



# Junior Achievement

Creates Alumni Success



# JA Builds Confidence While Building Success

The 21st-century workplace is demanding, requiring sophisticated skills, a strong work ethic, professionalism and personal responsibility. JA gives students the tools they need to create personal financial and economic security and success. But Junior Achievement does even more; it provides an advanced skills set, including critical thinking, effective teamwork, and leadership, that enables Junior Achievement participants to grow, thrive and produce in many critical areas of their lives.

The goal of the 2010 Junior Achievement Alumni Retrospective Survey was to gauge JA alumni's levels of skill-based confidence in this 21st-century work arena, as compared to those who did not participate in Junior Achievement. Across the board, JA graduates reported more confidence in succeeding with work-readiness objectives, such as personal money management, acing a job interview, and demonstrating a competitive edge on the job. Research shows that increased confidence in one's ability leads to sound decision-making, determination, action, and healthy risk-taking.

The results of this Alumni Survey illustrate the self-assurance and abilities that JA alumni are using to build a solid foundation of financial security and career accomplishment that will benefit the world economy. Read on for more insight into JA's positive and lasting impact on young people's economic and entrepreneurship skills, career choices and success.

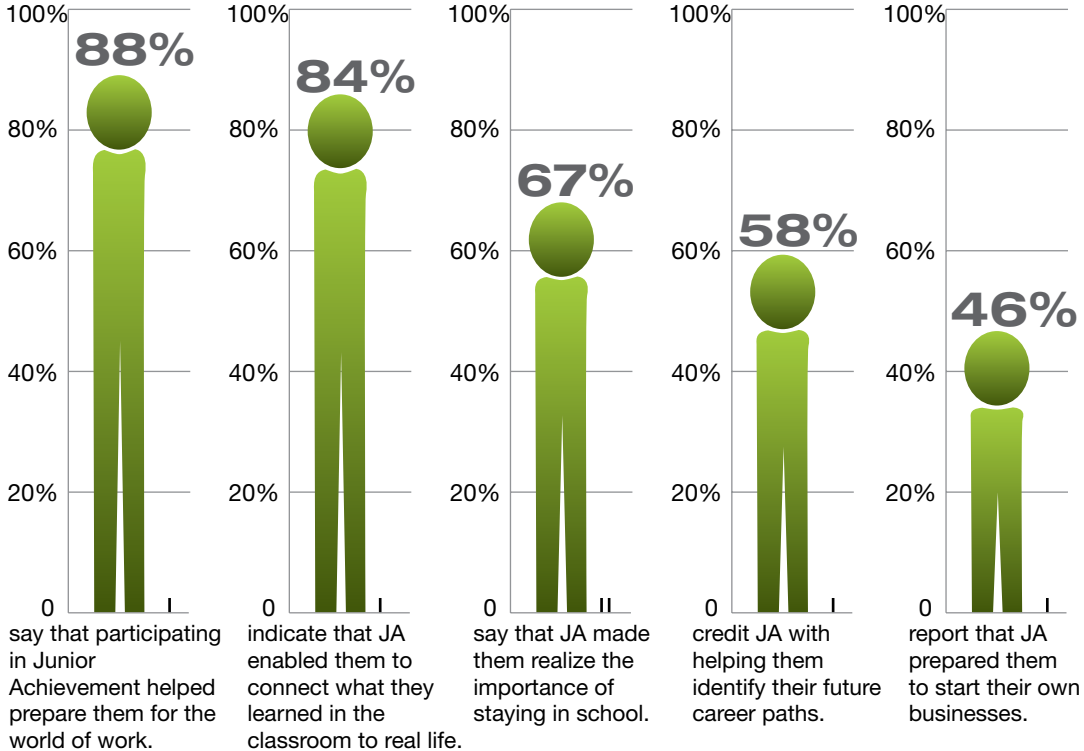
**“Junior Achievement taught me how to have confidence in running my own financial life. It gave me experiences that I would not have had that expanded my horizons. To see others in the world of work made me see that I could do the same.”**

