



SKILLS TO SUCCEED

VIDEO TRANSCRIPT

South Africa has one of the highest unemployment rates in the world, calling for an intense need to upskill job-seeking graduates and make them employable. Delivering on our promise of addressing unemployment and driving impactful societal change through the development of tech skills, our Skills to Succeed Africa initiative aims to create a local and digital Salesforce workforce by building specialised expertise to alleviate skills gaps and combat youth unemployment at scale

Skills to succeed is a joint partnership between Accenture, Salesforce.com and our NGO partner CapaCiTi. The objective and goal is to grow salesforce.com talent and skills in Africa and enable a digital workforce for not only our local clients but our global and growth market clients as well.

So, the Salesforce Talent Alliance is an initiative that Salesforce launched last year to support the growth of the Salesforce ecosystem by ensuring that we build a pipeline of new Salesforce talent that have the right skills to land Salesforce roles within our ecosystem employers. We encourage our employees to commit to hiring net new individuals from diverse backgrounds into that organisations in order to support the growth of the Salesforce ecosystem.

CapaCiTi believes that it's really important for participants in any of our programmes to come out with an external certification. The really exciting thing about this programme is that we are offering two opportunities to gain some form of accreditation. One of which is through MICTSETA, where the candidates are going to be working through unit standards and the second one is a Salesforce certification.

We've seen a tremendous demand for Salesforce skills across the country, and across actually the wider Africa continent, and this whole programme was put in place working with Accenture on CapaCiTi to try and enhance and build more skills and talent in the region.

Skills to Succeed Africa programme is a great example of a Salesforce partner working together with Salesforce and an organisation that is training under representees on tech skills, business skills, as well as Salesforce skills.

Why does Salesforce get involved? Well, in short, we saw this as a great initiative working with Accenture, who is one of our top partners globally, and also to do something unique with CapaCiTi, focusing on building careers and Salesforce skills development in South Africa, particularly at such a challenging time.

Our aim is to build plus-minus five hundred new skills in over thousands of new certifications over a twenty-four-month period with the ability to support our customers, the broader African continent, as well as the growth market ecosystems.

Accenture's very foundation has been built on the concept of being truly human. And with the Skills to Succeed initiative, we aim to contribute by finding innovative ways to blend the power of technology with human ingenuity.

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