

OUR IMPACT

Doceo Development CIC



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MISSION STATEMENT

Doceo Development's mission is to champion continuous growth by equipping students with the employability skills and supportive network they need to reach their true potential.

Every year, Doceo Development achieves this by creating an open community for students to thrive, facilitating 1-1 mentoring sessions with industry professionals, and organising core employability skills events for students.

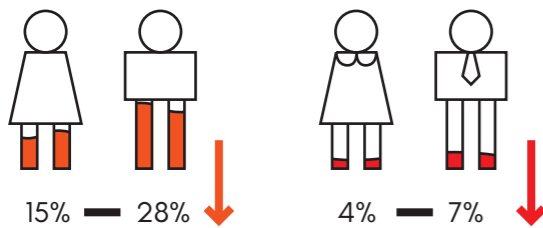
We know that true growth doesn't happen in one place, or with one formula. It doesn't happen overnight; it happens over time. We therefore aim to instill in our students a work ethic and love of learning that will be with them for life.

So, let's champion continuous growth. Our story has just begun.



EXECUTIVE SUMMARY

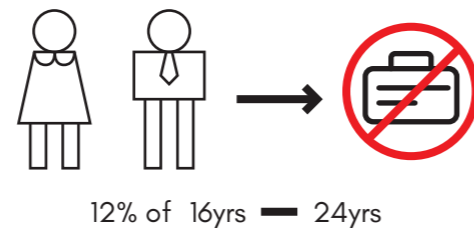
Doceo believes that there is an employability skills gap for our young people that must be closed. It's an unfortunate reality that students from less privileged backgrounds often miss out on learning the so-called employability skills required once they leave education. This means that, even when they achieve excellent academic grades, they can still struggle when reaching the jobs market. This is seen in the following ways:



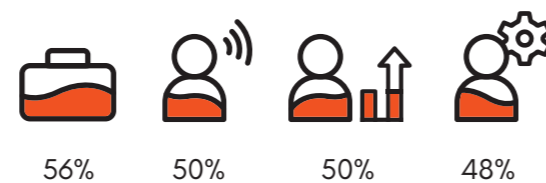
Children living in poverty go on to earn 15% to 28% less than those who don't, and the probability of being in employment at age 34 years reduced by 4% to 7%.



631,000 (9.3%) are not in any form of education, employment or training (NEET).



800,000 young people (12.6% of 16 to 24-year-olds) are neither working nor in the full-time study.



Half of businesses are not satisfied with school leavers' work experience (56%), communication skills (50%), analysis (50%) and self-management (48%).

Our community needs our work and support more than ever. Over the past year, we have worked to close this skills gap in the following ways:



Our Programmes:

We run successful programmes such as the Doceo Aspiring Leaders Programme to provide structured group coaching sessions and 1-1 mentoring.



Growing The Team:

Growing our core team from 6 to 10 in the past year has put us in a position of strength with managing the increasing number of students who use our services.



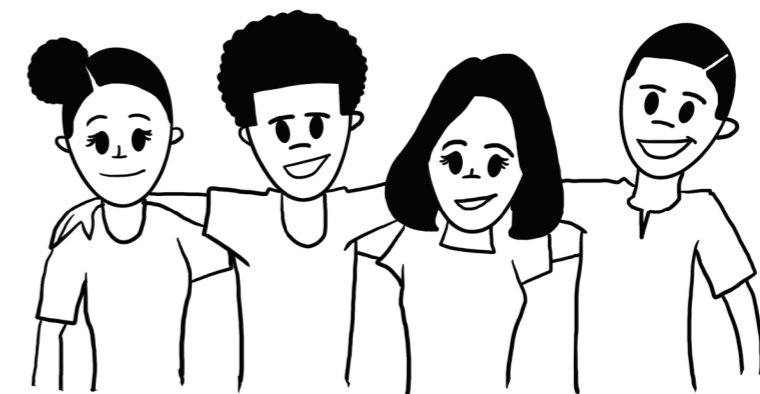
Partnering With Schools:

We have partnerships with 3 schools in the UK to work towards our 2024 target of serving 10,000 students.



