

# Partnering with businesses for lasting change

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**GENESYS  
WORKS.**

WHERE TOMORROW'S  
WORKFORCE BEGINS

# Introduction / My biases

- Matthew 25:14–30 – how am I using my talents?
- Ethical Business is powerful force for good / change
- Change happens one person at a time
- Practice makes permanent
- Everyone wants to make a contribution
- Earned income = customers = long term impact
- Millennials = lack of work experience
- I will ask you more questions than you ask me
- Reading *Predictably Irrational* is time well spent - <http://radio.shabanali.com/predictable.pdf>

# Agenda

- Your Goals
- Genesys Works
  - Impact / Business Model / 4 Pillars
- Workshop examples
  - Business Model / 4 Pillars

**YOUR GOALS  
FOR TODAY?**

STUDENTS  
SERVED

2,998

54%  
FEMALE

46%  
MALE

36% LATINO

33%  
AFRICAN AMERICAN

3% MULTIRACIAL

20% ASIAN

4% OTHER

4% CAUCASIAN



638

CLASS OF 2016 INTERNS EMPLOYED

982

CLASS OF 2017 STUDENTS TRAINED

1,378

ALUMNI SERVED

96% STUDENTS  
OF COLOR

87% QUALIFY FOR FREE  
OR REDUCED LUNCH

82% FIRST-GENERATION  
COLLEGE STUDENTS

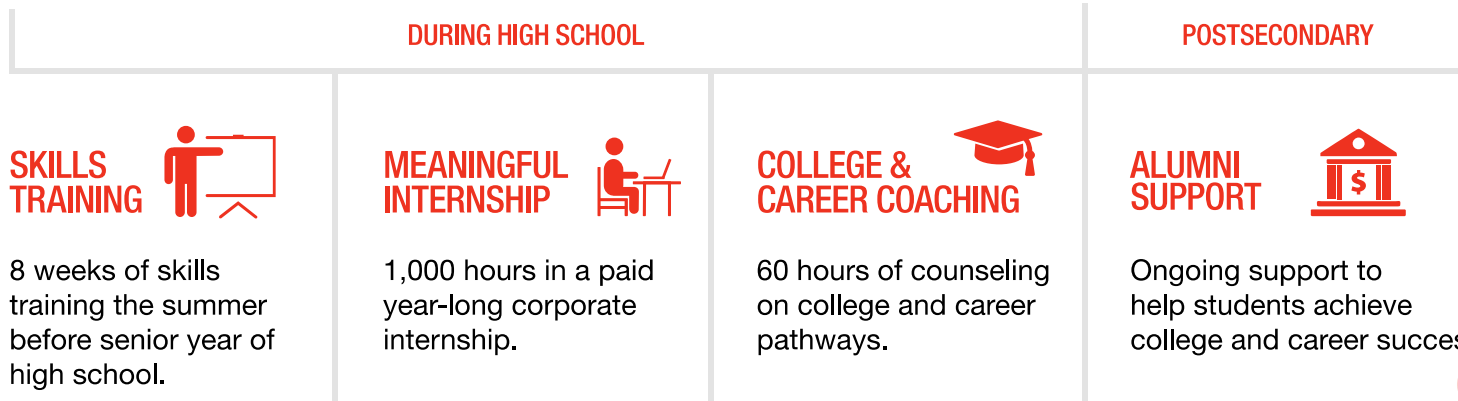
**93%** STUDENTS ENROLLED

**71%** GRADUATED OR STILL ENROLLED IN COLLEGE

**\$40-45k** MEDIAN EARNINGS OF EMPLOYED ALUMNI\*

**13x**  
SOCIAL RETURN ON INVESTMENT\*\*

**OUR MODEL:** The Genesys Works program is intensive, both in terms of what we ask of our students and what we offer in return. We achieve our mission through four interlocking program components:

