Let’s help young people get ready to work
Africa presents unparalleled potential for growth and has enjoyed the best-ever decade of growth and economic development in its history. However, this growth hasn’t been inclusive – and significant challenges hamper the ability of marginalised segments of African societies to benefit from this growth, especially the youth.

As Barclays Africa, we’re aligning our priorities and Citizenship strategy to focus on Shared Growth, in order to respond to these challenges meaningfully. Central to this is the principle of creating a virtual link between our own success and society’s progress. We recognise that this can’t be done by governments alone – key to the success of closing the gap is forging Public Private Partnerships (PPPs). One key focus area in our Citizenship strategy as Barclays Africa is to help young people from across the continent get access to the skills and opportunities they need to unlock their potential. We’ve identified education and skills development as a space in which we can make a sustainable contribution through programmes such as ReadytoWork.

ReadytoWork is a pan-African employability initiative that helps to train and equip young people across the continent for the world of work.

We invite you to join us and to participate in this journey to get Africa’s youth ready to work.

Sazini Mojapelo
Head: Citizenship, Barclays Africa
Barclays in Africa

Many people view Africa as the next growth frontier. With Barclays having had a presence on the continent for over 150 years, Africa is an integral part of our global community.

We believe in Africa’s potential and are strategically placed to meet a critical business need: financial services that are built on the experience of a local bank, the insights of a regional bank and the resources, innovation and international relationships of a global bank.

We translate this advantage into tangible benefits for our customers and clients, aiming to become the ‘Go-To’ bank in Africa – our customers’ and clients’ bank of choice – while expanding our footprint and growing and developing our people within the communities in which we operate.

10 643 ATMs in Africa

43 765* employees in Africa

12 countries represented in Africa

12 000 000 customers in Africa

1 267 branches in Africa


Shared growth for Africa

At Barclays, Citizenship is a critical part of becoming the ‘Go-To’ bank for all our stakeholders. And, for society, it means we can serve as an enabler of inclusive prosperity for current and future generations.

Citizenship is one of the ways we live our Purpose and Values. Our Purpose – to help people achieve their ambitions – in the right way, and our Values – Respect, Integrity, Service, Excellence and Stewardship – drive everything that we do.

Shared Growth is central to Citizenship, recognising the critical interlink between our success and society’s progress. Our Citizenship agenda helps create solutions to societal challenges that drive a win-win-win for society, customers and clients, and our business. This is achieved by developing innovative products, services and partnerships that support inclusive prosperity across the continent.

In Africa, we focus on three key areas aligned to our core capabilities and skills where we feel we can have the greatest impact – education and skills, enterprise development and financial inclusion.

ReadytoWork is a new flagship initiative under education and skills that lies at the heart of achieving our ambition to be the ‘Go-To’ bank on the continent.
The youth challenge on the continent

Africa has enjoyed the best-ever decade of growth and economic development in its history. However, despite its forward momentum, Africa continues to face a number of societal challenges that limit its ability to achieve inclusive economic growth on the continent.

A key challenge on the continent is the high level of youth unemployment – young people face significant challenges in realising their ambitions, many linked to limited opportunities, lack of skills and uncertainty about which path to take into meaningful employment.

Having education qualifications at any level is often an entirely different thing to being work-ready in today’s competitive job and small business market.

While young people across Africa may have all the dreams and ambitions in the world for their working life, getting there is difficult, if not impossible, without the proper guidance and support.

It’s critical that solutions to help tackle youth unemployment are aimed at developing young people’s skills and ensuring these skills match the needs of employers.
ReadytoWork is a pan-African initiative aimed at helping the youth build the skills they need to make the critical transition from education into the world of work.

The ReadytoWork initiative empowers young people with the skills they need to enter the world of work, and provides links to employment and self-employment opportunities that help them achieve their ambitions, in the right way.

The ReadytoWork digital and face-to-face learning curriculum helps young people develop their work, people, money and entrepreneurial skills, better equipping them to find a work opportunity or start up their own business.

The initiative is targeted at helping young people who have the aptitude, attitude and ambition to achieve beyond the opportunities they’ve been given. Once they’ve completed the ReadytoWork curriculum, they’ll also have the opportunity to apply for work experience within Barclays or one of our partners.

ReadytoWork went live in October 2015 – the online platform is available to the public, and it’s free.

Together, let’s help them make the critical transition from education into the world of work.
We recognise that young people need to develop a broad range of skills to be work-ready. Our digital and face-to-face learning journey provides a number of modules across work, people, money and entrepreneurial skills.

Young people have the option of completing two tailored ReadytoWork learning pathways – one preparing them for the world of work and the other building their knowledge of starting a small business.

However, we also recognise that some young people may want to learn only about a specific topic, for example, how to write a CV or prepare for an interview. The learning curriculum allows for this, providing young people with the flexibility to follow a set learning pathway or to develop their skills on a specific topic of their choice.

Would your organisation be interested in working with us to get the youth ready to work?

Be a part of our journey to help young people across Africa achieve their ambitions.

Want to know more?

absa.co.za/readytowork/contact_us

Ready. Set. Go. Prosper.