



YouthCast

COURSE CATALOG



LEARNING PACKS

At YouthCast, We believe in the power of a bite-sized approach to learn fast, adapt well and apply effectively. That's why we created a series of LEARNING PACKS that will enable your students to access the right skills for them to thrive in the world of work.



**CAREER
STARTER PACK**



**HUMAN SKILLS
PACK**



**DIGITAL TOOLS
PACK**

CAREER STARTER PACK



The 1-Stop Onboarding Centre for The World of Work

The Career Starter Pack is an asynchronous digital orientation learning experience for graduates who are transiting to the world of work. Made in bite-size proportions, it delivers authentic and real-time lessons for graduates to prepare for the workplace. From how to find a career that matches your innate talents, how to optimise your resume or how to ace your job interview process, it is a go-to guide that breaks down the exact strategies, tactics and tips for one to discover career pathways, search for opportunities and clinch their first job. A platform to launch into the world of work comfortably and confidently.

Career Starter Pack



Pain Points

User not able to discern what career to choose

User not able to get positive responses in job search

User not able to identify strengths and skills that make the stand out from the crowd

User unaware of how to write an ATS-ready resume that will get noticed and considered

User lack competency and confidence to shine in interviews

The 1-Stop Centre to onboard you to the world of work

The Career Starter Pack provides the most relevant and easy to apply strategies and tactics to get you ready for the world of work. From how to pick a career, preparing your resume and portfolio all the way through priming yourself for the job interview, we provide bite-sized learning that is practical and quick to apply so that you can discover the right opportunity and seize them in the world of work.

Key Takeaways

Discern one's key skills and job preferences and matching it to the opportunities at the workplace

Understand the nature and rules of the new world of work

Develop a unique personal brand that communicates your highest value to potential employers

Create and optimise your resume so that you get noticed by recruiters

Understand how to effectively answer interview questions that makes one relevant and valuable to prospective hirers

Create a job interview strategy that would make a good impression



The Bundled Courses in the Starter Pack include:

Welcome to The World of Work

A Freshman's Guide

The world has worked has changed. The boundaries between work and life has been increasingly blurred and the rules and opportunities has shifted. In this module, we share with learners key insights about the written and unspoken rules of the workplace and strategies they can utilise to find their place in the world of work.

Discover Your Ikigai

Find your Fuel, Ignite Your Purpose

What is your IDEAL CAREER look like? It may differ from person to person. Leveraging on the JAPANESE philosophy of "IKIGAI", we create an approach and framework for learners to discover and discern what their ideal career and job environment looks like and how they can use their talents, skills and hard work to achieve success in their careers.

The Brand of YOU

Time for the World to Meet You

The way recruitment is done in the 21st Century is very different and with so many applicants vying for limited job seats, the importance of standing out from the crowd has never been greater. In this module, we help learners discern the importance of why personal branding matters. We would then deep dive into the area of personal branding and how to craft a personal branding strategy that highlights your true value to prospective employers.

Crack the Resume Code

Unlocking the Secrets of a Resume that Works

A lot of job-seekers get stuck when writing their resume. What should I include? How do I make my resume stand out? What is the best format? In this course, we help you unpack the essentials of a resume and how to create a resume that will stand out, grab attention and be placed on top of the pile. One that can help you convert a cold application into a potential job interview.

Own The Hot Seat

Slay Your Interview

A lot of job-seekers get stuck when writing their resume. What should I include? How do I make my resume stand out? What is the best format? In this course, we help you unpack the essentials of a resume and how to create a resume that will stand out, grab attention and be placed on top of the pile. One that can help you convert a cold application into a potential job interview.



Cohort-Based Learning Track



The power of community helps to accelerate and supercharge learning especially in a digital platform. Our CAREER STARTER PACK comes with a COHORT-BASED LEARNING TRACK where participants get access to 5 weekly live community meet-ups with the Course Leaders and their cohort. The weekly live calls give an opportunity for learners to deepen their learning through deeper conversations, sharing of diverse perspectives and an open platform for questions to be addressed.

HUMAN SKILLS



HUMAN SKILLS

have become even more valuable at the workplace.

In a workplace that is increasingly dominated by technology, AI and machines, human skills have indeed become even more valuable. Human skills are “soft skills” that allow every person to manage themselves, build relationships and engage with others. According to Harvard Business, human Skills lay the foundation for positive workplace performance By allowing innovation, adaptability and collaboration to take place. In our HUMAN SKILLS PACK, we identify the core HUMAN SKILLS that have become increasingly relevant in the workplace and facilitate the learning and internalisation of these skills through our digital experiences.