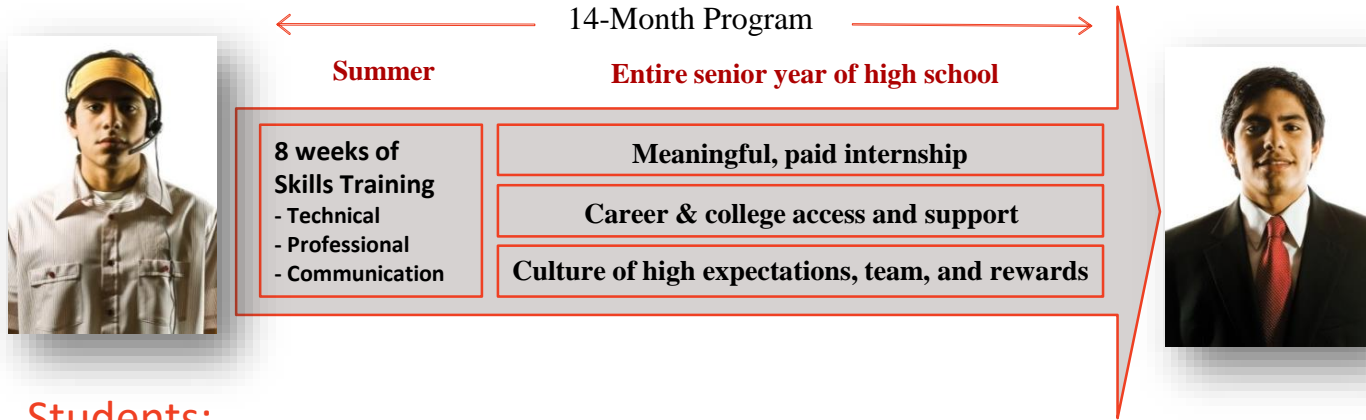


**GENESYS WORKS.**

# Business Model

- Prepare low income, underserved urban high schools students for corporate internships
- Engage Corporate Partners to provide meaningful paid work to prepared high school students
- Ensure students meet or exceed expectations
- Financials sized so that earned income is 70-80% of expenses
- Measure and track outcomes

# Genesys Works Program: Meaningful High School Paid Internship



## Students:

1. Experience their new reality. Obtain skills needed to succeed in the workplace
2. Average income for year is \$10,000
3. Develop relationships and resiliency
4. 95% go on to college, 80%+ persist
5. **5 years after GW: 75% alumni has FT jobs making \$50,000!**



# Four Pillars of Success

**Schools /  
Students**

**Corporate  
Partners**



**Infrastructure**

**Funding**

# Genesys Works is what type of business?

- Inefficient Staffing Company
  - Recruits and trains interns
  - Actively supports interns while working
  - Fires interns after one year (sending to college)
  - Supports former interns for 2-4 years
  - Repeat yearly
- Where is the Earned Income?
  - Difference between intern wage and fee charged corporate partner

**Where else  
would this  
model work?**

## Many social enterprises have strong earned income

- Year Up - <http://www.yearup.org/>
- TCI Solutions - <https://www.tcisolutionsllc.com/>
- Urban Alliance - <https://theurbanalliance.org/>
- Per Scholas - <https://perscholas.org/>
- One Goal - <https://www.onegoalgraduation.org/>

# WORKSHOP

# Business Opportunity #1

- High school population that are considered high risk employees and frequently miss school.
- Many employers struggle with high staff turnover
- School systems are big business. Every day a student does not attend class costs the school money.

# Four Pillars of Success

**Those Served**

**Partners**



**Infrastructure**

**Funding**

# Those Served

<ul style="list-style-type: none"><li>• Definition</li></ul>	<ul style="list-style-type: none"><li>• Characteristics</li></ul>
<ul style="list-style-type: none"><li>• Challenges</li></ul>	<ul style="list-style-type: none"><li>• Opportunities</li></ul>



# Partners

<ul style="list-style-type: none"><li>• Definition</li></ul>	<ul style="list-style-type: none"><li>• Characteristics</li></ul>
<ul style="list-style-type: none"><li>• Challenges</li></ul>	<ul style="list-style-type: none"><li>• Opportunities</li></ul>

# Infrastructure

<ul style="list-style-type: none"><li>• Definition</li></ul>	<ul style="list-style-type: none"><li>• Characteristics</li></ul>
<ul style="list-style-type: none"><li>• Challenges</li></ul>	<ul style="list-style-type: none"><li>• Opportunities</li></ul>

# Funders

<ul style="list-style-type: none"><li>• Definition</li></ul>	<ul style="list-style-type: none"><li>• Characteristics</li></ul>
<ul style="list-style-type: none"><li>• Challenges</li></ul>	<ul style="list-style-type: none"><li>• Opportunities</li></ul>

# Business Model

- Outline

- Earned Income

# Lessons learned

- Measurement and Evaluation is more important than you realize
  - Get signed releases from your served population
- Network and ask for help – be specific in what you need and why
- Lawyers are looking for pro-bono work – don't be afraid to ask
- Graduate students need projects / work experience and work cheap
  - They need guidance and direction but can be top employees
- Understand the law – especially labor laws
- Take advantage of resources for a small business
  - <https://www.inc.com/>
  - <https://www.score.org/>
- Use Social Media especially Facebook and Video
- Stories and your served population should be front and center
- Government funding has strings – eyes open
- Board is critical for long term success and takes serious time

# Contact information

I welcome the opportunity to help you think through and launch your social enterprise.

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