



Generation

AUSTRALIA



authorised training
provider

SALESFORCE DEVELOPER PROGRAM

IN COLLABORATION WITH



CONTACT US

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SFD Program



CONTENTS

Page

2	Generation
4	Salesforce Developer
5	Salesforce Developer Training Program
7	Learning Support
8	Mentoring Support
9	Post Program Support
10	Alumni Program
11	How to Apply

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Generation

AUSTRALIA

WHO WE ARE

Generation is a global nonprofit organisation that transforms education to employment systems to prepare, place, and support people into life-changing careers that would otherwise be inaccessible. Our programs create real business value for employers and lasting career impact for participants.

Through our programs, adults of all ages—whether unemployed, underemployed, or needing to learn new skills—can connect to the training, support, and jobs to change their path.

OUR VALUES

Go further, together.



We are better together. We collaborate with and help others, both inside and outside of Generation.

Solve problems that matter.



We work on activities that do the most to advance our mission, and rigorously measure our impact to guide where we spend our time and resources.

Better our best.



We will never be perfect, and we always have more to learn. As long as we use data, experience, and dialogue to grow and improve, we are moving in the right direction.

Empower & support



We know that people do their best when treated with kindness and respect. We support and develop each other personally and professionally, allowing our unique talents and capabilities to flourish.

Here to serve.




We commit to enabling the learning and growth of our participants, and to providing great talent for our employer partners. One alone is not enough, our success depends on serving both groups.

Be open & transparent.



We believe in honest sharing. We welcome diverse perspectives, opinions, and ideas.

Generation



Preparing, placing and supporting people into life changing careers.

WHAT WE DO

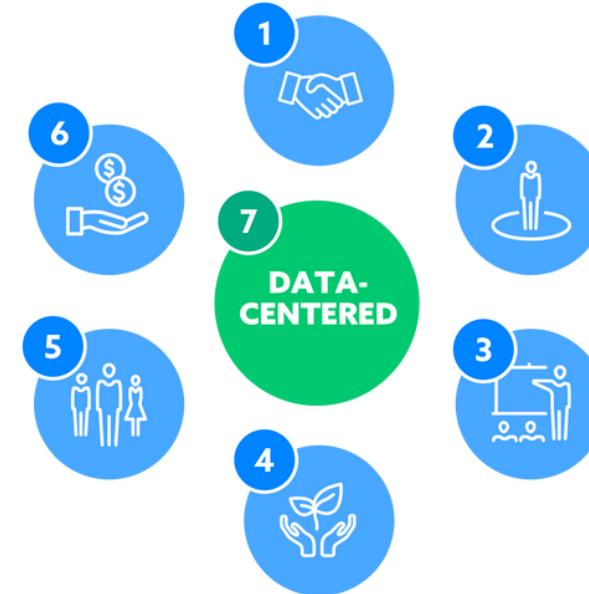
HOW DO WE PREPARE PEOPLE FOR A CAREER?

Generation prepares adults of all ages for jobs in four sectors. Our approach has seven components.

1. Jobs and employer engagement from the start.
2. Learner recruitment based on intrinsics, effort, and employment standards for the profession.
3. 4-12 weeks of technical, behavioural, mindset & professional presence skill training, with social support services provided.
4. Interviews with employer partners for immediate job placement.
5. Mentorship during and after the program and an alumni community that follows graduates into the workplace.
6. Return on investment for employers, students, and society.
7. A data-centered approach at every step.

Over 75 million young people are unemployed around the world, and almost three times as many underemployed. Simultaneously, many employers say they cannot find people with the skills they need for even entry-level positions.

In 2012, McKinsey & Company released a report that explored these issues and prompted the desire to do more. In late 2014, McKinsey founded Generation as an independent nonprofit, and our first programs launched in early 2015. We chose to start implementing Generation in five countries (India, Kenya, Mexico, Spain, and the United States) and since then, are now in 13 countries, including launching Australia's first program in 2019.



Salesforce Developer

INDUSTRY BACKGROUND

Customer relationship management (CRM) helps businesses organize and access data. The aim of a CRM is to improve business relationships by allowing companies to stay connected to customers, streamline processes, and improve profitability. There are many different tools and platforms that offer CRM, but the one on everyone's lips is Salesforce.

Founded in 1999, Salesforce has pushed the boundaries of customer relationships by creating secure cloud-based platforms for businesses. It now prides itself as the world's top ranking CRM platform.

SALESFORCE DEVELOPER JOB ROLE

A Salesforce developer is a programmer who builds Salesforce applications. They are hired by a client for the purposes of customizing Salesforce to the specifications of their business.

