



WORK PASSPORT

2 years of research

Over 2,000 interviews undertaken with employers,
employees, learners, educators and policy makers

Developed in consultation with the
Arab World's leading employers

21st century skills
for
21st century organisations

Unlock a GENERATION of POTENTIAL in your WORKFORCE



Our current generation of young people presents a business opportunity like never before. Up to half of the region's population is made up of people under the age of 25: making it one of the world's most youthful populations.

This is a **UNIQUE** opportunity. Employers must seize this **HISTORICAL** moment, and channel the **CREATIVE ENERGY**, **INNOVATION** and **PRODUCTIVITY** of this generation – creating **WORLD-CLASS** organisations capable of driving the **ECONOMIC FORTUNES** of the Arab region.

But first we must overcome the skills gap – the mismatch between what the region's education systems are providing our young people and the needs of industry. Pearson has joined forces with some of the Arab World's leading organisations to understand how to best overcome this challenge, and provide young people with positive, rewarding experiences of work – and give business the talent it needs to thrive in a competitive global economy.

Through our regional and global research we have developed an innovative solution – the Work Passport. This will allow businesses to identify and recruit employees confident that they have a good understanding of the 21st century skills needed to operate effectively in the modern workplace:



Effectiveness at Work
Developing Personal Skills for Leadership
Working in a Team



Self-Management Skills
Solving Work Related Problems



Numeracy for the Workplace



Communicating Solutions to Others
Communication for the Workplace
English for Business



Career Progression
Preparing for Success in Interviews



ICT for the Workplace

Designed with employers for employers, the Work Passport will change the employability landscape in the Arab World. The fully accredited, globally recognised programme will help organisations tackle some of the biggest human resources challenges they face.



Now your organisation can:

Recruit with confidence

Take the risk out of recruitment. Work Passport graduates know how to think, act and perform to give their organisations value – right from the start.



Retain great staff

Motivate employees to maximise their potential and carve out a fulfilling career – Work Passport graduates are more likely to stay, and perform, in your organisation.



Improve productivity and profitability

Drive its success through a more capable and effective workforce – Work Passport graduates can increase output, diminish costs and improve your bottom line.



Save time and money

Maximise its training budget and time through the Work Passport's all-in-one, all-encompassing solution.

There are other employability programmes on offer, so why is the Work Passport so different?

- **Rigorously assessed and certified against international standards.**
- **Accredited by the United Kingdom's largest awarding organisation.**
- **Developed by leading, international education and employment experts with a thorough understanding of the Arab World.**
- **Subject to Pearson's Efficacy Promise – a commitment ensuring the effectiveness of all Pearson's products and services.**

The Work Passport will make a real difference to your organisation. You'll identify immediately which candidates have the skills you really need. To learn more please contact us at work.passport@pearson.com





- A combination of all the learning a job-seeker needs to succeed in the world of work in one, easy to access package
- Content agreed as needed by educators, employers & governments to bridge the gaps between traditional education and employment
- A reliable 'standard' for employability learning to help employers in recruitment and selection
- A comprehensive solution for educators preparing learners for work including everything needed from diagnostic tools to delivery resources

To find out more about this exciting new programme visit
www.pearsonmiddleeast/workpassport
or contact work.passport@pearson.com

Unlocking a generation of potential