

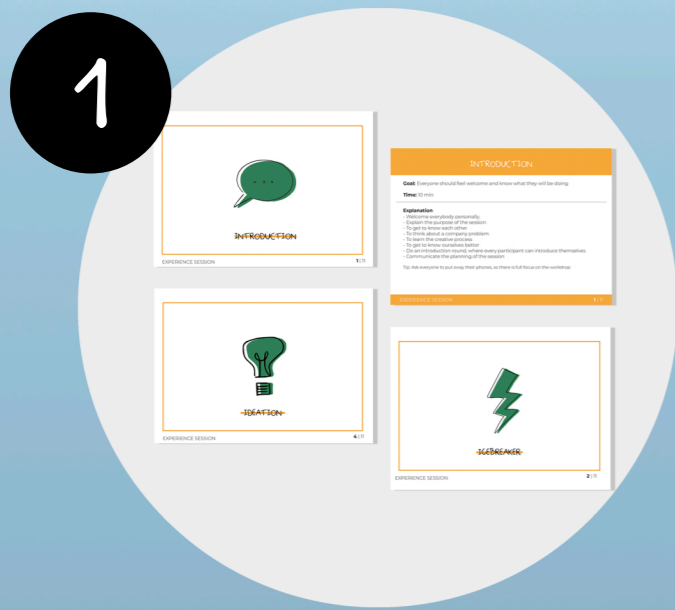
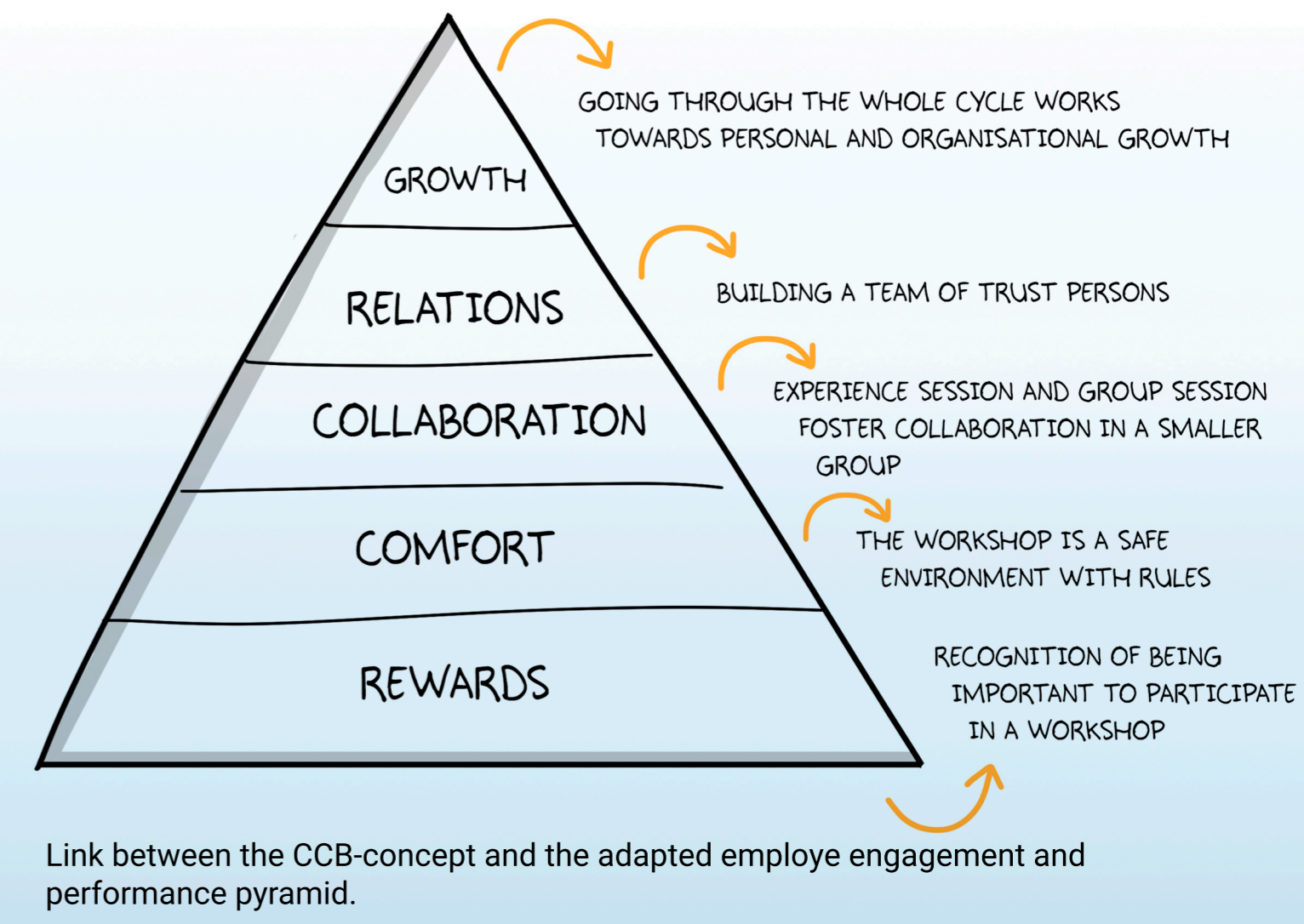
BUILDING CREATIVE CAPACITY

