

Doceo

Supported by



# THE **ASPIRING** LEADERS PROGRAMME

## Information Guide

October 2025



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# The Doceo Mission

Founded in August 2019 by Stephanie Larrey and Zoë Mabo, we believe that we owe it to the next generation coming up behind us to equip them with the skills they need to become the leaders of tomorrow. To achieve this we aim to instil in our students a work ethic and love of learning that will be with them for life. We know that growth doesn't happen in one place, or with one formula. Growth doesn't happen overnight, it happens over time, it takes dedication, nurturing and a mindset that embraces the process.

We are on a mission to champion continuous growth, to provide every student with opportunities, resources and practical knowledge to determine their own future. Our story has only just begun.



# Our Values

The core pillars of Doceo



We **Grow** Together.



We **Succeed** Together.



We are a **Community**.

# Aspiring Leaders Programme Management Team



**Pero Ogunkunle**

*Programme  
Coordinator*



**Steph Lartey**

*Programme  
Support*



**Zoë Mabo**

*Programme Technical  
Support*

# Programme Overview

The Aspiring Leaders Programme, sponsored by the National Lottery and in partnership with Clifford Chance, is a 1-week personal development coaching and mentoring programme for students in years 10 to 13. There are 30 spaces available on each cohort. This programme is designed to develop soft skills through practical teaching and interactive solo and group assignments. To achieve this the students will have 8 hours of group coaching over the course of the the October half term (w/c 27/10). In addition to this, the students will receive 1-1 mentorship from a professional.

There are two personal development streams on the programme, split into smaller modules:

1. **Business professional stream:** Financial Literacy, Entrepreneurship, Personal Branding, and Communication
2. **Effective growth stream:** SMART Goals, Productivity, Wellbeing, Communication

The students apply to their stream of preference and are allocated to that stream on a first come first serve basis. They then will be assigned a mentor and will have the opportunity to have 3 sessions with their mentor between November and mid- December, during which they'll be able to get to know more about their mentor's career journey, ask any questions they may have and explore their personal career questions.

Each module on this stream will take place over the week. The Personal development coaches for each module will provide a 2 hour of teaching. Following on from the session coaches will assign a solo or group task for students, as well as a quiz to provide the students with an opportunity to consolidate their learning.

Applications for the 2025 cohort of Aspiring Leaders Programme will open on the 1st of September and close on the 3rd of October. The programme will officially start on the 27th of October with the first session.

All students of the programme will be added to a Telegram group where they will have access to their fellow peers on the programme, mentors and coaches. This space is provided for students to stay informed, ask questions, share insights, ideas and network.

The programme will officially end on the 31st of October, with a closing graduation ceremony. During this ceremony we will wrap up the programme, give out awards and hopefully facilitate a fun virtual group.

