job seekers;
- 👏 Created 2.150 job possibilities and internship pure based on a match between talent and profile;
- 👏 Dropout rate decreased;
- 👏 Advisor for Dutch Parliamentarians with portfolio Higher Education;
- 👏 Unique radio format on FunX (incl. on-air job-interview);
- 👏 Unique event format via infotainment;
- 👏 Providing job training programs within the Netherlands to decrease youth unemployment. (evaluation score of: 9,5);
- 👏 Acknowledged by the Martin Luther King Center (USA). First and only affiliated partner for whole Europe;
- 👏 Member of several Committees i.e.: the Diversity Committee of AmCham.

I'm really humble and proud that we (Hi5) were part of the 'My Generation Network' and that we could share our knowledge about bridging the gap between the labour-/youth market. I/we hope that this is a start of a fruitful collaboration to successfully bridge gaps in the near future.

TakeCare & Hi5 to you!

Dionne Abdoelhafiezkhani