**Calm, Cool
And Collected:**

**Defusing Inter-
Personal
Conflicts the
Right Way**



**HUMAN SKILLS
PACK**



Pain Points

Learners do not understand how to effectively manage interpersonal conflict

Learners appease others but betray what's important to themselves when handling conflict

Learners allow an emotional response to affect how to handle conflict

Learners avoid conflict and confrontation

Leverage on a win-win approach to handle conflict professionally

In this learning experience, learners would discern the importance of responding instead of reacting when they find themselves in an interpersonal conflict. Learners would discern an approach where they learn about the early signs of conflict (Awareness), learn how to accept differing view points (Acceptance) and find the best way forward (Adaptation) to deliver a win-win when navigating through conflicting interests in any professional relationship.



Key Takeaways

Learners would understand the different ways people handle conflict

Learners would discern the different approaches to manage interpersonal conflict when it happens

Learners would learn how to navigate through difficult conversations using a win-win approach

Use your Brain for a Change:

Critical and Creative Thinking at the Workplace



**HUMAN SKILLS
PACK**



Pain Points

- Learners lack the power of discernment when making decisions
- Learners need to analyse data in a more thorough and thoughtful manner
- Learners need a thorough and effective approach to solving problems
- Learners need to make nuanced and sound decisions for their careers
- Lack of creativity and innovation

Unleash your brain's superpowers at the workplace

In this learning experience, learners would discern the importance of responding instead of reacting when they find themselves in an interpersonal conflict. Learners would discern an approach where they learn about the early signs of conflict (Awareness), learn how to accept differing view points (Acceptance) and find the best way forward (Adaptation) to deliver a win-win when navigating through conflicting interests in any professional relationship.



Key Takeaways

- Learners would understand the different ways people handle conflict
- Learners would discern the different approaches to manage interpersonal conflict when it happens
- Learners would learn how to navigate through difficult conversations using a win-win approach

Always Be Connecting :

Principles of Effective Workplace Communication



**HUMAN SKILLS
PACK**



Pain Points

Learners are not communicating in a professionally appropriate manner

Learners are not good listeners

Learners find difficulty in building a connection with people they may not be familiar with

Common workplace miscommunication

Take control of your communication to connect effectively with others

Being able to communicate effectively is a contingent skill to be mastered in a work environment that is increasingly collaborative. In this learning experience, participants would discern the key principles and rules of professional communication. They will also go beyond that to understand how to leverage on the power of communication styles in order to be better able to connect with others in an effective and authentic manner.



Key Takeaways

Learners would discern the principles of mindful and active listening

Learners would understand how to articulate their thoughts in a succinct and relatable manner

Learners would become aware of the rules of corporate and workplace communication

Learners would understand their preferred communication style

Learners would grasp the strategies of building instant rapport with others

The Emotionally Intelligent Human



HUMAN SKILLS PACK



Pain Points

Lack of awareness of one's strengths and weaknesses

Lack of awareness of how to respond to situations

Lack of awareness of how to handle one's emotions

Be smart with your emotions, intelligent with your actions

Is it better to be book-smart or people-smart? Well in order for you to be work-smart, you definitely need both. In this learning experience, we enable participants to discern what it really means to handle and work with your emotions in an authentic and effective manner. Using a Brain-based approach to understanding emotions, we help to unpack for participants how to accept, use and channel our emotions, how to handle relationships positively and how to Harness our emotions to respond to challenges, stress, pressure and changes.



Key Takeaways

Learners would discern the different aspects of emotional intelligence- self-awareness, Self-management, social awareness and social skills

Learners would understand how to reframe and channel emotions positively

Learners would discern how to channel emotions to handle stress and changes in life

Learners would discern how to respond to different social situations with empathy

Learners would develop skills to connect and collaborate with others more effectively

The Art of Positive Persuasion:

Be a Real Influencer



**HUMAN SKILLS
PACK**



Pain Points

Inability to effectively persuade and convince others

Persuade other using the power of your words, deed and intention

In a world where we hear so many voices and data competing for our attention, the ability to have A stand and effectively persuade and convince others is indeed an in-demand skill. In this learning experience, participants would delve into the art and science of persuasion. They would learn about the secrets of influence and how to use the right language and context to positively persuade others.



