

# EQUIP YOUTH

Promoting Employee Engagement



# ABOUT EQUIPYOUTH

To address the challenges young people face when entering the labor force or starting their own business, the International Youth Foundation (IYF) and Caterpillar Foundation launched *EquipYouth*, a program to provide 8,500 young people worldwide with market-relevant technical and life skills training along with internships, on-the-job training, and job placement services. The program is benefiting youth, ages 16 to 29, in Brazil, China, India, Indonesia, Jordan, Mexico, Panama, Peru, Russia, Singapore, South Africa, and South Korea.



MEXICO

Caterpillar staff have served as interview coaches and offered guest lectures on topics such as workplace safety and how to be an effective employee. They also provided space, equipment, and specialized mentorship for the welding technical training classes—ultimately leading to youth internships as quality inspectors at the local plant.



BRAZIL

Employees at Sotreq (the largest Caterpillar plant in Latin America) and the Caterpillar plant in São Paulo have supported trainees by giving guidance, conducting mock interviews, and helping them find jobs through referrals and connections to local employers.



Caterpillar dealer in  
Piracicaba  
guest lectures,  
helping them find work  
at other businesses.



## JORDAN

The local Caterpillar dealer's employees have provided presentations for youth on Caterpillar-related professions and offered job and career advice. They are also reaching out to local employers to help secure jobs and internships for program graduates.



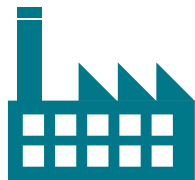
## SINGAPORE

Caterpillar human resources staff have delivered guest lectures to program participants. Trainees also conducted a case study on the Caterpillar business model, which they presented to employees during a visit to their offices.

***“EquipYouth helped me to get to know myself better and how to map out my future. I’m really happy for myself, for my son, and for everything that life still has in store for me.”***

—Alex (24), Altamira, Brazil

# EMPLOYEE ENGAGEMENT: A WIN-WIN-WIN



Community involvement can raise a **business's** profile in the community as a good neighbor that supports social development. It can boost employee productivity and commitment in contributing to the company's mission.



Employee engagement is a way for Caterpillar business units to involve employees in serving the needs of the local community. It is a winning opportunity with benefits for businesses, employees, and youth.

***“Dare to dream big. Vocational trainees can enjoy a good career in a big company.”***

—**Roni Kawi**, Production Manager, Caterpillar Indonesia

## HOW YOU CAN GET INVOLVED

1

**Contact IYF** for additional information on *EquipYouth* and to connect with the training partner in your area.

2

**Raise awareness** among your employees by organizing an informational meeting or including information about *EquipYouth* in your staff newsletter.

3

**Involve employees** in volunteer opportunities at a level of interest.

Volunteering gives **employees** a chance to grow personally and professionally through interacting with youth and supporting an important cause. Their engagement can increase their enthusiasm about all aspects of their job.



**Youth** stand to benefit greatly from the mentorship, hands on training, and support that employees and Caterpillar dealers provide. Employees serve as positive role models as youth look to enter the world of work.

*“If I had not enrolled in EquipYouth, I would still be unemployed and a financial burden on my family. Instead, I am a productive member of society.”*

—**Mohammad** (18), Sahab, Jordan

**ees** in designing  
rtunities to ensure a high  
and buy-in.

4

**Designate a “champion”** within the company who is committed to the project and can encourage colleagues to get involved.

5

**Highlight the positive contributions** of employees who volunteer, both to recognize their efforts and motivate others to participate.

# HOW CAN YOU AND YOUR EMPLOYEES PARTICIPATE?



LOW

ENGAGEMENT

## Donate equipment and supplies

Donations of tools or equipment such as welding supplies, a generator, or pens and notebooks can help partner organizations carry out high-quality training.

## Provide space for training and activities

Inviting partner organizations to hold training sessions or graduation ceremonies at your Caterpillar facility will give youth a sense of accomplishment and a clear link to the professional world.

## Attend graduation and launch events

By attending or giving remarks at *EquipYouth* launch events and graduations, your employees lend their encouragement and support to the program and its achievements.

## Facilitate site visits to Caterpillar offices and plants

Youth trainees can learn a lot about being in a real workplace from site visits to Caterpillar dealers and plants—giving them a chance to see “behind the scenes” of a real business.

## Deliver guidance during training

Trainees can learn enormously from guidance by Caterpillar employees who cover “real world” topics such as resume preparation, job search, and interview skills.



# CONTINUUM

HIGH

## Best lectures training

benefit  
from lectures  
for employees,  
real world”  
as teamwork,  
for the job  
workplace

## Develop lessons and training materials

Your Caterpillar employees can support training programs by sharing supplementary lessons that cover topics such as workplace safety or job interview skills, and by building the capacity of local training programs to effectively implement such lessons.

## Assist with job and internship placement

By reaching out to their contacts within Caterpillar and at other organizations in their network to identify job leads, your Caterpillar employees can give youth trainees a huge boost.

## Offer internship opportunities

Caterpillar business units that open their doors to interns from the *EquipYouth* program will benefit from the interns’ enthusiasm and hard work while allowing trainees to get hands-on work experience and a better understanding of employer expectations.

## Provide mentorship and coaching

One-on-one mentorship and coaching from Caterpillar employees provides invaluable support and guidance as youth go through the training program and search for employment.



The International Youth Foundation (IYF) invests in the extraordinary potential of young people. Founded in 1990, IYF builds and maintains a worldwide community of businesses, governments, and civil society organizations committed to empowering youth to be healthy, productive, and engaged citizens. IYF programs are catalysts of change that help young people obtain a quality education, gain employability skills, make healthy choices, and improve their communities.