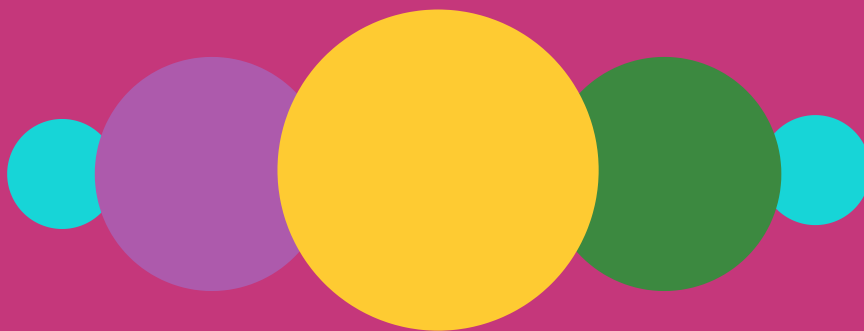


AUCKLAND BUSINESS
C H A M B E R



MINISTRY OF SOCIAL
DEVELOPMENT
TE MANATŪ WHAKAHIATO ORA

YOUTH READY EMPLOYERS



WHY EMPLOYERS NEED TO INVEST
IN DIGITAL TRAINING FOR YOUNG
PEOPLE



THE YOUTH GROUP.

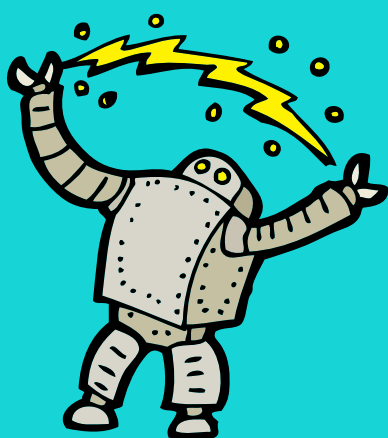
Efficiency

Probably the biggest problem that most employers tackle is boosting and maintaining efficiency. If your young employees are trained to use technology to its fullest potential, you can open up countless channels and methods for boosting productivity! The Youth Group recommends applications and programmes like Slack for team communication, Trello for easy task management and tracking, and Google Drive for team collaboration and access.



Talent Base Growth

You're not the only ones worried about rapidly changing technology! Your current employees, and those looking to join your company, will be constantly concerned that their jobs and roles are becoming increasingly obsolete thanks to AI and computer software - but they don't have to be! Training your employees in the latest and greatest tech ensures that no one has to be afraid of the technology, and keeps their skills and abilities relevant, fresh and useful.



Give yourself an edge

Everything is a competition these days, and your business is no different. Chances are there're probably 100 different companies out there with the same product, plan, and power. The easiest way to set yourself apart is to offer a USP that the others simply don't have. If you can train your young employees to work with digital technology, they can help you to create new ways of interacting with clients, or a new way to offer your product, or interact with the business. The possibilities are endless, but you'll never know if you don't have a workforce with the knowledge to drive this change.

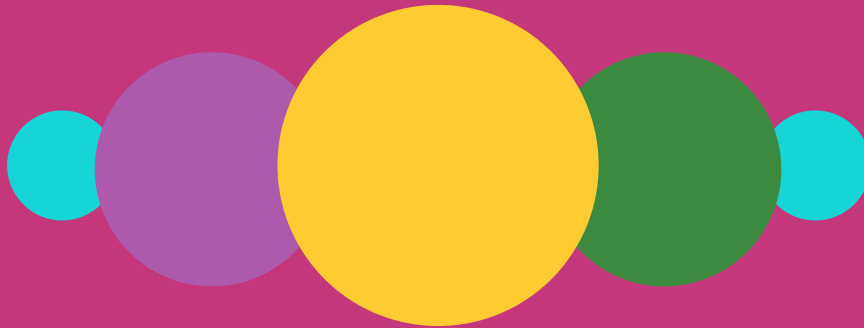


Mo' money, NO problems

Traditional marketing and marketing techniques are outdated, there's simply no other way of putting it. Having young employees on board with a plethora of digital skills allows you to explore better, more modern methods. With technology such as digital ads, even one young employee with the right skills could use a small amount of company money to generate millions of new, unique customers/visitors/viewers/general engagement.



YOUTH READY EMPLOYERS



The Ministry of Social Development and Auckland Business Chamber have launched this initiative which this document is part of called the Youth Ready Employer Programme which has been designed by The Youth Group to help companies better understand, connect, recruit, develop and retain young people for their businesses.

The programme comprises a range of online resources, including manuals, templates for job descriptions and guidelines on how to ensure your organisation is doing enough to attract young talent.



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

POWERED BY THE YOUTH GROUP.