Some of us loved it, some loathed it, and many people around the world still fight for the right to access it — school is a universal experience that can both liberate and oppress. The ability and desire for all people to have access to basic education is one of the most outstanding evolutions of human society, allowing us to progress over the last few thousand years to expand the potential of our entire species and support more equitable access to opportunities around the world.

Yet, the standard dominant model of education in established and increasingly emerging economies focuses on a reductive and rigid approach to building knowledge, enforcing conformity of the mind and often dulling curiosity, because at its core, it is designed to reinforce the status quo of the day. This is not new. The history of education over the past few thousand years shows that it was built from the beginning as a system to reinforce hierarchy, status, and obedience.

To start with, let's establish that learning and schooling are two very different things. The lessons needed for life are often not taught in schools.

"Creative Brains" for example, is a Facebook group which was created a couple years ago, and which succeeded to gather almost 500k of Moroccan youth students or initiating their careers around one thing which is creativity and personal development.

The special thing about this group is that it gathered in its first year more students than any other group of studies, exams preparations of online classes, the thing which illustrated later on the lack of opportunities for some young Moroccan students to develop skills other that what they learn in schools, shine in new things other than exams, and go places other than classrooms…

By interviewing some HR managers, general managers and supervisors, they confirm that it is true the current education system in Morocco offers a respectful hard knowledge for student in all fields, there is still an empty gap to be filed in term of soft skills and field experience, mainly due to the lack of soft skills focused syllabuses in Universities and the unsuccessful trainings and internships program.

Many Moroccan teachers and professors expressed in articles the teacher's perception of the importance of soft skills and assessment of said skills within the school system, and called for action to determine how students were being prepared for their future. It attempted to establish what skills students will need to be successful, and how schools should go about assessing

whether or not those needs were being met, as well as the sense of career management, especially for terminal students.

They mainly talk about skills

- The ability to apply what students have learned in school to real-world situations

- Problem-solving skills

- Critical-thinking skills

- The ability to view issues or problems from different perspectives

- Teamwork (the ability to work well with others)

- The ability to learn and auto-develop according to a planned career project

The experts show us that the future of the economy and work will be wildly changed from the way it used to be. Technology, globalization, work environments and employment roles are all changing the way people will work in the future. Many of the jobs of the past are disappearing in front of our very eyes. So how do we prepare future generations for these huge changes?

Due to a variety of factors, today's business environment is becoming more complex, uncertain and competitive. All types of organizations consider human resources as their key asset, which plays a critical role in organizational performance and success. Most employers are likely to hire, retain and promote persons who are dependable, resourceful, ethical, having effective communication, self directed, willing to work and learn, and having a positive attitude. Employers usually prefer to see a fine blend of competencies in their staff and, in addition to discipline-based knowledge and skills, adequate levels of soft skills are considered desirable for moving forward in the career.

They feel professional and technical skills alone cannot help achieve organizational goals and objectives. It is because their staff will also be involved in different levels of leadership and decision-making activities. Employees also need to communicate effectively within the organization, with their customers and other stakeholders.

Basically, soft skills refer to personalities, attributes, qualities and personal behavior of individuals. Soft skills include certain abilities such as communication, problem-solving, self-

motivation, decision-making, and time management skills. A study by Hodges and Burchell investigated the perceptions of business employers of the importance of different skills. It was reported that eight out of top ten skills were soft skills which included the ability and willingness to learn, teamwork and cooperation, interpersonal communication, energy and passion, and problem-solving skills. A study covering over 52 different professions with more than 8,000 managers in the United States identified soft skills of employees as the major competency in nearly all the professions, even in the technical environments.

A recent employability study published by Bayt.com in February 2015, collating results on the employability and soft skills that employers demand, has shown that most employers look for passionate and agreeable colleagues who can exhibit leadership potential, but also know how to engage with the team.

The detailed results are shown in the figure below. Please note, more than one response was possible.

