



Role Models

Inspiring a generation to be the
best version of themselves

About us

Role Models

is an impact driven education provider. We focus on life skills that promote **social & emotional wellbeing and dynamic thinking**, helping young people to thrive in life; both at home and in their future workplace

What we do

We complement traditional academic education by delivering online and offline programmes to **3-15 year olds** that develop young peoples' skills in **leadership, confidence, resilience, creative problem solving, collaboration and growth mindset**



Our global experience

We have secured international partners in US, Saudi Arabia, Kuwait and Sri Lanka



Company of
CHARACTER



Example school partners



Fulham
SCHOOL



Example corporate partners



Morgan Stanley



J.P.Morgan



BNP PARIBAS

Why are life skills important?



Improved mental health, particularly during a global pandemic.



Enhanced future job prospects. World Economic Forum [‘Future of Jobs Report’](#) consistently cites life skills as the most critical skills for the workplace.



Increased academic attainment¹. [Numerous scientific papers](#) identify the correlation between happiness and academic attainment.

¹ [https://www.oecd.org/education/school/UPDATED%20Social%20and%20Emotional%20Skills%20-%20Well-being,%20connectedness%20and%20success.pdf%20\(website\).pdf](https://www.oecd.org/education/school/UPDATED%20Social%20and%20Emotional%20Skills%20-%20Well-being,%20connectedness%20and%20success.pdf%20(website).pdf)

Employability is increasingly based on life skills

Academic success is not enough to build tomorrow's leaders

The 10 skills needed to thrive in the Fourth Industrial Revolution



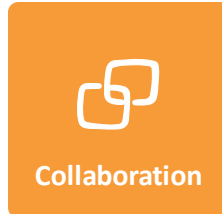
1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgement and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

"There is no doubt that, as we move fully into the age of AI, life skills and resilience are going to come much more to the fore. To be able to deliver these at scale online is going to be key to embedding these."

**Andy Puttock, former Group
Education Director, Nord Anglia**

Source: Future of Jobs Report, World Economic Forum

Our offerings



Online sessions – Talking heads model

- Sessions: we can suggest sessions for each year group or you can pick and choose any of the 60 minute sessions
- Approach: delivered live by one of our trained Role Models, through an interactive white board in each classroom. Supporting facilitation provided by one of the school's teachers
- Age groups: we would run sessions for each year group separately
- Attendees: we suggest a maximum of 25 students in each classroom
- Parent communication (e.g. post-session info): we can send a post session email to the school or parents summarising what was discussed and a top tip to help embed these skills at home
- Timings: We can be flexible around your schedule
- Price:
 - £120 incl. VAT /session for first 30 sessions booked in one year
 - £99 incl. VAT /session for every session after the 30th session booked in one year

Therefore if you bought a total of 30 online sessions (across all age groups), it would cost £3600 incl. VAT, which is £120/session. If you bought 60 sessions it would cost £6570 incl. VAT, which is £110/session.

In-person courses overview



In-person impact data

The following is based on 69 parent survey responses and up to 385 children survey responses from Oct 2018 – Sept 2019:

87%
of parents

have seen an improvement in their child's life skills, when asked 2 weeks after completing one of our courses

90%
of children

across all our courses feel that the skills they have learnt will help them in their everyday life

89%
of children

enjoyed or really enjoyed our courses

84%
of children

feel more confident having completed one of our courses

Parent testimonials

In-person

"My daughter is a smart cookie but this course helped her think beyond book smart, beyond facts in books and Google to what is possible. Thank you for developing her confidence in the application of her knowledge and seeing where the implementation of her creativity takes her!"

UK parent

"I would like to thank you and the team for an amazing course. I have never seen my daughter as enthusiastic and excited as when she comes back from your course and she describes what they've experienced in the course with such passion. I liked your daily emails because they gave us good talking points to remind her and get her to talk and express herself. This is something we had struggled with when we tried to get her to talk and express what she went through at school or a friend's place, for example."

