



HYPE YOUTH

Helping Young People Emerge



CORPORATE PROFILE.

www.hype-youth.co.za

WELCOME TO

HYPE YOUTH

Welcome to Hype Youth – Helping Young People Emerge.

We are a dynamic, 100% black-owned Level 1 BBBEE youth development company dedicated to equipping and integrating young adults into the workforce. Our commitment lies in fostering a sustainable platform that educates, empowers, and prepares the youth to actively contribute to the economy.

Situated in Kempton Park, Gauteng, we offer a range of programs and services designed to meet the evolving needs of both jobseekers and employers.



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EXECUTIVE SUMMARY

Empowering Today, Shaping Tomorrow

Hype Youth stands as a beacon of hope and a catalyst for change in the face of a challenging job market. Our dedicated focus is on empowering jobseekers aged 18-35, providing them with tailored initiatives designed to transcend conventional training. In a nation grappling with escalating unemployment rates, we pledge to go beyond traditional boundaries, ensuring that each individual not only receives high-quality training but also gains valuable workplace exposure and continuous support.

At Hype Youth, our commitment goes beyond mere education; it's a promise to exceed expectations. We recognize the pressing need for innovative solutions to address the complexities of the modern job market.



**Our
Commitment**

By challenging the status quo and redefining the approach to youth development, we aspire to create a ripple effect that transforms the employment landscape in our nation.



**Tailored
Initiatives**

Our programs are not just about theoretical knowledge; they are immersive experiences that bridge the gap between education and employment.



**Catalysts for
Change**



**Ready for
Tomorrow**

We believe that by investing in the potential of each individual, we contribute to building a workforce that is resilient, adaptable, and equipped to meet the demands of an ever-changing professional landscape.

CEO MESSAGE

Petronella Mofokeng

Leading the Charge for Youth Development

As the Director of Hype Youth, I am honored to lead a team of passionate individuals dedicated to transforming the lives of young adults. Together, we embark on a noble mission: to bridge the gap between education and employment, propelling a generation towards readiness to conquer the challenges of the workforce. At Hype Youth, our commitment is not just to impart knowledge but to create lasting impact, empowering the youth to shape their destinies.



I invite you to join us at Hype Youth on this transformative journey. Let's work together to unlock the immense potential within each young mind, creating a future where the youth is not just prepared for the workforce but is driving innovation, leading change, and shaping the destiny of our nation.

Empoweringly yours,

Petronella Mofokeng
Director, Hype Youth"

OUR HISTORY

Empowering Futures, One Story at a Time

Hype Youth's journey began with a vision—to be a beacon of hope in a landscape where the aspirations of young minds faced daunting challenges. Established in 2013, our organization was conceived not merely as an institution but as a transformative force committed to youth development.

Evolution of Programs:

From the onset, Hype Youth aimed to offer programs that transcended the boundaries of traditional education. As we evolved, our curriculum became a dynamic blend of theoretical knowledge and hands-on experiences. This evolution was driven by a commitment to addressing the specific needs of both job-seekers and employers, making our programs not just informative but transformative.



A Look to the Future:

As we reflect on our history, we are fuelled by the knowledge that our journey is far from over. The challenges faced in the past have only strengthened our resolve to continue making a positive impact. With an eye on the future, Hype Youth remains dedicated to charting a course that empowers futures, one story at a time.

Together, let's script a future where every youth is not just prepared for the workforce but is equipped to lead, innovate, and shape the destiny of our nation.

OUR CURRICULUM

Unlocking Potential, Nurturing Excellence

At Hype Youth, our curriculum stands as a testament to our commitment to empowering the youth through education. Designed with precision and foresight, our courses are not just educational endeavours but transformative experiences that equip individuals with the skills necessary to thrive in the modern workplace.

● *Preparing for Tomorrow, Today*

Our commitment to empowering through education extends beyond the classroom. As we craft our curriculum, we envision a future where every individual emerges not just educated but empowered.

Holistic Skills Development:

We understand that success in the contemporary job market requires more than just theoretical knowledge. Our curriculum places a strong emphasis on a holistic skill development.

Beyond the textbooks, we delve into practical applications, fostering critical thinking, problem-solving, and effective communication. The goal is not just to prepare individuals for jobs but to sculpt well-rounded professionals capable of navigating the complexities of the modern workplace.



OUR COURSES

Empowering Careers, Shaping Tomorrow

Our courses at Hype Youth are not just stepping stones; they are bridges to successful and fulfilling careers. Join us as we craft futures through education, empowering individuals for a tomorrow filled with possibilities.



Our courses are carefully designed to be more than just educational programs; they are transformative experiences that empower individuals with the skills and knowledge essential for success in the modern workforce. From foundational Business Administration to specialized programs catering to diverse career paths, our courses are crafted with a commitment to excellence and relevance.

OUR COURSES

Business Admin Level 2

A foundational course introducing students to the basics of business administration. Covering fundamental concepts and skills necessary for entry-level administrative roles, this course lays the groundwork for a successful career in business.



Business Admin Level 3

Providing a comprehensive understanding of business administration, this course covers key aspects such as office procedures, communication, and basic financial management. Students acquire essential skills to support business operations effectively.



