



# HIGHER EYE

Empower Locally • Perform Globally

## Use Corporate Social Responsibility to address improve the Economic and Social Integration of Youth

HigherEye Training & Consulting is a Social Responsibility firm focused on developing International Business skills for Young People; and helping organizations increase their understanding of the Youth market. Our goal is to empower Young People with the tools they need to overcome unemployment.

Why should your Organization use Social Responsibility to address Youth issues?

- ◆ Youth unemployment is 2.6 times higher than the adult rate, thus increasing risk for your organizations at home and abroad;
- ◆ Youth crime can add as much as 7% to a nation's GDP; thus increase your cost of security operations
- ◆ Addressing Youth issues now is an effective Marketing and Labour attraction strategy.



Organizations have realized the following benefits by using us to deliver Youth Focused Corporate Social Responsibility :

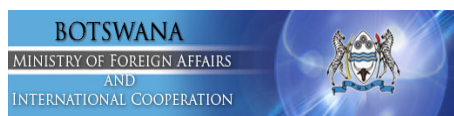
- ◆ Lower cost of managing Corporate Social Responsibility initiatives by as much as \$250,000 annually.
- ◆ Improved brand image among Youth by deploying measurable projects that make real impact.
- ◆ Assisting thousands of Young people in attending post secondary school and/or starting businesses.
- ◆ Reducing your business risk profile by adhering to Global Ethical standards such as the Equator Principles.

## Client who have benefitted from Youth Focused Social Responsibility

### SOUTH EAST ASIA



### AFRICA



### AMERICAS



# Youth Focused Corporate Social Responsibility; International Business Skill Development Program for Youth Training for Organizations

Youth Advisory Boards; *The Key to Effective Corporate Social Responsibility*  
Corporate Social Responsibility; *Why it matters to the United Nations, Investors and You*  
Youth Unemployment; *How to reduce it via Social Responsibility*  
Using Corporate Social Responsibility; *to empower Youth and improve Investment attractiveness*  
Transforming At-Risk Youth; *into positive contributors to the Economy & Society*

## Business/Entrepreneurship Workshops on behalf of your Organization

### **Manage: Managing Personal Skills in Global Economy**

Youth will learn how to address skill gaps via formal and informal education. The key learning will help Youth link their passion to a tangible occupation/business that will enable them to compete in the Global Economy.

### **Empower: The Power of Popular Culture in Global Markets**

Youth will develop an understanding of how Pop Culture including Hip Hop, Urban culture and sports are used to drive international business.

### **Leverage: How to Research and Analyze a Global Market**

Youth will understand the differences between Emerging Markets, Cultural demographics and the importance of teaming up with business partners.

### **Visualize: International Business and Information Communication Technology**

Participants will learn how to properly use the internet and social media as an effective tool to research international business opportunities.

### **International: Empower Locally, Perform Globally - Local Activity creating Global Success**

Youth will learn how local successes can lead to International Business growth. How local culture and ethnicity can transform borders and make significant economic impact personally and globally.

### **Network: Networking & Presentation Skills in Local & Global Markets**

Youth will learn about different types of Networks (Personal vs. Professional). They will also learn key mistakes made when they seek to build their Networks. The difference between presentation skills online vs. in Person will be covered as well.



## Why HigherEye?

### 1) Real Youth Experience

*Impact:* Youth are at the core our business. With interactions with thousands of young people; we understand youth wants, needs and trends. This translates to improved efficiency of your Social Responsibility initiatives.

### 2) Results Driven

*Impact:* Since 2002, we have helped organizations create thousands of Youth run businesses and Youth professionals in an array of fields.

### 3) Strong Partnerships

*Impact:* Partnerships with organizations in Education, Technology, Global Trade and Entertainment ensure that your organization will receive the most practical, up to date material; thus making us authentic with Youth.



## Client Feedback and Testimonials

"I wanted to say that I learned a lot today at your presentation. One of the things I learned is that I can exploit my talents to go far in the world. I learned of different ways to make good money right out of university with some hard work."

**16 Year Old Female: Ghana**

"I would definitely recommend HigherEye Training & Consulting to anyone who wants to learn more on Youth Marketing, Social Media Marketing and Corporate Social Responsibility. I look forward to working with them again in the near future.

**Kher Yin Chee, Conference Producer, UNI Strategic - Malaysia**

"HigherEye CEO, Rad opened our eyes to the Global Economy. Because of these workshops, we started our own company that has partnerships in Saudi Arabia, USA and West Africa."

**22 Year Old Male, Canada & Democratic Republic of Congo**

## Let's lower Youth Unemployment NOW!

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