# Programme Schedule

## BUSINESS PROFESSIONAL STREAM



**Induction**  
Before 27<sup>th</sup> Oct 2025



**Financial Literacy**  
27<sup>th</sup> Oct 2025  
LIVE: 12pm - 2pm



**Personal Branding**  
28<sup>th</sup> Oct 2025  
LIVE: 12pm - 2pm



**Entrepreneurship**  
29<sup>th</sup> Oct 2025  
LIVE: 12pm - 2pm



**Communication**  
30<sup>th</sup> Oct 2025  
LIVE: 12pm - 2pm



**Graduation**  
31<sup>st</sup> Oct 2025  
LIVE: 12pm - 2pm

## EFFECTIVE GROWTH STREAM



**SMART Goals**  
27<sup>th</sup> Oct 2025  
LIVE: 12pm - 2pm



**Productivity**  
28<sup>th</sup> Oct 2025  
LIVE: 12pm - 2pm



**Wellbeing**  
29<sup>th</sup> Oct 2025  
LIVE: 12pm - 2pm

# Business Professional Stream

## Module Breakdown

Module 1	Module 2	Module 3	Module 4
Financial Literacy (27 <sup>th</sup> Oct 2025)	Personal Branding (28 <sup>th</sup> Oct 2025)	Entrepreneurship (29 <sup>th</sup> Oct 2025)	Communication (30 <sup>th</sup> Oct 2024)
<b>Coach: Woke Finance</b>  This module will build your foundational understanding of money and finances through topics such as: <ul style="list-style-type: none"> <li>• What is money?</li> <li>• Paying yourself first/Savings</li> <li>• Budgeting</li> <li>• Credit and Debt/Credit Scores</li> <li>• Investing</li> <li>• Pensions</li> <li>• Generational Wealth</li> <li>• Insurance (income protection, life)</li> <li>• Taxes</li> </ul>	<b>Coach: Jade Egemonye</b>  This module give you an insight into how to build and execute your personal brand through topics such as: <ul style="list-style-type: none"> <li>• What is a personal brand?</li> <li>• Importance of a personal brand</li> <li>• Building your personal brand</li> <li>• Making your brand unique</li> <li>• Where to communicate your personal brand</li> </ul>	<b>Coach: Subomi Odanye</b>  This module give you an insight into leadership and having an entrepreneurial mindset through topics such as: <ul style="list-style-type: none"> <li>• Who is an entrepreneur?</li> <li>• Characteristics of an entrepreneur</li> <li>• Components of everyday leadership</li> <li>• Debunking common myths about entrepreneurship</li> <li>• Growth Mindset</li> <li>• Key components of business</li> </ul>	<b>Coach: Kam Taj</b>  This module gives you an insight into how to effectively communicate and network through topics such as: <ul style="list-style-type: none"> <li>• What is communication?</li> <li>• Greetings</li> <li>• Verbal communication</li> <li>• Non-verbal communication</li> <li>• Elevator pitch</li> <li>• Interview skills</li> <li>• Body language</li> </ul>

# Effective Growth Stream

## Module Breakdown

Module 1	Module 2	Module 3	Module 4
S.M.A.R.T Goals (27 <sup>th</sup> Oct 2025)	Productivity (28 <sup>th</sup> Oct 2025)	Wellbeing (29 <sup>th</sup> Oct 2025)	Communication (30 <sup>th</sup> Oct 2025)
<b>Coach: Zaneta Ezeigbo</b>  This module will give you the tools and knowledge needed to set goals effectively, put them into perspective and work towards achieving through topics such as: <ul style="list-style-type: none"> <li>• SMART goal setting</li> <li>• Goals v tasks</li> <li>• Reviewing your goals</li> <li>• Rejection theory</li> <li>• Dealing with failure</li> </ul>	<b>Coach: Kaira Ahmed</b>  This module give you insight into the world of productivity from our very own productivity guru through topics such as: <ul style="list-style-type: none"> <li>• What is time management?</li> <li>• How to prioritise</li> <li>• Tracking your time</li> <li>• Effective studying methods</li> <li>• Productivity management systems</li> <li>• Organisation apps/tools</li> </ul>	<b>Coach: Denise Brown</b>  This module give you an insight into how to become more self-aware and how to look after your mental health in productive ways, through topics such as: <ul style="list-style-type: none"> <li>• What is stress?</li> <li>• Stress vs. Pressure</li> <li>• Communicating stress with adults/ parents</li> <li>• Managing stress</li> <li>• Balancing personal struggles with education</li> </ul>	<b>Coach: Kam Taj</b>  This module gives you an insight into how to effectively communicate and network through topics such as: <ul style="list-style-type: none"> <li>• What is communication?</li> <li>• Greetings</li> <li>• Verbal communication</li> <li>• Non-verbal communication</li> <li>• Elevator pitch</li> <li>• Interview skills</li> <li>• Body language</li> </ul>

# COACHES

*Business Professional Stream*





## Jacques Opoku

*Financial Literacy Coache*

Jacques is an Investment Management Professional by day and a Personal Finance Coach and Educator by night.

He is the founder of JAXFinancial UK and a Co-founder of Woke Finance CIC. Mr Jacques Opoku is well recognised for his unique ability to communicate complex and complicated financial concepts in easy to digest, jargon free ways.



