



CELEBRATING
THE BTE STORY:

25 YEARS,
25 LESSONS

Bridge to
Employment
Johnson & Johnson

Celebrating the BTE Story: 25 Years, 25 Lessons distills BTE's 25 years of experience into words of wisdom from those who have been there and done the work. Here we share one of those lessons.

LESSON 01

Engage a Partner with Global Management and Technical Assistance Expertise

Engaging a partner with expertise in youth and community development, cross-sector partnerships, and capacity building brings global expansion and replication to fruition. It also means that local BTE programs can get up and running smoothly and ensures a consistent focus on positive outcomes globally.

Johnson & Johnson recognized the importance of and need for such a partner and brought FHI 360 on board to manage the global BTE program in 2003. FHI 360 is a nonprofit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. FHI 360 has managed hundreds of human development projects in the U.S. and around the world for more than 40 years. Management and capacity building support from FHI 360 allows community partners to focus on local implementation, while relying on FHI 360 to assume cross-cutting programmatic and technical assistance aspects of the program, including strategic planning, training, resources, networking, promotion, and evaluation.

FHI 360 works as an intermediary between local BTE programs and Johnson & Johnson's Global Community Impact (GCI, also known as corporate social responsibility at other corporations) team. Regular communication at all levels promotes consistency in goals and messaging. For example, monthly calls with the GCI team ensure that FHI 360 can keep the corporate team abreast of progress in local BTE programs, communicate global goals to local BTE sites and provide any feedback to the sites from GCI.

Yearly site visits from FHI 360 to local BTE programs begin with strategic planning with the community partners and the development of a program model to identify outcomes for the initiative and the strategies to achieve them. The visits Engaging a partner with expertise in youth and community development, cross-sector partnerships, and capacity building brings global expansion and replication to fruition. It also means that local BTE programs can get up and running smoothly and ensures a consistent focus on positive outcomes globally.

**Johnson & Johnson
partners with
FHI 360 to manage
the BTE program
worldwide.**