KSA parent

"I was a little uncertain as to how my daughter would respond to the course, part of my reason for booking her on was for her to try new things and meet new people, but I need not have worried! She has thoroughly enjoyed it. From day 1 she came home happy and very talkative about her day without much prompting, which is rare. The Role Models have been amazing! It's been refreshing for my daughter to be challenged in a fun and non academic way. Not something she would ordinary get at school. I have definitely seen a noticeable difference in her. She has grown in confidence and positivity, is more communicative and self assured. It has exceed expectations. Thank you 😊"

UK parent

"Teacher Brigid! The girls ADORE your class, particularly Ava. She always talks about the concepts she learns and feels empowered and energized after each class. Thank you for being such a wonderful educator!"

UK parent

CPD training option 1

Training is delivered by our Education team

- Group size: maximum 40 teachers
- Length: 90 minute sessions
- Price: online costs £480 incl. VAT/session

Developing Life Skills in your pupils

This session focuses on the importance of life skills for your pupils. It explores the link between life skills and mental health & wellbeing, but also their impact on academic attainment and helping pupils become 'work' and 'life' ready. Practical ideas for teaching staff to take away and put into practise to help build their pupils' resilience, self-belief and confidence.

- Role Models: what we do
- What do we mean by the term 'life skills'?
- Why are these skills so important? (work ready/life ready)
- How do we define 'success'?
- What does a pupil from your school embody? What do we hope they will achieve by the time they leave?
- Why did we become teachers? And what is our role in character education?
- Who inspired you/helped you believe in yourself at school?
- Growth mindset- how is this linked to academic performance?
- Top tips for teachers- simple, practical ideas for developing life skills in your pupils

CPD training option 2

Training is delivered by our Education team

- Group size: maximum 40 teachers
- Length: 90 minute sessions
- Price: online costs £480 incl. VAT/session

Character Education in Schools

This session focused on the relevance of Character Education in schools. How can school leaders and teachers best consider and build on their provision in this area of 'Personal Development' for their pupils? Links will be made to Ofsted/ISI as well as the recent Guidance for schools on how to embed Character Education into their curriculum.

- Role Models: what we do
- What do we mean by the term 'life skills'?
- Why are these skills so important? (work ready/life ready)
- 'Character' as a concept
- Character impact on attainment
- Six benchmarks when auditing your character provision
- Inspection framework links to character (Ofsted/ISI)
- Top tips for teachers- simple, practical ideas for developing life skills in your pupils

CPD training option 3

Training is delivered by our Education team

- Group size: maximum 40 teachers
- Length: 90 minute sessions
- Price: online costs £480 incl. VAT/session

Responding to Pupils' Pastoral Needs

This session focuses on managing and responding to the pastoral needs of your pupils. How do we effectively respond to the friendship issues, pupils' worries and all the many pastoral related aspects of supporting our pupils beyond their academic progress? This session explores a restorative approach and focuses on how to support your pupils' social and emotional wellbeing in a practical way, given the time constraints and pressures within the school day.

- Role Models: what we do
- What do we mean by the term 'life skills'?
- Why are these skills so important? (work ready/life ready)
- Which skills to we want to develop in our pupils?
- Top tips for teachers- simple, practical ideas for developing life skills in your pupils
- Providing pastoral under time constraints
- Taking a coaching approach
- Supporting pupils with worries & anxiety
- Restorative practices

CPD training testimonials

"I just wanted to drop you a line to say a huge thank you for yesterday's CPD course. I can't tell you how much excellent feedback I have had from teachers. Just the simple question of why we became teachers really made them think. From the sports department to the TAs, everyone was buzzing about your content, it really sparked something in the teachers and your delivery was perfect. Thank you."

Louise Maughan
Head of Pre-Prep
Willington School

"At Cameron Vale School, we understand the importance in equipping our children for life beyond education. Part of this is through supporting them in the development of key life skills, which is why we have partnered with Role Models. Louise's inset was loved by all and the team were all buzzing with ideas and practical tips to take back to the classroom but also a deeper understanding of the impact developing children's self-belief, resilience and growth mindset can have on future learning and success. We would highly recommend training through Role Models and we are excited to continue to work with them this year."

Chloe Dorrington,
Deputy Head
Cameron Vale School

Parent talks - options 1 & 2

Talks are delivered by our Education team

- Group size: no maximum
- Length: 60 minute sessions
- Price: online costs £240 incl. VAT/session

Letting go of Perfectionism

This talk explores what perfectionism is, how it can impact your child and most importantly, some strategies to stop it taking hold in an unhealthy way.