## Peter Olawaye

*Financial Literacy Coaches*

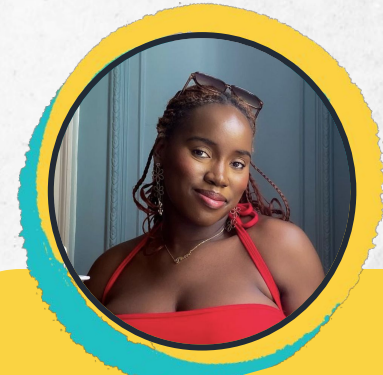
Peter is a Corporate Partnerships Manager working with businesses who have an interest in supporting people facing financial hardship. He is the Co-Founder of Woke Finance CIC. Peter is known for his extensive background in the charity sector, predominantly working with young people across education and the youth justice sector.



## Subomi Odanye

*Entrepreneurship Coach*

Subomi is CEO and founder of a sports marketing agency called Divrse Media. An agency that specialises in connecting brands to young and diverse communities. Subomi has been building Divrse Media for two years and has worked with the likes of premier league football clubs, brands like Adidas and many more. Subomi's session will be on what is entrepreneurship? What skills are required to be an entrepreneur? and how to start a business.



## Jade Egemonye

*Personal Branding Coach*

Jade is the founder of Tall fashion brand "Rozana Ldn". Jade is also a Politics and Economics Graduate from Aston University, and is currently an IT Project Manager at a top law firm. Jade is passionate about educating and encouraging others to avoid the common mistakes made when building a brand and running a business, and encourages tall women in particular to stand proud. Jade is of Nigerian descent, an avid traveller, a pillar of the community, and a fashion enthusiast.

# COACHES

*Effective Growth Stream*





## **Zaneta Frimpong**

*S.M.A.R.T Goals coach*

Zaneta Ifeoluwa Frimpong is a qualified Life Coach with over 5 years' experience helping young people and young adults build confidence, shift mindsets, and set meaningful goals. She specialises in personal development, helping individuals overcome barriers and reach their potential.

She delivers workshops and 1:1 coaching on personal growth, career readiness, and self-belief. Zaneta works with university students, young people in prison, and leads advocacy projects focused on disability inclusion.



## **Ishaan Bhimjiyani**

*Productivity Coach*

Ishaan Bhimjiyani, a 20-year-old entrepreneur and prominent social media creator, built his career on TikTok, where he has gained 500,000 followers across TikTok, YouTube, and Instagram with a focus on study content. He leveraged this influence to scale a talent management agency, working with major brands like Apple and Samsung.

As Chief Marketing Officer for a Dubai-based Ed-Tech company, Ishaan oversees UAE marketing operations, using AI and innovative strategies to boost brand awareness and market growth.



## **Denise Brown**

*Wellbeing Coach*

Denise Brown is the founder of 4YoungMinds, a social enterprise that empowers young people aged 11-25 to take control of their own wellbeing.

Through interactive workshops and 1:1 mentoring, Denise has worked with young people for over a decade to help them to understand and look after their mental health, whilst building resilience and self-confidence.

# COACHES

## Communication Mode

Business Professional and Effective Growth Stream



# Finishing with a Bang!



**Kam Taj**

*Communication Coach*

Kam is a London-based performance coach, speaker and author with a 1st Class Engineering degree from Cambridge University and a professional background in management consulting.

In his work with professionals, Kam coaches leaders, executives and founders on creating sustainable high performance in their careers and relationships through his 1:1 coaching, corporate talks, keynote speeches, and leadership programmes. His clients range from lawyers, investment bankers and consultants through to tech founders, startup leadership teams, and small business owners. His workshop topics include leadership, sustainable motivation, resilience, emotional intelligence & communication.

In his work with students, Kam is the creator of the Exam Success Academy online portal and author of The Ultimate Guide To Exam Success. As well as his 1:1 coaching and mentoring programmes, he has delivered talks & workshops to over 5,000 students across 20 schools and universities on the topics of: academic success, interview skills, motivation, time-management & mental wellbeing.