Bridging the gap between social businesses and young professionals in Kenya

This graduation project, commissioned by Proportion, redefines the relationship between social businesses and young professionals in Kenya, tackling the problem of youth unemployment. On the one hand, the current challenges of youth unemployment were explored. On the other hand, the desired situation for both perspectives was researched. That was done by in-depth context research consisting of interviews, creative sessions and validation of provocative concepts.

The insights from the research resulted in a future vision, a strategic framework that indicates the boundaries of the solution space. That future vision describes a collaborative working environment, where support and involvement for every individual are essential. Moreover, personal and organisational development is established by creating independent goals and future expectations for the company and youth alike.

The creative capacity-building concept (CCB-concept), is a solution within this framework. It supports social businesses in their employees' journey, specifically in the onboarding process of young professionals. The CCB-concept bridges the gap between social enterprises and young professionals in Kenya by identifying the skills and goals of the employees and translating them into personal performance journeys. Through collaboration and creative capacity-building, the CCB-concept aims for better personal and organisational development. The proposed concept, facilitated by Proportion, comprises three steps: an experience workshop, a reflective moment, and a group reflection and planning.



1 THE EXPERIENCE WORKSHOP

The first step is the Experience workshop. It is composed of a two-hour session where, ideally, two young professionals and two more experienced employees work on a relevant business challenge together. The workshop is facilitated by an external person that would be trained by Proportion. It is key that the participants get to know each other and that a group of trust people is created. Next to this, the workshop introduces creative problem solving, which is new for most young professionals and experienced employees. The workshop focuses on doing, which creates an activity to later reflect upon.