*—JA alumnus*

# JA Produces Positive Results

**Regarding the effects of their experience with Junior Achievement, JA alumni report the following:**

Junior Achievement has a beneficial impact on students' attitudes and knowledge base, which they take with them into the adult world of work and personal responsibility. When asked if being a JA student positively affected their future, **92 percent of JA alumni responded with a resounding "Yes!"**



*"It taught me the value of business. JA is a critical learning program that helps/aids high school students prepare for the working world. It teaches responsibility."  
—JA alumnus*

**JA Alumni**

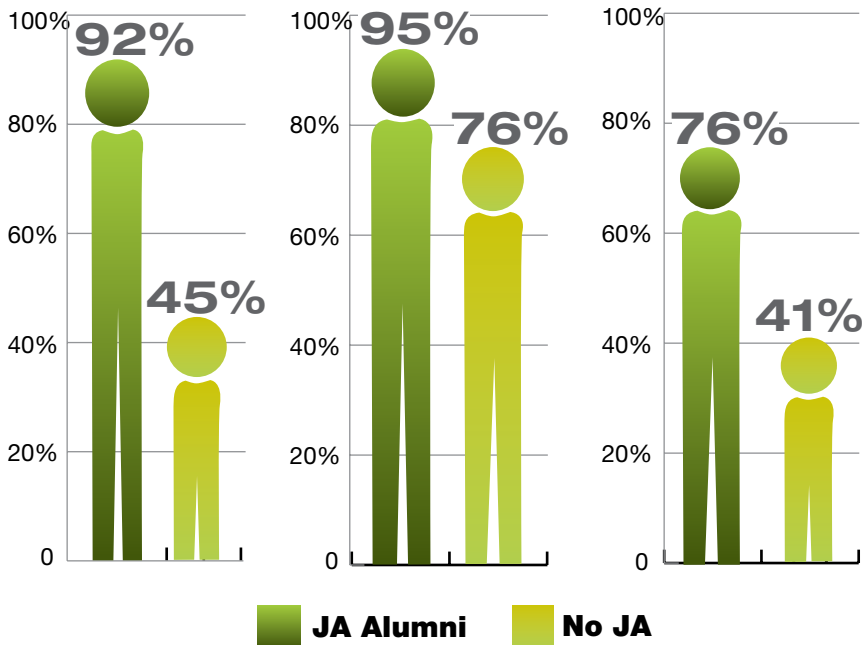
# JA Sharpens the Competitive Edge

## How much confidence do you have that you could ...

Compete successfully in a business environment?

Successfully complete a job interview?

Start your own business?



Confidence is defined as a 4 or 5 rating on the five-point scale with five being completely confident.

Young people currently entering the working world face a tight job market. That's why Junior Achievement is so crucial. JA participants gain an understanding of what it takes to be successful in the business world, as well as the self-assurance to compete for the job of their dreams or to build their own company.

The overwhelming majority—92 percent—of JA alumni indicate they can compete successfully in the business environment, and 95 percent say they can effectively handle a job interview. Isn't that to be expected? Apparently not—JA grads have a 50-percent-higher work confidence level and a nearly 20-percent-higher interview confidence level than those who did not have the benefit of the JA experience. In addition, 76 percent of JA alumni say they have the skills to start their own businesses, as opposed to 41 percent of non-JA respondents.

“Junior Achievement helped me figure out the direction I needed to take after high school. Learning about business, entrepreneurship, and leadership helped me realize I can overcome challenges and get what I want in life by working hard.”