# ALP Application

Application Process & Review Criteria



# Application Process

## Stage 1: Application Submission (1st September - 4th October 2024)

- Applications open on the 1st September and close on the 3rd of October 2025.
- Prospective students complete and submit the application form on our website.

## Stage 2: Application Review and Selection Process

- Applications are reviewed on a rolling basis against a detailed review framework (see pages 18 - 19).
- Students' parents will be contacted to verify their consent for your participation in the programme.
- A parental consent form will be emailed to your parent to be completed by 2nd of October 2025

## Stage 3: Verification and Parental Consent

- The top 30 students with the highest scores for each stream (Business Professional and Effective Growth) who have also been given consent by their parents to participate will be selected to be a part of the 2025 cohort.

## Stage 4: Commitment Confirmation

- Upon acceptance, we will arrange a follow-up call with both the students and their parents.
- During this call, we will go over the programme details and commitments to ensure that both student and parent are willing to comply and are adequately prepared for the programme.



# Application Support

We're excited to learn more about you through your application to the Aspiring Leaders Programme. Your unique experiences and aspirations are crucial in shaping a diverse and dynamic cohort. Below, you'll find guidance for each application question, designed to help you express your thoughts effectively. Remember, your authentic voice is what makes your application stand out. Good luck!

## Guidance for Aspiring Leaders Programme Application Questions

1. **Why are you interested in participating in the Aspiring Leaders Programme, and how do you think it will contribute to your personal and professional growth? (Word Limit: 300 words)**
  - *Reflect on your personal interests, goals, and what motivates you.*
  - *Consider how the programme's unique features align with your aspirations.*
  - *Share specific examples of how you believe the programme will enhance your skills and character.*
  - *Think about both personal and professional benefits and express your enthusiasm.*
  
2. **Share a time when you took charge and showed leadership. How did you handle challenges, and what positive results came from it? (Word Limit: 250 words)**
  - *Recall a specific situation where you assumed a leadership role.*
  - *Describe the challenges you faced and how you approached them.*
  - *Highlight the positive outcomes or lessons learned from your leadership experience.*
  - *Focus on teamwork and collaboration, showcasing your ability to lead with empathy.*

# Application Support

**3. What are your career aspirations? (Word Limit: 200 words)**

- *Share your envisioned future career path and what excites you about it.*
- *Mention any specific industries, roles, or causes that align with your interests.*
- *Express how the Aspiring Leaders Programme will contribute to your career goals.*
- *Keep it concise, focusing on the key aspects of your aspirations.*

**4. Given the program's competitiveness and limited spots, how do you intend to make the most of your involvement, ensuring a valuable experience for yourself and your peers? (Word Limit: 250 words)**

- Highlight your commitment to active participation and engagement.
- Share ideas on how you can contribute positively to the group dynamic.
- Consider how you can support and collaborate with your fellow participants
- Discuss specific goals you hope to achieve during the programme.
- Emphasize the mutual benefits of a collaborative and inclusive learning environment.

# Application Review Framework

Each application will be thoughtfully assessed based on the outlined criteria. To assist you in presenting a strong application, detailed guidance has been provided for each criterion.

- **SPAG (Spelling, Punctuation, and Grammar):** Craft your responses with care, aiming for clear and error-free communication. Take the time to review and correct spelling, punctuation, and grammar, as a well-polished presentation enhances how your ideas are understood and valued.
- **Research:** Dive into the details of the Aspiring Leaders Programme through thorough research. Share what you've discovered about the program, showcasing your genuine interest and dedication. Let your research reflect your commitment to understanding the unique opportunities the programme offers.
- **Clarity of Communication:** Clearly express your goals and reasons for wanting to be part of the programme. Provide a complete and transparent picture of your thoughts so that those assessing your application can fully grasp your motivations. This is your chance to let your passion and vision shine through.
- **Growth Mindset:** Demonstrate a proactive approach to learning and self-improvement. Share instances where you actively pursued opportunities for personal and academic development, illustrating your forward-thinking mindset. Showcasing your eagerness to learn sets you apart as someone who embraces challenges and seeks growth.
- **Motivation:** Share your excitement and commitment to the Aspiring Leaders Programme. Clearly articulate why you are motivated to participate and outline how you plan to maximize this opportunity for both personal and professional growth. Let your enthusiasm for the program shine through your words.
- **Aspiration:** Connect your personal goals with the objectives of the Aspiring Leaders Programme to create a strong alignment. Showcase how your aspirations resonate with the program's goals, emphasizing the harmony between your ambitions and what the program aims to achieve. Highlighting this synergy strengthens your application.
- **Personal Initiative:** Provide tangible examples of how you've taken the lead in seeking out opportunities or facing challenges. Share instances where you demonstrated a proactive approach to growth and self-improvement. Your ability to initiate and drive your personal development is a key aspect that showcases your drive and determination.