Helping your child take control of the exam process: Developing emotional resilience and helpful ways of thinking

This talk explores how you can support your child's emotional resilience through the process of exams, and the demands of schoolwork. Help your child gain perspective and begin to take control over how they think and feel about upcoming exams and interviews. Learn how to help manage and respond to any anxieties or nerves they might have, and how as parents we can help build their emotional resilience and perspective through our own responses.

Parent talks - options 3 & 4

Talks are delivered by our Education team

- Group size: no maximum
- Length: 60 minute sessions
- Price: online costs £240 incl. VAT/session

Top Tips for Developing Confidence in the Early Years

This talk explores how to build confidence, curiosity and healthy responses to challenge. One of the biggest gifts we can give our children is confidence. Throughout their early years, children are building their internal picture of how they view themselves; their self-esteem, self-efficacy and mindset are being shaped. What can we do to positively impact these important life skills? Find out why these skills are so important, both now and for your child's future and learn 10 practical ways you can help to build their confidence during their early years.

How to Build a Resilient Family

This talk explores how to embed resilience within your family. Covering the following areas:

- Defining resilience and understanding why it's important
- How does it impact wellbeing, academic attainment and future job prospects?
- What is a growth mindset?
- What do resilient people do?
- Strategies for parents & educators for building resilience in children

Parent talks – option 5

Talks are delivered by our Education team

- Group size: no maximum
- Length: 60 minute sessions
- Price: online costs £240 incl. VAT/session

Developing an Assertive Yet Humble Child

This talk explores how to raise an assertive yet humble child. We all want our children to be happy and successful in life. Confidence is key in both of those areas; How can we help to develop their confidence so they are able to assert themselves? This talk will explore the difference between being passive, assertive and aggressive, and how we can help our children to understand the more nuanced aspects of humility and empathy when it comes to connecting effectively with others.

“Thank you very much for coming to talk to the parents last night. I think it was really well received and the parents were impressed by your presentation.”

**Keith Brown, Headmaster,
Willington School**

“THANK YOU. A brilliant talk, perfectly pitched and well aligned to where we will be taking the school with our Fulham Core initiative (Core Skills, Core Values, Core Purpose). Feedback from parents was hugely positive. Many thanks again – you really were superb and the perfect way to launch our Fulham Talks series.”

**Neill Lunnion, Head Teacher, Fulham Prep
School**

Executive team



HUGO SHEPHARD

Managing Director

Hugo is the Founder and Managing Director of Role Models. With a degree in Psychology and a background in consultancy, Hugo is at the helm of the Role Models growth and success.



LOUISE TREHERNE

Director of Character Education

Louise is our Director of Character Education and uses her experience as a deputy head teacher and a qualified coach to create the content for our Life Skills Courses.



LAURA KAY

Character Education Team Manager

Laura has over 12 years experience and has also studied Psychodynamic Therapy, which she has used to enhance her practice working with both children and families



KARL HULME

Chief Technology Officer

Karl has spent 20 years leading tech teams to build and support B2B and B2C platforms, often from scratch. He headed up the tech team at 1st Touch from founding to acquisition by Aareon AG in 2012.

Non-executive team



ROBERT HICKS

Board Chairman

Robert has spent the previous 16 years as part of the founding team, as both Operations and then Managing Director of Explore Learning.



GUY BURNELL

Board Member

Guy has spent over 20 years working with early stage entrepreneurial businesses in the UK and Europe as founder, MD, COO, investor and consultant.



**PROFESSOR
BILL LUCAS**

Advisory Board

Bill Lucas is Director of the Centre for Real-World Learning and Professor of Learning at the University of Winchester. He is a researcher, education thought-leader and prolific writer.



JANE LUNNON

Advisory Board

Jane recently won Tatler's Best Head of a Public School 2020 and is the first female Head at Alleyn's School, London. She has a wealth of experience within education and a passion for developing soft skills in children.



TOM BROOKS

Advisory Board

Tom is a serial entrepreneur, angel investor and mentor. He founded his first business at 12 years old and has started various businesses since, some more successful than others.

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Vision

In the future, we will be the global leader in developing life skills, with the goal of transforming the lives of at least **a million** young people. Now more than ever, the world needs people with the empathy, resilience and confidence to thrive.