

# THIS WAY AHEAD

## FIRST JOBS AND WHY THEY MATTER

**Remember your first job and what it taught you?** Learning the ropes, getting a paycheck, and having real responsibilities set you up for future jobs—and for life. But it's hard to get a first job without experience. That's why 16-24 year olds make up 17% of the U.S. population and 40% of the world's unemployed. Because they lack strong networks, many teens and young adults from low-income communities need support getting their first jobs.

We estimate that Gap Inc. has given more than one million teens their first jobs. We know what it takes to put young employees on a path to advancement and future success. Gap Inc. created This Way Ahead to help more teens and young adults from low-income communities get a foot in the door for that life-changing first job experience.

## GAP INC.'S SOLUTION—THIS WAY AHEAD

Launched in 2007, **This Way Ahead** is Gap Inc.'s program to help the next generation land a first job at our Old Navy, Gap, and Banana Republic stores.

### TRAINING

- Youth are recruited by local nonprofits running job training programs
- Store employee volunteers help support training

### APPLY, INTERVIEW + HIRE

- Youth apply and store managers interview candidates
- Youth are hired for paid jobs in Old Navy, Gap, and Banana Republic stores

### EMPLOYMENT + SUPPORT

- Youth receive ongoing support from nonprofit job coaches, store managers, and store colleagues

## RESULTS TO DATE

More than 3,800 teens and young adults from low-income communities have participated in This Way Ahead, and graduates of the program have proven to be a valuable talent pipeline for Gap Inc.

- In 2017, 74% of This Way Ahead interns received job offers at our stores after completing their internships
- This Way Ahead alumni tend to stay with the company twice as long as their peers and have higher engagement scores
- Evaluations conducted by a third-party show that This Way Ahead participants improve their confidence and on-the-job skills

## WHAT'S NEXT?

By 2020, we expect that 10,000 young people will participate in This Way Ahead, which puts us on a path to hiring 5% of new entry-level store employees from This Way Ahead by 2025. By setting this goal, we are shifting our hiring model, making This Way Ahead sustainable, and ensuring thousands more youth can experience that critical first job.