

BRIDGE THE GAP

FROM CAMPUS TO CAREER ▶▶▶▶▶

WORK READINESS PROGRAMME



- ▶ PRODUCTIVE MINDSETS
- ▶ LEADERSHIP CAPACITY
- ▶ POWER SKILLS
- ▶ FINANCIAL LITERACY
- ▶ WORK READINESS SKILLS AND TOOLS

Empowering students with core competencies for work, life, and leadership, enabling them to secure and retain employment.

Introduction

Equipping students to succeed in the workforce is a critical step in creating an economically active and prosperous society. As part of our economic empowerment training, our students and graduates work readiness programme aims to bridge the gap between academic studies and professional life. By equipping students and graduates with the necessary skills, knowledge, and mindsets, we enable them to become economically active contributors, driving growth and development in their communities.

Problem Statement

Many students struggle to transition from campus to career, lacking the essential skills and knowledge required to find a job and succeed in the workplace. This can lead to unemployment, underemployment, and a lack of fulfillment in their careers.

Our Solution

Our **Bridge the Gap** work readiness programme is designed to link the difference between academic studies and professional life. We provide a comprehensive programme that equips students with the necessary skills, knowledge, and mindsets to succeed in employment and thrive in their careers.

Target Audience

- Colleges, universities, and vocational training students
- Graduates transitioning into the workplace
- Company-sponsored students and internship programme beneficiaries

Course Structure

Our programme is designed to provide a comprehensive and engaging learning experience:

- 8-10 day in-person training
- Follow-up mentoring
- 20-30 participants/group

Certification

Upon completion of the programme, participants will receive:

- Certificate of participation
- Course content aligned with SAQA unit standards



Programme Overview

Our programme consists of five core components:

▶ 1. PRODUCTIVE MINDSETS

This component focuses on cultivating a growth mindset, taking ownership, and setting the right expectations for work. Key areas of focus include:

- Understanding your potential
- Identifying and overcoming poverty mindsets
- Cultivating leadership mindsets for success
- Crafting your life story

▶ 2. LEADERSHIP CAPACITY

This component develops students' leadership capacity, including:

- Character development and integrity
- Self-leadership and personal responsibility
- Team leadership and collaboration
- Defining your team's purpose
- Establishing a positive team culture
- Defining roles and responsibilities
- Building effective teams to achieve results

▶ 3. POWER SKILLS

This component equips students with the essential power skills (also referred to as soft skills or life skills) required to transition to the workplace and succeed in employment. These skills include:

- Effective communication
- Time management
- Customer service
- Ethics
- Professional behaviour
- Conflict resolution
- Business communication
- Goal setting

▶ 4. FINANCIAL LITERACY

This component provides students with a comprehensive understanding of financial principles, including:

- Understanding factors that keep us poor
- Financial concepts and terminology
- Setting financial goals
- Personal debt
- Budgeting
- Savings and savings plans

▶ 5. WORK READINESS SKILLS AND TOOLS

This component empowers students with the practical skills and tools required to secure employment. This includes:

- Creating a professional CV
- Interview preparation and practice
- Developing a personal brand
- Navigation skills for job applications

Help Bridge the Gap:

Contact us to partner in supporting students and graduates in their transition from campus to career.



www.beulahafrika.co.za
beulah@beulahafrika.co.za
+27 12 348 0682