Business Admin Level 4

Building on the Level 3 course, this advanced program delves deeper into business administration. Topics include strategic planning, organizational behavior, and project management, preparing individuals for leadership roles.



Informal Business Qualification Level 3

Tailored for entrepreneurs and small business owners, this qualification imparts practical knowledge in managing and growing informal businesses. Topics include financial record-keeping, marketing, and customer relations.



Retail Operations Level 3

Focused on the retail sector, this course equips individuals with the skills needed to excel in retail operations. Topics include inventory management, customer service, and sales techniques tailored for success in the retail industry.



OUR COURSES

Computer Course Office Package:

Hands-on training in office software packages, enhancing computer literacy. Students learn to use tools like word processors, spreadsheets, and presentation software commonly used in office environments.

Work Integrated Learning:

This program offers practical, on-the-job experience in a real work environment. Students apply theoretical knowledge gained in the classroom to real-world scenarios, fostering a seamless transition into their chosen profession.

Health and Safety Training:

Focused on workplace safety, this training covers regulations, hazard identification, emergency response, and other aspects to ensure a safe working environment.

Job Readiness Training:

Designed to prepare individuals for the workforce, this training covers essential skills such as resume writing, interview techniques, and workplace etiquette. It aims to enhance employability and ease the transition from education to the professional world.

Project Management NQF Level 5:

Geared towards project management professionals, this advanced course provides skills in project planning, execution, and evaluation. Suitable for those seeking leadership roles in project management.



OUR COURSES

Office Admin

Comprehensive training in office administration, covering tasks such as data entry, record-keeping, and office management skills, essential for administrative roles.



Public Office

Tailored for those in government or public administration, this course covers the unique aspects of managing public offices, including public service ethics and legal considerations.



Office Supervisor

Geared towards individuals aspiring to supervisory roles, this program covers leadership, team management, and advanced administrative skills.



Public Service Admin

Specifically designed for public service professionals, this course covers administrative tasks unique to government and public service organizations.



Sewing Machine Operator

Focused on practical skills, this course teaches the operation of sewing machines and basic garment construction. Ideal for those interested in a career in textiles or fashion.

OUR COURSES



Small Business Consultant

Geared towards entrepreneurs, this program equips individuals with the skills to provide consulting services to small businesses. Topics include business planning, financial analysis, and marketing strategies.



Training and Development Practitioner

Aimed at those interested in training and development, this program covers instructional design, training delivery, and performance evaluation.



Upholstery Cover Fitter

Focused on the craft of upholstery, this course teaches skills related to fitting and crafting upholstery covers. Ideal for those interested in furniture restoration or design.



SKILLS DEVELOPMENT EQUITY

Closing the Skills Gap, Opening Doors to Success

At Hype Youth, we recognize that equal opportunities are the cornerstone of a thriving society. Our commitment to skills development equity is not just a principle; it's a catalyst for creating a level playing field where every individual has the chance to unlock their full potential.

Our Approach:

● Inclusive Learning Environment:

We believe that a diverse and inclusive learning environment is essential for effective skills development. Our programs are designed to cater to individuals from all walks of life, ensuring that the learning experience is enriching and supportive.

● Tailored Programs for Varied Backgrounds:

Recognizing the unique needs of individuals from different backgrounds, we offer tailored programs that address the specific challenges faced by diverse communities. From urban centers to rural areas, our commitment to equity extends to every corner.

● Accessible Learning Resources:

Equity in skills development starts with accessibility. We provide easily accessible learning resources, ensuring that geographical or economic factors do not hinder anyone from acquiring valuable skills.



DISABILITY PLACEMENT

Breaking Barriers, Fostering Inclusion

At Hype Youth, we believe in a world where everyone, regardless of ability, has the right to contribute meaningfully to the workforce. Our Disability Placement program is a testament to our commitment to breaking barriers and fostering a workplace that champions diversity, inclusivity, and equal opportunities for all.

Tailored Training Programs:

We understand that individuals with disabilities may face unique challenges. Our training programs are tailored to address these challenges while emphasizing the diverse talents and capabilities that each individual possesses. By fostering an inclusive learning environment, we empower participants to thrive in their chosen fields.

Corporate Disability Solutions

We collaborate with businesses to implement corporate disability solutions that foster a workplace culture of acceptance and support.

These solutions may include customized workplace accommodations, accessibility training for staff, and initiatives that promote a positive and inclusive work environment.

Awareness Campaigns:

We believe that fostering a culture of inclusivity begins with awareness. Our awareness campaigns aim to challenge stereotypes, raise awareness about the abilities of individuals with disabilities, and promote a society that values diversity.

Enabling Equal Opportunities, Empowering Every Ability.





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OUR SERVICES

A Holistic Approach to Youth Development

OUR SERVICES

1

Work Integrated Learning

Providing practical, on-the-job experience in a real work environment, helping students seamlessly transition into their chosen profession.

2

Work Experiential Learning

Creating opportunities for hands-on experience to enhance skills and knowledge acquired in the classroom, preparing individuals for the workforce.

