



**EDGE**

# SET YOURSELF APART

**4.9 million young  
Americans are neither  
working nor in school**

**“I truly believe that  
these young men and  
women represent  
the most significant  
untapped source of  
productivity and talent  
for our economy, and  
America’s leading  
companies are ready  
to hire them.”**

Howard Schultz, Starbucks  
Executive Chairman and  
Co-Founder of the Schultz  
Family Foundation

## Help us change the trend

We guide young people between the ages of 16 and 24 toward employment and self-sustainability, with on-the-go learning modules that teach them the skills they need to flourish in today’s economy.

- Access modules on a phone, anywhere, for free.
- Learn new skills through each module.
- Improve résumé and job applications.

## Develop future leaders

Created by Arizona State University and in partnership with the Schultz Family Foundation, Edge adds something new and unique to the 100,000 Opportunities Initiative. Edge leverages ASU’s technology and expertise in open online learning, with modules that support an interactive mobile-first learning experience.

Opportunity youth are often cut off from experiences with organizations or businesses. Edge makes connections with stakeholders that support youth in building the future careers they want and deserve. Now, your business can develop youth around three key domains: customer service, leadership and personal development.

Email [support@getyouredge.org](mailto:support@getyouredge.org) to get started  
Visit [getyouredge.org](http://getyouredge.org) to learn more

SCHULTZ  
FAMILY  
FOUNDATION





# REACH OPPORTUNITY YOUTH

## Your business needs an Edge

Edge includes resources for employers and hiring managers who are onboarding and supporting new employees, and easily fits into existing onboarding processes and youth services. These resources focus on best practices when it comes to new hires and how to support and nurture future leaders in the most effective, impactful ways.

### YOUTH IMPACT

- Learn work-relevant soft skills.
- Experience professional growth.
- Increase opportunity for employment.

### BUSINESS/ORGANIZATION IMPACT

- Youth add new talent and engagement to the workforce.
- High-performing youth bring known and endorsed skills.
- Enhanced employee retention and performance.

## Ways to integrate Edge into your business or organization

- Share with opportunity youth as a **personalized professional development** tool to develop youth around individual areas of need.
- Seamlessly incorporate Edge into existing development and training programs at any stage, as a **flexible enhancement** to your current work.
- Implement Edge as a fully **comprehensive on-boarding** or training program to provide a consistent foundation to all opportunity youth hires.

Email [support@getyouredge.org](mailto:support@getyouredge.org) to get started  
Visit [getyouredge.org](https://getyouredge.org) to learn more