—JA alumnus





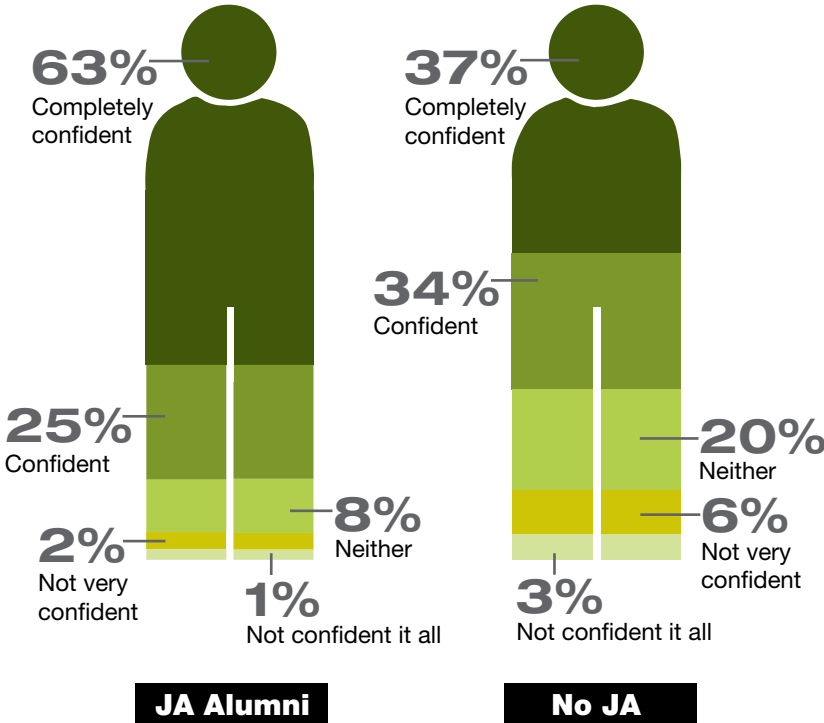
Junior Achievement  
makes a positive difference in  
participants' ability to find  
their place in an increasingly  
competitive workplace.

"The [JA] mentors exposed me to the possibility of college. I also had empowerment, leadership, and applicable skills all provided to me that taught me that I could be successful in the workplace. It truly was the most powerful influence in HS [high school] that helped pave my future success as an adult."

—JA alumnus

# JA Enhances Employee Productivity

## How confident are you in your ability to manage your personal finances effectively?



Responses may not total 100 percent due to rounding.

As a result of technological and market innovation and global economic instability, the U.S. financial industry has become more sophisticated over the past few years. Consumer responsibilities for banking, credit, investment and retirement have increased and require baseline skills for personal budget management. Employees who lack necessary financial knowledge often suffer negative consequences, including stress, distraction, absenteeism, decreased productivity and depression, which can affect their performance in the workplace.

Almost nine out of 10—or 88 percent—of Junior Achievement alumni report they are confident in their ability to manage their personal finances effectively, in comparison to 71 percent of those who did not have the benefit of the JA experience. So, JA alumni seem to have an easier time keeping their finances in order, which could give them more time to focus on their job responsibilities and career objectives. Wise decision-making could contribute to reduced stress and increased job security.

*“JA helped me make better life choices. It is very relevant not only in business but in day-to-day life.”*  
—JA alumnus