Key Takeaways

Learners would discern the importance of ethos, pathos and Logos in the art of persuasion
Learners would understand the importance of framing when delivering messages
Learners would learn a story-telling framework that seeks to deliver persuasive messaging
Learners would familiarise themselves with the use of empowering language patterns when Delivering messaging
learners would learn how to read non-verbal cues of your audience when seeking to influence others

Mic Drop:

The Art of Presentation Dynamics



HUMAN SKILLS PACK



Pain Points

Lack of confidence in public speaking

Public speaking that lacks audience engagement

Being too long-winded and boring when giving speeches

Lack of clarity and conviction when sharing speeches/messages

Bad habits of public speaking such as monotone, pause fillers, fidgeting, etc.

Own the Stage by mastering your presentation dynamic

Being able to present effectively by capturing the attention of your audience and delivering a captivating message is a much sought-after skill. In this learning experience, you will learn the Fundamentals of presentation skills such as structuring your message, using tone and body language. You will also learn how to create a powerful dynamic to your presentation by using tools, props and hacks that would allow you to engage your audience effectively.



Key Takeaways

Learners would discern basic habits that make your presentation palatable to the audience

Learners would learn how to structure a speech

Learners would discern how tone and body language affect presentation delivery

Learners would be equipped with presentation tools and hacks to ensure your message is well-received and memorable



DIGITAL TOOLS PACK



DITIGAL TOOLS

are going to be a secret weapon that can help you stand out and level up in your career.

Across the different industries, the use of digital tools and technologies have become integral. Everybody has to use some form of digital tools to get their job done. But how might we use them to add value in our work? By turning from just being a consumer to a producer. From being just a content consumer to a content creator. And everybody can do that. In this suite of learning experiences, we break down for learners the knowhow of using the latest digital toolsets that will allow them to level up their performance at the workplace. This experience comes complete with mentoring and coaching from industry practitioners who are well-versed in the selected digital tools.

DIGITAL TOOLS

Captivate The Screen:

Own your Digital Presence



DIGITAL TOOLS PACK



Pain Points

Learners are not able familiar with how to present with conviction on a virtual space
Learners are not able to build a connection with their audience on a virtual platform
Boring virtual meetings
Face to face audience engagement cannot be replicated on a virtual platform
Virtual meeting/conference fatigue

Own your virtual screen with Confidence

In a time when YouTube videos and Zoom calls have flooded our attention spans, many students suffer from Zoom fatigue or find the digital screen as an effective way of bringing across the message. In this programme, we will combine the basic fundamentals of presentation skills with the technical knowhow of digital tools so that your students can build both competence and confidence when presenting on screen.



Key Takeaways

Understand the key principles of presentation dynamics
Understand the key techniques of effective digital presentations
Develop a structure and narrative when presenting digitally
Build screen confidence when presenting in different scenarios
Be equipped with digital tools and hacks that would enhance presentation effectiveness

Digital Media Production with Canva



**DIGITAL TOOLS
PACK**



Pain Points

Making outstanding digital collaterals that convince and convert

The pain of learning and mastery digital design software

Creating aesthetically pleasing presentations and designs that capture attention

Design aesthetic digital assets easily with Canva

Canva has changed the game in creating outstanding digital designs. Instead of taking time to master complicated design software, Canva is an easy-to-use drag and drop digital tool that makes design easy for you and me. In this programme, participants will learn the ins and outs of using Canva - from the different tools, plugins and secret hacks- to understanding how to produce effective and aesthetic digital assets by understanding and mastering the principles of design.



Key Takeaways

Understand the key principles of graphic design

Understand how to navigate Canva to design various forms of collaterals such as presentations, posters, posts as well as brochures

Discern the key Canva hacks and tips to create compelling designs that inform and impress

Social Media Marketing 101



**DIGITAL TOOLS
PACK**



Pain Points

Lack of awareness on how social media marketing works

Need to understand the opportunities in social media marketing

Kickstart a career in social media marketing

This is a hands-on approach into all social media marketing. Emerging one of the top jobs in Industry 4.0, this programme breaks down the nitty gritty and ins and outs of digital marketing in bite-sized steps. They would learn the tools of the trade, access hacks and strategies of becoming an effective digital marketer and receive mentoring by industry practitioners.