Salesforce developers are responsible for daily CRM systems support and implementation, peer review and documentation of Salesforce solutions to projects of the CRM Roadmap. A Salesforce developer may also support effort estimation, basic configuration, and user testing to help ensure the delivery of robust and scalable solutions.

An important speciality of a Salesforce Developer is to build positive relationships with clients in order to determine how they intend to use Salesforce, identifying the needed core functionality.



Daily responsibilities for a Salesforce Developer include:

- Support the implementation of the CRM Strategy and Roadmap
- Coding / configuration of Salesforce.com
- Developing customisations to integrate external systems
- Test & finalise solutions
- Fix errors
- Coordinate/communicate with team and other stakeholders
- Learning new technologies and skills

SFD Training Program

TRAINING PARTNER



This program covers more than just what you need to know as a Salesforce Developer. It equips you with everything you need to start a life-changing career.

**Programming
foundations**
5 weeks

**Salesforce content
+ Trailhead super badges**
9 weeks

**Salesforce
PD1**



PROGRAM INFORMATION

Generation Australia has designed a Salesforce Developer training program for Brisbane, Canberra, Melbourne and Sydney residents. (some Adelaide residents may also join via other referral streams).

The duration of the program is 14 weeks, full-time, from Monday to Friday. This course is for coding and/or programming enthusiasts who have always been interested in furthering their knowledge and skills in Salesforce Platform Development but have never taken the first step.

The personal and technical skills taught in this program prepare learners for an entry-level role to expand on and develop in the field. This course requires the ability to multitask, manage time effectively and collaborate with classmates, share skill sets and problem solve.

The curriculum includes a balance of non-technical and technical skills throughout the 14 weeks and is designed to be a personalised journey of growth and development. Every program day involves instructional time in-person (or Zoom), independent time to reinforce skills, and community building. The final hurdle of this program is obtaining the Salesforce Platform Developer I Certification. But the journey doesn't end there - as a newly qualified Salesforce Developer, you will be ready for your first job where your skillset will continue to grow as you discover your strengths and focus areas.

SFD Training Program

PROGRAM DEVELOPMENT

Generation Australia undertakes a process called Activity Mapping before developing curriculum. This involves interviewing Employers, Hiring Managers, Senior Salesforce Developers, and exemplary Junior Salesforce Developers. We find out what technical skills are most important on the job and also which behavioural skills and mindsets employers are looking for in candidates.

They told us that having good technical knowledge is really essential but just as important are behaviours like persistence and being proactive. We have incorporated all these insights into the curriculum. It is all context driven so you will learn how to be a persistent and proactive Salesforce Developer.



COURSE CONTENT

Generation programs are designed to not only build technical skills and job-specific knowledge, but also employability skills that empower our participants to achieve professional and personal success. In the Generation context, these skills are called 'Behavioural Skills' and 'Mindsets'. We believe the four mindsets taught in our programs will help participants become high performers on the job and achieve success in work and in life.

Our Salesforce Developer program reflects the most valuable skills required to kickstart a new career in the tech industry. The curriculum is equally committed to personal development as it is to technical knowledge and includes holistic support such as mentorship and coaching for every learner.

Participation from learners is vital and instruction is provided during live Zoom sessions.

Behavioural Skills & Mindsets

- Personal responsibility
- Communication
- Teamwork
- Persistence
- Growth mindset
- Proactiveness
- Future orientation
- Problem solving

Technical Skills

- Understand the purpose of a CRM
- How to use Salesforce as a CRM
- Java Script
- Apex
- Object-Oriented Analysis
- Lightning
- Web Services

Other Key Aspects

- Getting you job ready
- Case studies & role plays
- Community Building
- Social support



Mentoring Support

ABOUT

Generation Australia aims to support our program participants to find meaningful employment. As every participant has diverse backgrounds, challenges and goals, we provide mentoring as a means of supporting each individual student in a way that assists their unique set of circumstances. Mentoring is provided to every participant whilst enrolled in a Generation Program and is a requirement for completing the program. The mentor and mentee work together to identify individual goals, work through personal challenges, and to strengthen the mentee's employment opportunities by focusing on practical skills and emotional intelligence

HOW IT WORKS

As a participant of Generation you are automatically connected with a Mentor. Our Mentor team have diverse professional support backgrounds, including psychology, HR, Social Work, Career coaching and holistic services. Your mentor will conduct formal check-ins with you throughout the program.

The Check-Ins cover;

- Relationship Building
- Identifying Goals
- Wellbeing
- Employment Essentials
- Personal Growth
- Planning for the future



Mentors are also available if a mentee needs to be referred to other services or to establish ongoing support after the program. For example, a Mentor may connect a mentee with ongoing psychology appointments or family support services.