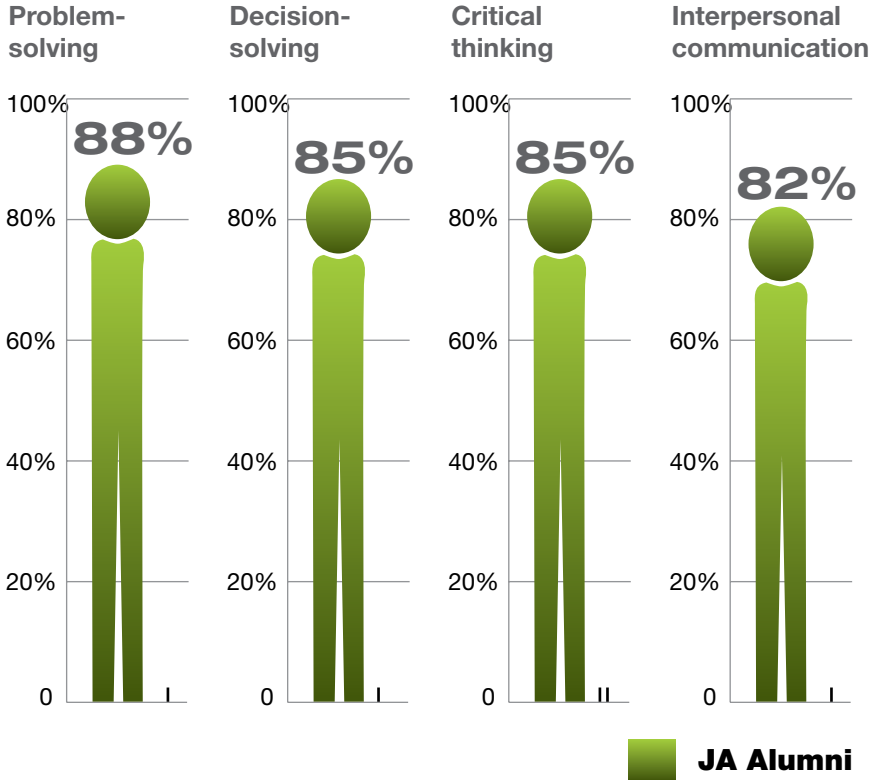
In a world where  
personal money  
management can affect  
career progress, JA alumni are  
secure in the strength of their  
financial skills.

"Junior Achievement taught me about  
managing finances and how money works  
in the real world."

—JA alumnus

# JA Promotes Personal Success

### JA strengthened the following skills for me:



Responses include those indicating agreement or strong agreement.

JA alumni credit Junior Achievement with helping them develop skills and confidence they can use throughout their lives to build professional and personal success.

While only 82 percent of non-JA respondents believe they can function well on a business team, 96 percent of JA alumni report that Junior Achievement makes them confident about working effectively in a team environment. In addition, 88 percent of alumni say JA helped them hone their decision-making skills, and 85 percent indicate that they have strengthened their interpersonal communication skills through JA.

“Junior Achievement gave me the skill sets I need, leadership training, and motivation to excel.”  
—JA alumnus





# JA Generates Entrepreneurship

Entrepreneurship, or the creation of a new business or enterprise, is an integral and significant activity in building a strong U.S. economy and a growing job market. That's why Junior Achievement's emphasis on understanding small business development and acquiring strong management skills is so important. Almost eight out of 10—or 76 percent—of JA alumni reported confidence in starting their own businesses, while only four out of 10—or 41 percent—of the comparison group reported confidence in accomplishing this objective.

“[In JA,] I learned a lot about different perspectives of the business world. I learned to challenge myself to ‘do what it takes’ to make things happen and used these skills to work in fields ranging from broadcasting, to business ownership, to my current position, which allows me to fulfill my passion, serve my community, and provide for my family, with the flexibility of working out of my home.”

—JA alumnus

# Survey Methodology

The Junior Achievement Alumni Retrospective Survey was conducted by JA Worldwide's evaluation team. A total of 382 U.S.-based Junior Achievement alumni completed the survey between January 31, 2009 and April 30, 2010. A matched comparison group of 306 respondents with no JA experience also completed the survey. The majority of alumni (68%) and comparison group respondents (76%) were age 31 or older. Both the JA alumni and comparison group were asked to rate their level of confidence on a scale of 1 (no confidence at all) to 5 (complete confidence) on a series of items.

“Being President of a JA Company gave me great insight into some of the wide variety of things to consider while running a company, e.g., people and strategy challenges. The learning is invaluable! It got me really excited to study business in college. I even went on to get my MBA, for which I received a JA scholarship!!!”

—JA alumnus