Training Sessions for our staff:

We introduced training sessions for our volunteers to increase the quality of service our students receive and increase our student retention rate.



OUR TEAM



Stephanie Lartey
Co-Founder, Director



Yetunde Oshati
Finance Officer



Sabrina Wright
Aspiring Leaders Programme Lead



Sarunicka Satkuruparan
Content Creator



Columbus Mais-Harding
Website Manager



Zoë Mabo
Co-Founder, Director



Nina Mirski-Fitton
Schools Liaison Manager



Shireen Morrison
Aspiring Leaders Programme Support



Jemima Onugha
Graphics Designer



Michael Mabo
Website Support

MESSAGE FROM THE TEAM

2022 was a successful year for Doceo. Thanks to the collaboration of our 30+ volunteers, EY sponsorship and National Lottery grant, we were able to increase student attendance **by 8%** and increase our reach across the UK by partnering with school.

These successes came with the added challenge of adapting to a post-pandemic world and ensuring our programmes continue to meet the needs of our students. In response to this, we have moved away from exclusive webinars and now produce social media lives, YouTube series and in person workshops for organisations.

2023 will bring new and exciting additions to our programmes with the expansion of our team. We are also pleased to announce the National Lottery will be sponsoring our aspiring leaders programme for the second year in a row, to help our young people be equipped with the mentoring and employability skills they need to thrive.

Thank you to everyone who has helped and supported us in our mission to champion continuous growth.

The Doceo Team



OUR MISSION

OUR VISION

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



CHAMPIONING CONTINUOUS GROWTH

STRATEGIC FOCUS

We realise the potential of our young people by creating an open community for students to thrive.

BENEFIT TO STUDENTS

Holistic understanding of self and positive impact on academics.

BENEFIT TO SOCIETY

Promotes organic diversity and inclusion within the networks and companies we partner with.



PROVIDING OPPORTUNITIES

STRATEGIC FOCUS

We facilitate 1-1 mentoring sessions with industry professionals to close the access gap students in our demographic face

BENEFIT TO STUDENTS

Better understanding of the soft skills needed to thrive after education.

BENEFIT TO SOCIETY

Promotes a giveback cycle where our alumni continue to support students coming up behind them.



SUPPORTING STUDENTS IN CHALLENGING TIMES

STRATEGIC FOCUS

We organise employability skills webinars and contribute to supporting our students through this challenging time.

BENEFIT TO STUDENTS

Better equipped with the skills needed to become the leaders of tomorrow.

BENEFIT TO SOCIETY

Our students are equipped to make a positive impact in across their networks and wider communities.

OUR CORE EMPLOYABILITY SKILL AREAS



S.M.A.R.T Goals



Productivity



Emotional Intelligence



Financial Literacy



Critical Thinking & Problem Solving



Personal Branding



Communication



Entrepreneurship



Commercial Awareness

MEASURING SUCCESS

HOW WE MEASURE PROGRESS

We survey students at the end of each programme they attend to find out whether they believe that the knowledge they have gained can be used immediately and can positively impact their personal development.

We partner with top global companies to provide 1-1 mentoring sessions and conduct feedback surveys from the students after each session to measure the impact of the mentoring. We have seen a number of our students who have received 1-1 sessions go on to apply for internships at the same companies.

