

83% of employers
struggle to find the
right people for jobs.

Society of Human Resources Managers

Hiring managers
spend 6 seconds
looking at
a resume.

Ladders Employment Study

Workforce Empowerment: Connecting young adults with local jobs

CHALLENGE

An astonishing number of underserved high schoolers are looking for skills training from workforce development nonprofits.

The nonprofits are stretched thin leading programs for the community, and time is of the essence to help people find job connections.

SOLUTION

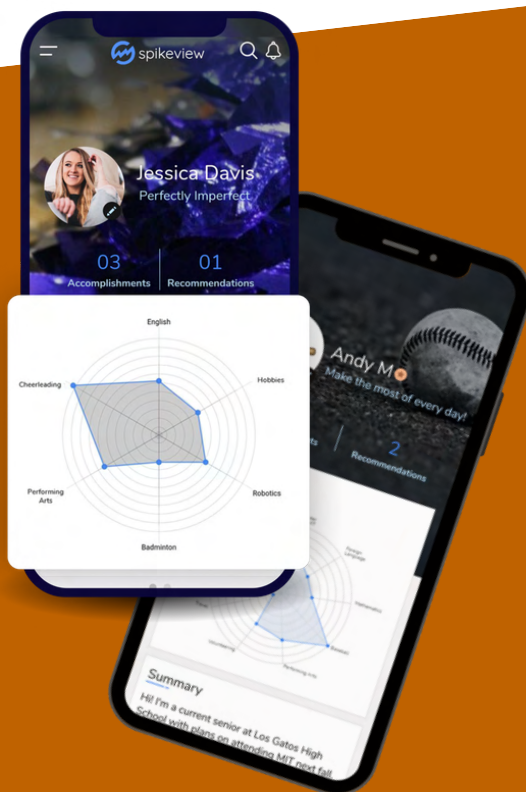
Higher Ground partnered with spikeview to help connect young people to paid jobs that align with their skills and interests.

Getting the community back to work

Surveys show half of U.S.-based employers are unable to find the right fits for their job openings. It's hard work finding the right employees in a young workforce. Employers are spending extraordinary time sifting through cookiecutter resumes and form letters. At the same time, many underserved high school students are struggling to help their households make ends meet. Finding work aligned with their skills is urgent.

Higher Ground partnered with spikeview to solve this challenge. They offer workforce development for Oakland, CA communities. Ordinary life experiences and new skills training are catalogued and transformed into visual stories. Employers are able to immediately see hard and soft skills demonstrated with the click of a single link.

A high schooler gets trained by Higher Ground, adds the new skills and interests to their spikeview, then gets connected to paid jobs.



The interactive portfolio format organizes personal interests, experiences, and achievements in a variety of storytelling formats.

The spikeview platform also gives members visibility and feedback as they learn to share autobiographical stories.

"Higher Ground coordinates education and workforce development programs for young people in the greater East Bay.

We've got so much going on, so having an online hub that connects our neighbors with job opportunities is a must.

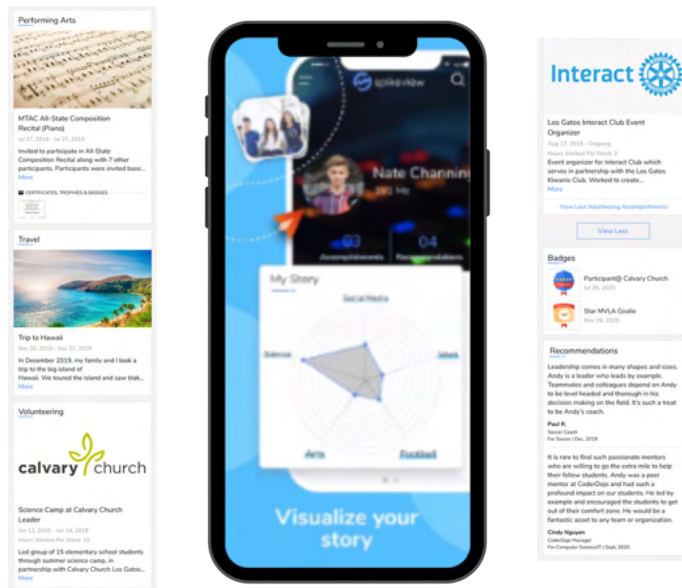
We partner with spikeview because their platform makes it easy for employers to get to know people on a personal level.

For many in our community, this is the first paid job they've ever had. It's inspiring to see these workforce connections being made."

Khariyyah Shabazz, Workforce Development Director
Higher Ground

Job candidate's spikeview

A young person's full narrative is presented in their own voice, infused with their own personality. The visual storytelling helps organizations quickly determine if the teen is the right fit for a position.



92% of organizations say soft skills matter most.

Global Talent Trends Report (Mercer)

A study commissioned by LinkedIn showed over 90% of organizations care most about soft skills that can't be demonstrated on a standard form or resume.

Hiring managers don't have time to scour the internet to learn about job candidates after skimming piles of resumes. Instead, their first contact with job applicants can be a portfolio demonstrating the type of person they are to work with and what others have to say about them.

Everything an employer needs to know about the person behind the paperwork is all in one easy spot. A spikeview portfolio is a powerful (and free!) tool for workforce development. It's a dream come true to strengthen the local economy.

How to copy Higher Ground's success

The best part about the Higher Ground story is that you can copy their success:

Have your teenage workforce create and share their spikeview.

It's that easy to connect reskilled young adults into the community workforce.