Key Takeaways

Discern the principles of social media marketing

Taste the experience of becoming a social media marketer

Understand the power of the different social media marketing platforms

Learn the tools of effective social media used by the industry experts

Experience running a social media campaign

Hacking Video Content Creation



**DIGITAL TOOLS
PACK**



Pain Points

Video editing tools are expensive, tedious and take a long time to learn

Long-form video content can be quite boring

With so much video content out there, will my video stand out and grab attention?

Create screen-worthy videos that will rock your audience

User-generated video content is going to be increasingly influential at the workplace- whether it be in marketing products, engaging an audience or in communicating messages. To be able to create content using video is going to be a valuable workplace skill. In this learning experience, learners would be equipped with key building blocks to make them savvy video creators including understanding how to do video storytelling, using practical tools like your mobile phone to capture footage and online video editing apps that makes your video stand out and make an impression.



Key Takeaways

Understand the principles of video storytelling

Discern the technical principles of video framing and capture using just your mobile phone

Hands-on tutorials on how to use online video editing apps to create videos that stick

Podcasting For Beginners



**DIGITAL TOOLS
PACK**



Pain Points

Afraid of how you sound when you use your voice on a digital platform
Inability to facilitate powerful conversations to discuss ideas that matter

Write a copy that convinces, compels and converts!

Audio engagement has seen a rejuvenation with the rise of podcasts. With a shift of preference to audio content, learning the basics of podcasting is imperative in today's age. In this module, participants will learn the technical and creative aspects of how they can create, record and broadcast their very own podcast just through recording on their own mobile phone.



Key Takeaways

Understand the key principles of podcasting
Understand how to script and plan your podcast episodes
Basics of recording and editing your podcast through your mobile phones and online apps such as Audacity
Creating hype and making a promotion plan to broadcast your podcast
Produce your very own Podcast Episode

Professional Digital Copywriting



**DIGITAL TOOLS
PACK**



Pain Points

Learners do not know how to write content posts that engages and captures attention

Learners do not know how to convince using compelling copy on a digital platform

Write a copy that convinces, compels and converts!

Every great piece of digital media often comes with a powerful caption or text. This is called the copy. In the world of digital marketing and digital media, writing great copy is the corner stone of building powerful relationships with your audiences. In this programme, students will go through a crash course in copywriting including learning about the psychology of copy, compelling writing techniques, narrative structure and how to use words that influence and inspires.



Key Takeaways

Understand the key principles and psychology of copywriting

Learn the essential copywriting techniques

Create compelling copy for an email sequence

Create compelling copy for a landing page and social media

Leverage on the power of language patterns to influence audiences positively

TikTok Marketing



**DIGITAL TOOLS
PACK**



Pain Points

Learners do not use Tik Tok for the right purposes

Communicating messages in bite-sized and short-form formats

Leverage the world of short form video to spread your message

Tik Tok is indeed the world's fastest growing social media platforms and many people are coming on board whether it be students to check out trending videos, speakers to communicate their messages or brands to promote their products. And yet there is also a whole range of unsuitable content that may not be age-appropriate. In this Tik Tok kickstarter, your students would be empowered to understand the power and pitfalls of Tik Tok and be given the tools and resources to use TikTok for productive purposes and to add value to the world.



Key Takeaways

Understand the power and pitfalls of TikTok

Understand the different functions and purposes of using TikTok as a communication platform

Be equipped with the tools to use Tik Tok for communicating messages, creating conversations and building engagement

A blueprint on how to use TikTok to capture attention and enhance engagement for marketing

Digital Facilitation Skills



DIGITAL TOOLS PACK



Pain Points

Unable to facilitate discussions effectively over a virtual platform

Lack of utilisation of digital tools to facilitate participative online collaboration

Need to be able to create a safe environment for sharing/learning over a virtual platform

Need to illicit engaged participation from your audience

Facilitate an immersive online session that sparks engaged conversations

Being able to facilitate meetings and learning on a virtual platform is going to be a truly value-added skill as more workplaces adopt virtual collaboration practices. In this session, you will discern the key mindsets, principles and strategies of facilitating virtual meetings/conferences in a way that involves and engages the audiences. You will also be given a depository of tools and practices that will help make your virtual meetings one everyone will look forward to!



Key Takeaways

Understand the key principles of virtual facilitation

Understand how to create a safe space of participation during virtual meetings

Get familiar with a variety of digital tools that would enhance virtual collaboration

Develop a virtual engagement strategy that will increase audience participation

Access to repository of 50 tools and practices to supercharge your virtual meetings