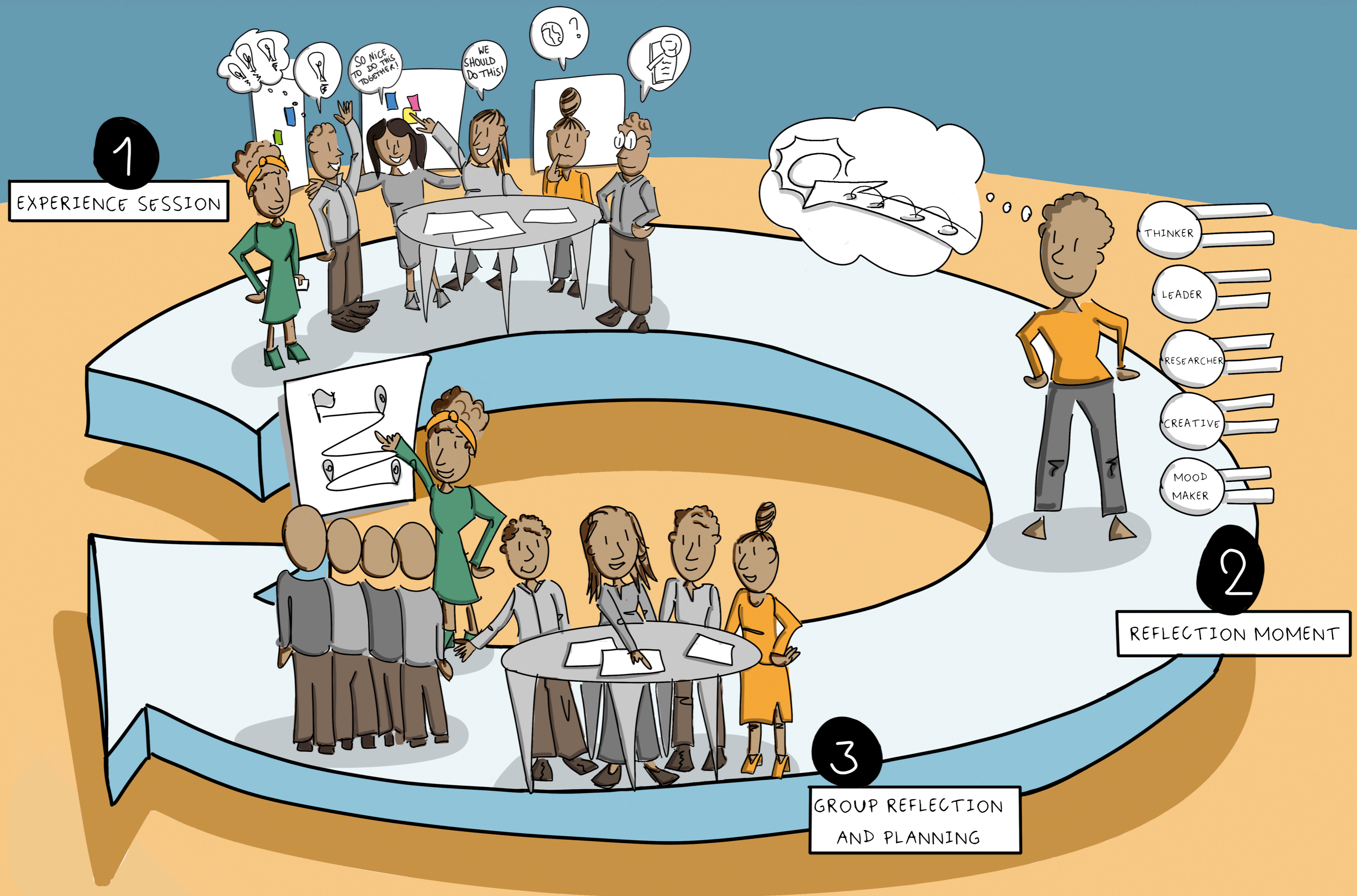
2 REFLECTION MOMENT

After the workshop, every participant receives a reflection booklet. The goal of this booklet is to let everyone think critically about their behaviour in the workshop. It also makes them think about their role in relation to others. Besides this, there is one contact moment with an assigned mentor from the organisation to discuss the lessons learned during the experience workshop. The reflection booklet is private, and the participants can decide how much they want to share. This reflection booklet needs to be filled in before the group reflection takes place.



3 GROUP REFLECTION AND PLANNING

The group reflection and planning moment is a workshop where the reflection booklets are discussed. The same people must be present to create a safe environment. During the workshop, all the participants can exchange their learnings. Future planning is the second focus of the workshop. Every participant chooses a skill they want to work on in the future. This skill is a learning goal where everyone has to work on in their everyday work. After the session, the learning goal and action plan are discussed with the supervisor of the participants.



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