Figure: Q: Which of the following requirements / factors do you MOST look for in a candidate? (Morocco)
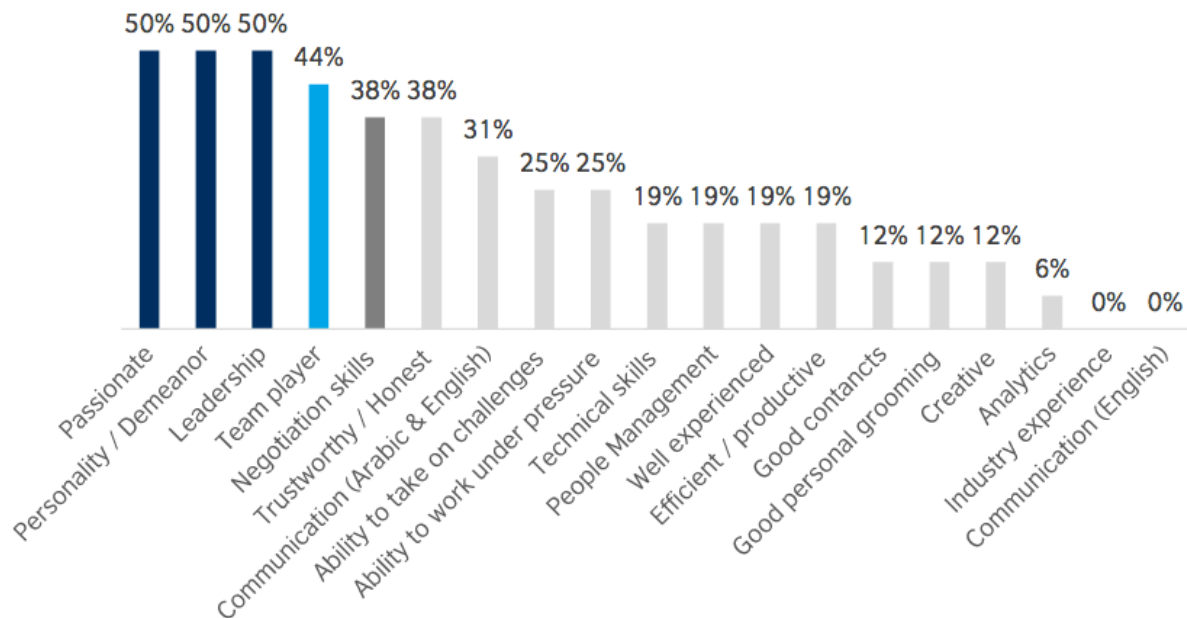
The Universities should prepare for the job market and beyond, even though technical competency may not be that important right now, the universities should not lower the standards simply to what the job market is demanding. They need to go beyond and proactively develop

the job market. The universities need t o prepare the students for the jobs of tomorrow, not just the jobs of today. They need to keep an eye on the job market, but also prepare students for a new job. Prepare students to be self-perfecting.

We should teach people how to 'turn on' by themselves. The mechanisms to adapt, change and innovate are important. Give students the stronghold, and springs to prospect new things. Computer science 30 years ago was a theoretical subject, yet it is extremely relevant today.

EDENT Morocco is a fresh social startup run by a small group of Senior student in different fields in Moroccan Universities and Abroad, gathering their experience and sense of innovation and problem solving to of offer adapted solution to the lack of essential skills and sense of Career Planning in the Moroccan education system outcomes.

The social startup created late December 2019, offers a bench of programs which bridges the gap between youth, employers and investors by better connecting universities and vocational institutes with the needs of the labor market and the changing world, through the creation of adapted and creative workshops which provides young people with the information, skillset and inspiration needed to pursue meaningful employment, launch a self employment career or develop a successful business.

We believe that career failure does not exist, not achieving our career goals is only an outcome of bad career choices which can be rectified with the right mentoring, or prevented with a correct and efficient orientation, as we believe that the unemployment or rejection is only an outcome of ignorance of the needed skills set for the desired position or the right ways to sell one's profile which can be overcame with persistence and development of the the right skills.

That's why our team worked hard to source experts in different fields who volunteer to share their knowledge, advices and experiences, we prepared some creative guidelines on how to deliver the workshop inspired from the TED speeches technics and adapted to best way to receive information based on the students' perception, and alongside with those professional we came up with a variety of workshops and master classes ready to be tested in the Moroccan Universities to proof their efficiency.

By giving more interest in Soft skills, developing the sense of Career planning, we aim to crash the myths about "the perfect Career", bring students' attention to the variety of possible opportunities to make a successful career out of one's passion, field of interest or hobby,

encourage students to be more open of Future Jobs, and consider career in rare fields such as art careers…

During our Trial sessions last February, we collected more than 200 students, professors and professionals' opinions about our product and we have been working for the past 3 months on developing it and adapting it to their preferences.

Our vision in EDENT Morocco is create the concept of Modern University where alternative Education becomes essential side to side with Schooling, where students can learn hard knowledge in modern ways and develop essential skills needed for their desired career, chosen based on a strong orientation clear of myths and reinforced with inspiration an mentoring to assure the right path, careers that can be also adapted to the new schooling methods such as homeschooling or new companies style such as working from home or in Co-working spaces.

Our team gathers different fields of studies, which give us a good overview of the issue as well as a good reach to students, professors and professionals, it also offers us a large network and connections to several organizations which can contribute in developing the richness of out product.

We are certain that we can complement and bring change to the education system in Morocco and Maghreb, by encouraging new methods, filling gaps, evolving experts and assessing the students needs with better approaches.