# Appendix

## Aspiring Leaders Programme Curriculum

- Business Professional Stream Curriculum
- Effective Growth Stream Curriculum
- Cross Stream Module Curriculum



# Business Professional Stream Modules

## Financial Literacy

- **Money** – a definition of money and what is considered legal tender. What cryptocurrency is
- **Budgeting** – giving an overview of what a budget is, the benefits of a budget and how a beginner can start budgeting. Useful apps for budgeting. The importance of saving. Your first paycheck – how to avoid lifestyle creep, how to manage income effectively
- **Credit and debt** – an overview of credit/debt and why they are important. Thoughts on if debt is inherently good or bad
- **Investing** – an overview of what investing is. Most common forms of investing e.g. property, stocks
- **Taxes** – an overview of taxes. Progressive vs regressive tax systems. Reclaiming taxes if you're being taxed incorrectly. What taxes are used for. e.g American healthcare system vs UK healthcare systems
- **Pensions** – an overview of what a pension is

## Entrepreneurship

- **Entrepreneurship** – an overview of what entrepreneurship is
- **Characteristics** – traits that entrepreneurs usually possess
- **Intrapreneurship** – an overview of how the key characteristics of an entrepreneur can be useful and nurtured in a working environment
- **Myths** – some common misconceptions about entrepreneurship
- **Key components of business** – the essential elements of businesses and how they function (sales, profits etc)

## Personal Branding

- **Personal branding** – an overview of what personal branding is, its components and its importance
- **Brand building** – effective ways to build one's brand and make it unique
- **Brand communication** – best avenues/methods to communicate one's brand
- **Social media** – an overview of how to use your social media to showcase your personal brand

# Effective Growth Stream Modules

## S.M.A.R.T Goals

- **SMART goalsetting** – explanation of what SMART stands for and tips for starting with SMART goalsetting.
- **Goals vs tasks** – explanation of key distinctions between the two.
- **Goal reviews** – effective system for assessing goal progress.
- **Rejection theory/dealing with failure** – best practice on how to handle outcomes which are deemed unsuccessful.

## Productivity

- **Time management** – useful time tracking apps and tools.
- **Prioritisation** – how to effectively organise tasks in order of urgency and importance.
- **Time tracking** – useful time tracking apps.
- **Effective studying methods** – techniques for studying such as the Pomodoro technique and time blocking.
- **Resources** – recommended apps and tools for general organisation and time management.

## Wellbeing

- **Holistic wellbeing** – understanding what wellbeing is.
- **Cultivating wellness** - developing tools to support personal wellbeing as an individual and with the help of others.
- **Stress vs. Pressure** - understanding the difference between the two and developing tools to respond in a healthy way.
- **Cultivating autonomy** – understanding what it is and how to exercise it to promote personal wellbeing.

# Effective Growth Stream Modules

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# Business Professional and Effective Growth Stream Module:

## Communication

- **Communication** – an overview of what communication is and the different types of communication (verbal and non-verbal)
- **Elevator pitch** – what an elevator pitch is and how to perfect it
- **Written communication** – how to write emails tailored to different audience groups
- **Networking** – importance of networking and how to do it properly
- **Speaking diplomatically** – how to have discussions with people with different views
- **Navigating uncomfortable conversations** – an overview on how to communicate to people with different personality types. How to communicate when you're upset with a peer/colleague about something

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