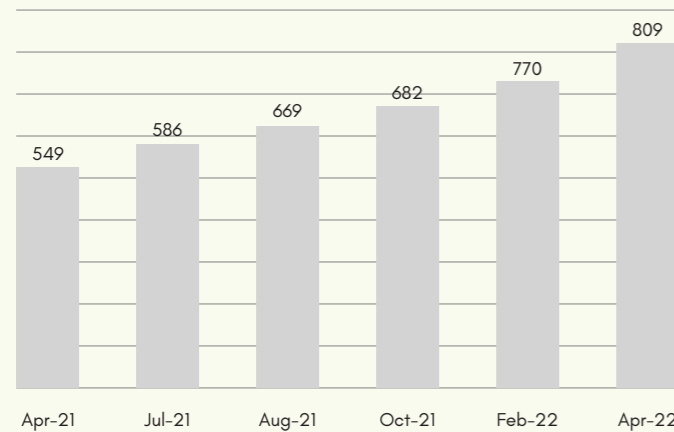
We continue to collect primary data from students at regular intervals to measure how supported they feel by the Doceo programmes and the Doceo team.

OUR GROWTH & REACH

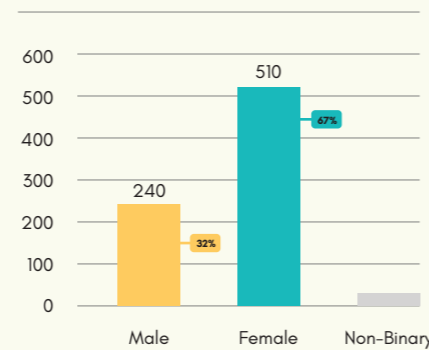
Students were invited to provide feedback following each live sessions they had on any of our programmes to:

- (i) understand the avatar of our students;
- (ii) measure the impact Doceo had on their employability skill; and
- (iii) understand their overall experience. They confirmed the following:

Students reached: Apr 21 - Apr 22



By Gender



Our Social Media Following

751 followers
 531 followers
 436 followers

Our Engagement

(Average over last 3 months: May 22 - July 22)

Social Media Platform	Reach	Average Engagement
Tiktok	28,300	20.5%
Instagram	21,884	12.61%
LinkedIn	7,629	19.16%
YouTube	8,856	16.28%

COMPANIES & ORGANISATIONS WORKED WITH:



INDIVIDUALS WORKED WITH:



