

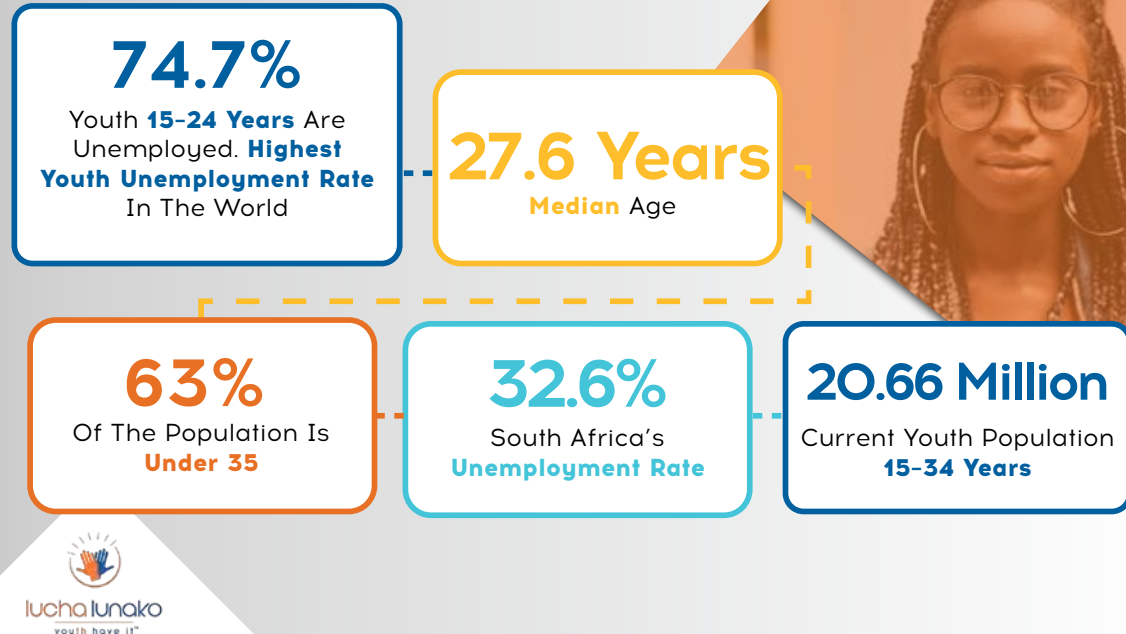
FOCUSING ON YOUTH DEVELOPMENT

Lucha Lunako™ builds pathways to decent work through partnerships, collaboration and innovation.

Whether your business needs to implement skills development or YES Youth Solutions or it wants to engage at a deeper level on the issue of youth unemployability, using Lucha Lunako's services means that your organisation will have access to our resources, knowledge and insights about the youth ecosystem.

At Lucha Lunako™ our cooperative offering comprises:

- Bespoke youth development interventions adapted from our Youth Have It™ framework and aligned to our vision, values and current activities.
- Youth development advisory and thought leadership at corporate level.
- Implementation of learnerships under BEE.
- Implementation of the YES youth initiative including full end-to-end project management.



COMMONLY HELD PERCEPTIONS ON YOUTH DEVELOPMENT AND ENTRY-LEVEL JOBS:	WHAT WE BELIEVE, BASED ON OUR EXTENSIVE WORK IN YOUTH DEVELOPMENT AND WORKING DIRECTLY WITH YOUNG PEOPLE:
1. Providing the youth with technical and workplace-readiness skills and work experience alone will substantially help them succeed.	1. We need to carefully consider the root causes of youth unemployment and unemployability, which often expands beyond work-readiness and include context and lived experience.
2. Youth are a problem to be fixed.	2. A key finding through our research is that most youth lack well-formed adult foundations, starting with agency and extending into numerous basic competence skills, making it almost impossible for young people to build strong technical skills and absorb workplace skills and experience.
3. Youth are lazy and don't take up opportunities presented to them.	3. Youth can, must and should be included in solution-building.
4. "Soft skills" are a catch-all for human development and aren't as important as technical skills.	4. The youth are inherently talented and have the potential to succeed, but need assistance in unlocking their talents to gain access to meaningful employment opportunities.
5. Young people will automatically engage in the best development programmes.	5. A holistic approach to developing individuals with a focus on lifelong development, rather than just a journey to a minimum wage job, is critical.
6. Business understands the youth well and knows how to actively engage them.	6. Preparing young people for nonexistent jobs is morally questionable. We must also prepare young people for income-generating opportunities like side-hustles and nanobusiness.