



KadaKareer: Our Theory of Change

The Kada Model

KadaKareer aims to **support underserved youth in the Philippines** to launch and sustain careers that will fulfill them personally and professionally.

We support students by providing **resources, tools and coaching** that will help them throughout their early careers.

In the first phase of our rollout, we will focus on two products: (1) **a coaching marketplace** that will allow students to receive personalized, 1-on-1 advice and guidance from professionals in their industry of interest, and (2) **a database of video-based content and resources on various careers** to provide students an “inside look” into these industries.

Our Intended Outputs

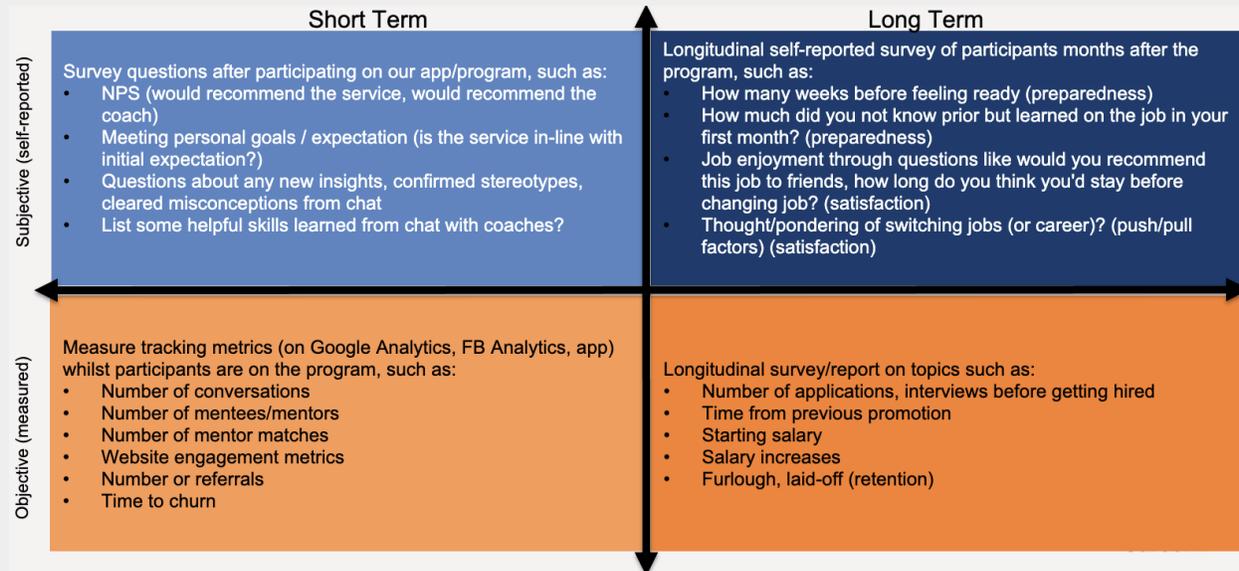
We intend to focus on increasing engagement with our products, to maximize the chances that students receive the support that they need. We therefore plan to track the following:

- Number of registered students and coaches
- Number of coaching requests made
- Number of coaching conversations held
- Number of repeat coaching conversations held
- Number of videos for different professions in database
- Number of videos watched in full
- Number of visitors to the database

Our Intended Outcomes

With high levels of student engagement, we hope to see concrete positive effects on several career-related outcomes, both in the short-term and long-term. These outcomes center around confidence, career satisfaction, job acquisition, time-to-hire,

job preparedness, job retention, promotion rates, salary levels, etc. These are captured in the quadrant below.



For coaches, we similarly want to imagine positive effects in both the short-term and long-term. These outcomes, however, will be more focused on self-reported metrics around satisfaction and fulfillment, professional and personal development, and applicability of learned skills to the workplace.

Our Intended Impact

We hope to see our intended impact on both an individual level and a societal level. On the individual level, we hope that the underprivileged young professionals that use our products will be:

- Easier to find jobs that they are interested in
- Happier and more satisfied with their jobs
- Performing more effectively and productively in their roles
- Getting promoted at quicker rates
- Earning at higher levels
- More able to change their family's socioeconomic status
- More able to see purpose and value in their jobs
- More engaged members of their communities

On the societal level, we hope to see change that reflects:

- A paradigm shift in how and where companies hire
- A paradigm shift in how schools approach career exploration and development
- A narrowing job-skills mismatch
- A more productive workforce
- Equal opportunities for all kinds of students to apply for and acquire jobs
- Poverty alleviation and increased mobility