3

Skills Development Seminars

Offering informative seminars to the public, covering a wide range of skills and development topics, contributing to continuous learning and growth.

4

Corporate Disability Solutions

Partnering with corporations to provide tailored solutions for the integration and support of people with disabilities in the workplace.

5

Forster Transformation and Integration for People with Disability

Dedicated initiatives to promote the transformation and integration of individuals with disabilities into various sectors of the economy.



OUR SERVICES

6

Upskilling Unemployed Youth

Initiatives focused on enhancing the skills and employability of unemployed youth, creating opportunities for sustainable employment.

7

Job Readiness Programs

Comprehensive programs designed to prepare individuals for the workforce, covering essential skills such as resume writing, interview techniques, and workplace etiquette.

8

Skills Development

Tailored programs and initiatives to bridge skills gaps within organizations and communities, fostering a skilled and competent workforce.

9

Market Analysis Summary

Conducting thorough market analysis to understand industry trends and demands, ensuring our programs and services align with the needs of both job-seekers and employers.

10

Market Segmentation

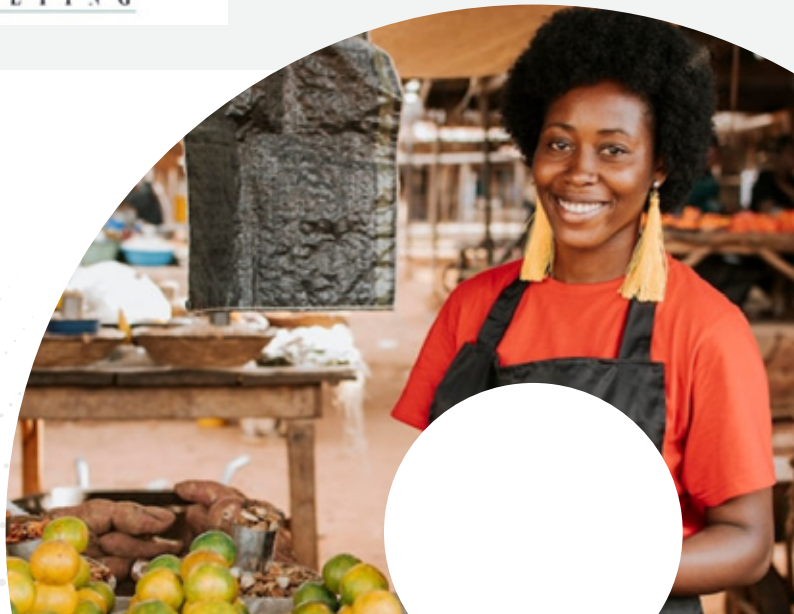
Identifying and segmenting target markets to tailor our programs and services to meet the unique needs of diverse individuals and organizations.



OUR CLIENTS



OUR ASSOCIATES



OUR BUSINESS MODEL

Innovation, Impact, and Sustainable Growth

At the heart of Hype Youth lies a robust business model, carefully crafted to not only meet but exceed the expectations of our stakeholders. Our commitment goes beyond the conventional; it's a dedication to bridge skills gaps, develop employable generations, and ensure financial sustainability without hindrances. Let's delve into the pillars that form the foundation of our business model.

Exceeding Expectations:

Our business model is built on the premise of exceeding expectations at every touchpoint. From the quality of our training programs to the support services we provide, we strive to go above and beyond.

Bridging Skills Gaps:

Central to our mission is the commitment to bridge skills gaps within organizations and communities. Our business model places a strong emphasis on developing programs that are not only relevant but also responsive to the evolving needs of industries.

Developing Employable Generations:

Empowering the youth to become employable is a core objective embedded in our business model. Our programs are designed not only to impart knowledge but also to nurture practical skills, critical thinking, and adaptability.



EMPLOYMENT EQUITY

Championing Equality, Empowering Every Individual

At Hype Youth, we are not just advocates for education; we are champions of equality and diversity. Our commitment to employment equity is woven into the fabric of our organization, creating a workplace culture that celebrates the unique strengths and contributions of every individual. Let's explore how we foster diversity and inclusion within our employment practices.

Equal Opportunities for All

Our commitment to employment equity begins with the fundamental belief in providing equal opportunities for all individuals. We ensure that our recruitment processes are fair, transparent, and free from bias, allowing individuals from diverse backgrounds to compete on a level playing field.

Inclusive Workplace Policies

Inclusivity is more than a buzzword for us; it's a guiding principle. Our workplace policies are crafted to be inclusive, recognizing and respecting the diversity of our team. From flexible work arrangements to accommodations for individuals with disabilities, we strive to create an environment where everyone feels valued and supported.

Diverse Recruitment Strategies

To foster diversity, we implement diverse recruitment strategies. We actively seek talent from various backgrounds, communities, and demographics, ensuring that our team reflects the rich tapestry of perspectives that contribute to innovation and success.



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Join the Journey of Empowerment

Connect with Hype Youth and discover how we can partner to make a lasting impact on youth development and workforce integration. Contact us for inquiries, partnerships, and collaboration opportunities.

At Hype Youth, we are not just shaping careers; we are building futures. Join us in the journey of empowerment and transformation.

CONTACT US



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