Victor Sosanya



Vira Vitiv

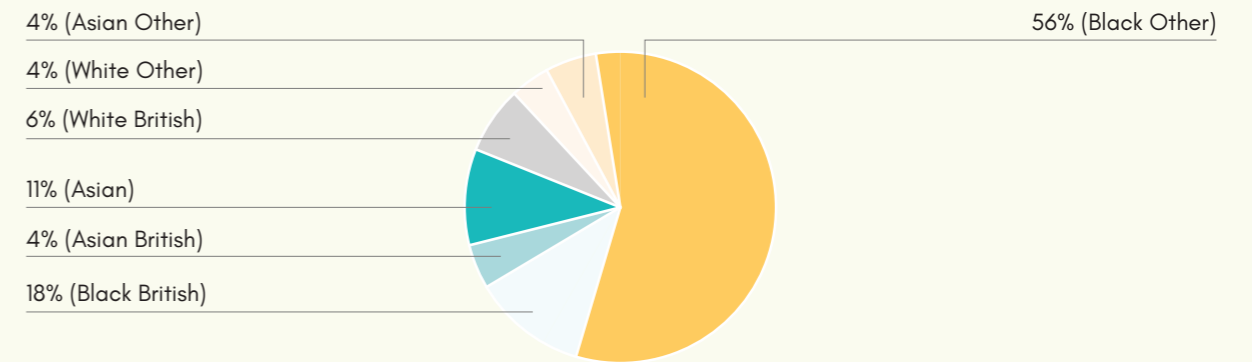


Alexis Owuadey

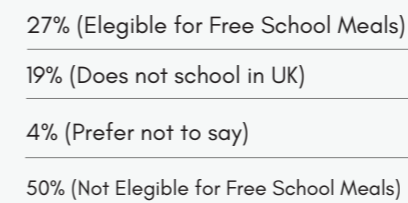


Zaneta Ezeigbo

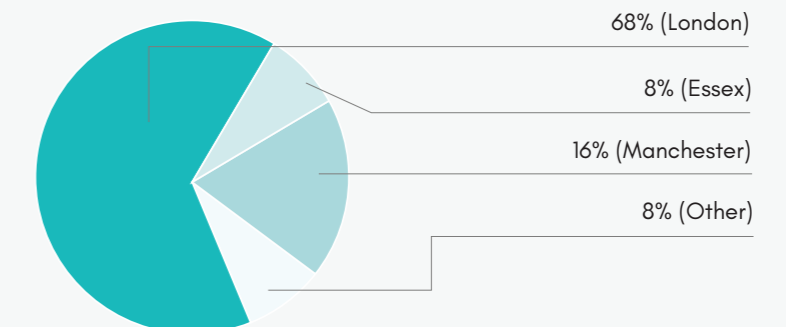
BY ETHNICITY



FREE SCHOOL MEALS



PRINCIPAL LOCATION



OUR IMPACT 2021 - 2022

OUR WEBINARS

NUMBER OF STUDENTS

Our inaugural service has reached 649 students to date in years 9 - 13. Over 80% of our attendees are repeat users of our services and 96% recommend our services to their friends.

GOALS MET

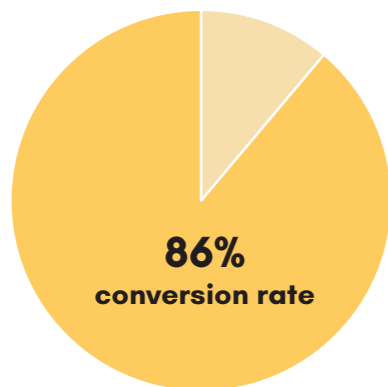
We achieved our goal of adapting to challenging times by listening to the needs of our students during the global pandemic and tailoring our topics to the soft skills students wanted to gain the most. Financial literacy, productivity, wellbeing and communication have been some of our best attended webinar topics.

WHAT OUR COMMUNITY THINKS



We have a 100% 5 Star rating on Trustpilot

Out of **696** students that attended our 16 webinars:



Out of the **809** students that signed up to our webinars, **696** attended.

97% of our students have said that they will use the webinar information immediately



96% of the students would recommend our sessions to a friend



100% of our students have rated the webinar as excellent (5/5)



OUR ASPIRING LEADERS PROGRAMME

NUMBER OF STUDENTS

Our cohorts have seen 15 students in years 10 - 13 complete the programme. Students came from a variety of backgrounds with a 55% to 45% male to female split and 20% from a private school background and 80% from a state school background.

GOALS MET

We achieve our goal of championing continuous growth by providing small group coaching sessions and 1-1 mentoring sessions in financial literacy, entrepreneurship, productivity, communication, and much more for our cohort.

STUDENT FEEDBACK



Absolutely loved all the sessions, lots of useful information and insights, as well as advice too. Loved how much passion coaches had about their topics and helping us."



I loved the sessions as they were really useful in addressing a few concerns I had in terms of productivity. The coach was really helpful when it came to answering questions and giving advice and sharing tips regarding certain tools we could use to boost our productivity.

OUR IMPACT 2021 - 2022

STUDENT CASE STUDY 1: KWESI BIMPONG

Introducing Kwesi Bimpong, an Alumni of Doceo who participated in 2 programme streams; Doceo webinars and the Aspiring Leaders Programme.

We asked Kwesi how he has found the Doceo programmes, and this is what he had to say:

I first came across Doceo via a referral from my older brother who went to university with Zoe. I really enjoyed the webinars I went to, especially the ones on personal branding and I was also part of the first cohort of Aspiring leaders.

If I had to summarise the main skill I've personally gained through being part of Doceo, I'd say it was how to build my personal brand. I had lots of encouragement to build my LinkedIn properly and I was encouraged to see the importance of having a personal brand in furthering your career prospects.

