

Career Guidance case study

تمهيد Tamheed™

Mindmill have partnered with Silatech to co-create an Arab youth-friendly, technology based career guidance tool contextualised for the entire Middle East and North Africa (MENA) region.

THE CHALLENGE

The overall aim of the project is to decrease youth unemployment and to promote large scale job placements and entrepreneurship for young people in the region.

There was an overarching need for a career guidance tool which was culturally fit for the region and available in Arabic, French and English.

A further need for standardised career guidance training was required to ensure the effective use of the tool and results when

THE SOLUTION

mindmillventure™ is a bespoke solution which offers clients the opportunity to have an assessment platform designed to meet their specific requirements.

Team specialists from Mindmill and Silatech collaborated to design a framework which would provide young people in the MENA region an opportunity to receive career advice based on informed and objective information.

A range of psychometrics contextualised for the region were made available with the opportunity for the individual to follow up with a career advisor to obtain and discuss their results and career choices accordingly.

THE OUTCOME

An online career guidance portal contextualised for the region was successfully developed and implemented.

Local norms were established to ensure individual results are measured against the correct comparison groups. Assessments and reports are available in English, Arabic and French.

Tamheed can be access by young people from anywhere In the MENA region. Standardised Career Guidance has been developed to ensure all career advisors are fully trained in how to interpret, provide advice and recommendations based on results.

THE CONCLUSION

To date, Tamheed has been very successful in reaching thousands of young people from various locations including Qatar, Morocco, Palestine, Syria, Egypt and United Arab Emirates. Tamheed was successfully launched in Qatar University Career Fair with very positive feedback.

What a buzz it was! Young Qatari men and women returned day after day with their siblings, colleagues and friends. At 8:30 pm last Thursday as Tamheed Advisors were packing up their computers, three more young women arrived, and requested just one more round of assessments and counselling.

Young people walked in not knowing who they were or what they wanted. They walked out with a sense of their own uniqueness, of the opportunities they had, determined that they would build upon these strengths and look for opportunities that harness them.

Jo Aggarwal,
Director of Employment Programs
Silatech

