



HEAD START

PLACING THE **UNEMPLOYED** AHEAD OF THE **GAME**



REALITY TV SHOW PROPOSAL

HEADSTART - BYMADELEIN HENDRICKS

A REALITY TV SHOW FOR THE PEOPLE

Most South Africans have one thing in common, we work for a living. With the unemployment rate and the retrenchment figures rising to an all time high in South Africa, there is still hope.

TV Host of SABC1 - The Chair and a Standard Bank Top Women award winning recruitment agency for Fasted Growing Women Owned SMME in 2019 and nominees for Future of HR Employer of choice awards Madelein Hendricks have reinvented the wheel with regards to recruiting differently and she is ready to share her vital insights with viewers in a reality TV show.

Her mission to educate South Africans on job seeking strategies is at the back of successful Women's Day campaign in 2019 when she worked with Jacaranda Good Morning Angels and upskilled women and gave jobs live on air.

This show will not only share vital information to users across all generations it will also open a door for brands to showcase their commitment to employees and put their businesses in front of viewers within their demographic at an affordable advertising package.

WHY HEADSTART?

People resonate and respond to story telling and one person's trash can always be another person's treasure; this saying can be translated into the turmoil that people experience through their careers.

Job seekers face many challenges; from landing your first job to climbing the career ladder, to mom's in the workplace and also being retrenched.

We find job seekers from a diverse profile of disadvantages and each person has something in common - they all need to work and therefore this show will help millions of South Africans to have access to the fundamental information that they need and can use, just by tuning in and seeing things through the lives of people who enter.

the lack of education

Being involved in the production and hosting of THE CHAIR on SABC1 it was evident that a TV show dedicated to the unemployment of South Africans is a need that cannot be ignored.

As a recruitment specialist with over 10 Years in the industry, the lack of education from job seekers is what remains the biggest struggle for the employed, unemployed and underemployed.

SHOW PRESENTER

Madelein is a vibrant, capable Entrepreneur from the East Rand with 10 Years experience in HR and Recruitment.

Madelein Co hosted the SABC1 TV Show The Chair in 2021. Her knowledge will benefit this production and the viewers.



YOU CAN BE A PART OF THE CHANGE SO DESPERATELY NEEDED

THE CONCEPT

EPISODE LAYOUT

Candidate back story introduction:

Introducing the candidate to the audience through an intimate interview. This will allow the viewers to understand where the candidate is now, it will include interviews with family and friends about the candidates story and characteristics, how unemployment has effected them and what their struggles are.

Recruitment Masterclass:

A one on one coaching with the candidate and Madelein Hendricks, whereby the candidate will receive a career coaching session, discuss improvements on their resume, positioning themselves in the job market and understanding the elements of the positions they would like to apply for.

From the experts:

This segment the show will invite experts that will discuss vital topics around the candidates situation such as, what happens to your debt when you get retrenched, work place etiquette for first time job seekers and so forth.

Interview Preparation:

As the next step would be for the candidate to be interviewed for 2 positions by employers that is sourced by the TV show, the candidate will be prepared for the interview in both a Interview masterclass by Madelein and a styling masterclass on what to wear for an interview.

Closing:

The candidate will walk away with a job offer from an employer at the end of the show and the episode will close with a word from the employer on the candidate as well as a closing interview with the candidate.

MORE ABOUT THE EPISODE:

Contestants will be selected through a call for entry on social media and advertising the show. This will allow family and friends to enter candidates that they believe need employment.

Madelein Hendricks will facilitate, educate and train job seekers on how to find work. She will deal with the mistakes job seekers make and share industry insights through specialist and give job seekers the tools to give them a headstart in the game of unemployment.

We will showcase diverse candidates journeys and situations from dealing with retrenchments to moms reentering the workplace, talk about finding your first job as a graduate and how to climb the career ladder. All of the above will be finalized with the employee getting the job at the end of the episode.

VIEWER DEMOGRAPHIC:

The ideal audience for this show is an Afrikaans 75% to English 25% audience.

SEASON INFORMATION

13 Episodes
24 min per episode
R 2000.00 Cost per minute

**WANT TO BE A PART OF
THE CHANGE?**

Contact Madelein Hendricks

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