

H&M 24YOU

CONNECTING WITH & MENTORING THE NEXT GENERATION OF TOP TALENT





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IN A NUTSHELL

Young talent needs support and mentorship to find their place in society and the world. H&M has been partnering with the DO School since 2016 to build a groundbreaking education-to-employment program. The 24You program gives young high school graduates the critical life skills they need, and, in return, H&M the chance to connect the next generation with their brand.



THE CHALLENGE

To support growth, it's key to empower the next generation of top talent. H&M wanted to encourage high school students to discover their skills and talents and turned to the DO School to develop a unique program that would enable bright young minds to focus on their personal development.

We've partnered with H&M, Deutsche Bahn, Covestro, H-OI, EY, and more to transform their people and organizations. Thanks to our experience innovating with organizations and a global community over the past five years, we know how to get teams to open up and explore new perspectives. Ready to future-proof your organization?

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THE ENGAGEMENT

H&M and the DO School developed a 24-week program called 24You that gives young talents a unique opportunity to widen their horizon. Participants are invited to work on a challenge relevant to them and H&M's future, giving them hands-on experience and letting H&M tap into their customer's perspective. H&M also invites them to get to know all aspects of the organization, from store to headquarters, to understand the different types of jobs and roles. The DO School also supports the young talent to become active problem-solvers through program elements focused on personal development and interpersonal skills to transform their mindsets.



THE RESULT

Through the program, participating students develop their innovation and entrepreneurial skills, getting them ready to plan and launch their future. They also get a change to look behind the scenes of H&M, discovering the in-store world of work while solving a real-life challenge for the company. This gives H&M the chance to connect the next generation with their brand on a personal, value-driven level.