Mentors are on call if a participant needs assistance outside of formal check-ins. Contact with your mentor lasts for the entire program and an additional month afterwards, with the aim to have a participant feel confident in their capabilities and strengths to find and keep employment that is satisfying and sustainable.

Post Program Support

Mentoring

**The support doesn't stop when
your program does!**

Mentor support moves to a post-program format for four weeks after graduation. During this time participants are offered additional training sessions and resources that cover:

- CV, Cover Letter and LinkedIn presentation
- CV Drop In
- The Job application process from start-to-finish
- Interview Practice
- Communication (with an EAL focus)
- Time Management after the program
- Job Rejection Resilience
- Being a new team member
- 1:1 sessions for anyone needing tailored support.



The goal of Post Program mentoring is to ensure that all participants feel ready to interview for jobs and move into employment. We aim to support your wellbeing and build employment skills before you begin your search for employment.

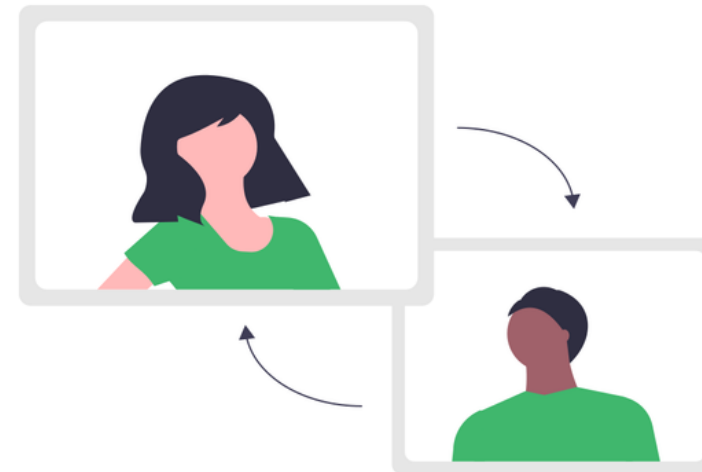
Post Program Support

Employment support

For the first 4 weeks after graduation, you will work closely with our Post Program Mentor to get you "job ready" (see page 8 for more information). Our Placement Coordinators will support you with employment by providing you more specific resume and interview support.

We are committed to supporting you in your journey to employment in the field you love and we do this in a number of ways.

- Our Placement Coordinators work closely with the Programs Team to organise opportunities for you to meet with Employer Partners during the program.
- Where an Employer Partner may not be the right fit, our Placement Coordinators will support you in finding other job opportunities. For example, shortlist you directly for some opportunities they may find through our networks outside of the Employer Partners.
- We support you in CV, Cover Letter and LinkedIn building, as well as Interview Preparation when you locate roles you want to apply.
- 1:1 sessions for anyone needing tailored support



One of the best perks we offer to our Alumni is the option to be matched with an industry volunteer career or tech coach.

The volunteer coaches come from all types of backgrounds and have extensive employment experience, ready to help you with your CV, LinkedIn, interview skills and anything else employment focussed.

How to apply

As a non-profit, Generation's purpose is to support people facing significant barriers to employment. We have limited spots on our program, so it is important we get an understanding of the challenges you've experienced seeking employment and how the program might help you overcome them. We'd also love to hear your future goals and how this program can help you to achieve them, along with how this program will impact your life on a personal & professional level.

ELIGIBILITY

You can apply for the program if you:

- Are not currently in full time employment, education or training
- Can attend online classes 5 days a week, 9am-5pm (AEST) for 14 weeks
- Are an Australian or NZ citizen, permanent resident or on a humanitarian visa
- Are proficient in English literacy and numeracy
- Live in Brisbane, Canberra, Melbourne or Sydney (please note class times will be in AEST) *Adelaide via referral streams
- Are passionate about tech innovation

APPLICATION STEPS*

Once you register, the application steps are:

1. **Questionnaire** - Check your eligibility and share your demographic details (5-10 mins)
2. **Homework Task:**
 - a. Complete "Salesforce Platform Basics" module on Trailhead (1 hour)
 - b. Video response - Video response - We will ask you to record a video of yourself answering a question about the task. (10 mins)
3. **Online Live Interview** - We will hold an interview with you to understand why you would like to participate in the Salesforce Developer program. Interview questions will be emailed to you beforehand. (30 mins)
4. **ENROLMENT** - Successful applicants will be asked to complete a questionnaire to collect some further info which will help us determine the level of support needed (5 mins)


*May vary for different referral streams

Funders




Keep in touch

Generation
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Instagram - @generationaustralia
Facebook - /generationaus
Linkedin - /generation-australia



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