

# GENERATION WORK™ CHALLENGE

Companies interested in hiring, retaining, and advancing young talent – particularly employees of color ages 18-29 – are invited to join us for a Generation Work Challenge. Through the Challenge, you will work alongside experts and other companies to launch a pilot centered around inclusive hiring and building a more resilient workplace. It is designed for business leaders (Human Resources, Operations, and Business Units) ready to strengthen their hiring or retention strategies for young adults through an inclusive lens.

## WHY SHOULD YOU JOIN?



Learn tactical steps to increase hiring and reduce turnover among young adults of color by integrating Positive Youth Development and Racial Equity.



Get support to develop a measurable pilot focused on the metrics that matter to you.



Build strong relationships and troubleshoot challenges with innovative business leaders.

## PAST COMPANY PILOTS INCLUDE:

- ✚ Supervisor trauma-informed care training
- ✚ Implementation of resiliency practices during team meetings
- ✚ Development of a mentorship program
- ✚ Creation of diversity data tracking for recruitment
- ✚ Building community partnerships to increase talent pipeline

# WHAT IS THE COMMITMENT?

The Challenge will take place from April – December 2024. Participants will attend biweekly or monthly sessions and will also receive technical assistance between sessions to make progress on their pilots. Sessions will be a mix of in-person and virtual.

# WHO CAN PARTICIPATE?

Each company should identify 2-4 leaders who can influence employment practices within their organization. Examples of previous participants include: Directors, Managers, Specialists, and Recruiters in Talent Acquisition, Learning & Development, Community Engagement, and Operations.

# WHAT IS THE COST?

This program is made possible by the generous support of the **Annie E. Casey Foundation** which covers the full cost, including programming, in-person gatherings, activities, and consulting support for up to four participants, valued at approximately \$15K per employer. Generation Work is an eight-year, five-site initiative launched by the Annie E. Casey Foundation and **National Fund** in 2016 to explore new ways of connecting youth of color with the knowledge and experience necessary to succeed in today's job market.

## MEET OUR PARTNERS:



**Cara Plus** leverages job seeker, employee, and corporate insights from Cara Collective's experience moving job seekers with barriers to employment into 12,500+ jobs, at retention rates 20 points higher than the national average.



The **Chicago Resiliency Network**, an initiative of the Corporate Coalition of Chicago, is based on neuroscience research applied to create trauma-informed workplaces that improve team resilience and employee performance.



**Chicagoland Workforce Funder Alliance (CWFA)** develops and funds initiatives that empower employer-led workforce solutions, improve our region's workforce development systems, and promote job quality for every worker. CWFA is a collaborative partner of the National Fund for Workforce Solutions, a national network promoting equitable economic opportunity and prosperous communities through investment and innovation.



### TO LEARN MORE REACH OUT TO THE GENERATION WORK TEAM:

**Cyndi Bergstein** | Chicagoland Workforce Funder Alliance | [CBergstein@cct.org](mailto:CBergstein@cct.org)

**Liana Bran** | Cara Plus | [lbran@carachicago.org](mailto:lbran@carachicago.org)

**Marcos Gonzales** | Chicago Resiliency Network | [marcos.gonzales@corpcoalition.org](mailto:marcos.gonzales@corpcoalition.org)

**May Anthony** | Cara Plus | [manthony@carachicago.org](mailto:manthony@carachicago.org)