For me, Doceo wasn't just a skills building programme. Doceo For opened up the idea of not just going down the traditional university route and helped me understand the benefits of apprenticeships. This didn't just come from Doceo saying "Don't just go to university" but came from the fact that I was given the opportunity to have a 1-1 mentoring experience with an IBM professional through Doceo and I learnt about how important apprenticeships were through their lived experience. I know I could have gone to a high esteemed university, but maybe it wasn't for me at that time. Right now, I'm flourishing where I'm supposed to be.

I really appreciate how easy Doceo was for me to navigate. I remember when I joined Doceo, it was during the Covid-19 period and everything was pretty much virtual. I signed up to things like Amos Bursary, Target Oxbridge, SEO London and Doceo and by being part of these organisations I realised how well Doceo was suited to how someone of my age thinks. Doceo has a brand where students are given a nurturing space to grow, which is great. I remember being given the opportunity to hold a conversation with George Imafidon, Performance Engineer and CEO at Motivez on YouTube which was a great opportunity.

Doceo doesn't just connect you with people in your chosen career path, it's a community. For example, Doceo gives people who want to be engineers the opportunity to talk to doctors, mechanics and so many more. This helped me realise it's important to connect with everyone; not just people in your field. I got a mentor from IBM through Doceo and now I work at Goldman Sachs.

I would definitely recommend Doceo to young people as I joined when I was in year 12 and I think it's important to not just join groups that help communities but also to meet new people in these communities. There's something about knowing that all the students in Doceo have a great growth mindset mentality but different skill sets so you know you're in an environment where you can learn from others like you.

Thank you to the Doceo community, Zoe and Steph for all that you do.



OUR IMPACT 2021 - 2022



STUDENT CASE STUDY 2: COLUMBUS MAIS-HARDING

One of our mentees, Columbus Mais-Harding, embodies and exemplifies the mission and impact of Doceo.

Columbus is a now Year 13 student studying Maths, Further Maths, Physics and Economics at a selective state grammar school and his two years of consistent, dedicated participation in the Aspiring Leader programme (ALP) that Doceo offers gave him a platform to build and develop his personal branding, leadership and networking skills. His recognition of the importance and power of the business skills our programme teaches gave Columbus motivation to test and utilise them in his developing professional life/career.

In Summer 2022 Columbus secured internships with bp, Siemens, and a motor racing team. Columbus attributes these two internships – bp and Siemens – as a direct result of his involvement in the Aspiring Leader programme. Columbus would actively follow up and maintain contact with the industry mentors that our programme introduced him to, and he says that the skill-building sessions of the ALP kindled the start of many professional relationships that Columbus, through directed time and effort building/maintaining, has been able to profit from. The bp and Siemens internship opportunities came from engineering professionals that were introduced to Columbus by the mentors leading our skill-building sessions (who Columbus followed up with). The opportunity to spend time with a racing team, Columbus says, was made possible by the confidence he gained from the ALP. In the Spring of 2022, independent of the ALP, Columbus launched a focused campaign to secure racetrack experience for the summer – cold emails, cold calls, and starting conversations with ex-Formula 1 engineers resulted in him securing unprecedented access to a racetrack and motorsport team. Columbus is a young man that took and ran with the opportunities Doceo afforded him. Columbus, for being only 17 years old, has achieved incredible professional success.

Looking at the future, Columbus aspires to study engineering at university. In his UCAS application this year he hopes to secure offers from Cambridge and Bath, and aside from his academics, he is continuing his volunteer work supporting Doceo's web development team (something he started in Summer 2021 wanting to support Doceo's charitable efforts). Columbus, a result of his summer internships, has nurtured and built himself three professional mentor-mentee relationships with industry-leading engineers. He is also in ongoing communication with a Formula 1 team, NASA, Amazon and several other large and highly-innovative engineering firms. Columbus is building around himself the environment that our free ALP provides to GCSE/A-level students. We are proud that the ALP has given Columbus the tools to secure himself internships and mentoring relationships. We are proud of Columbus for using the resources around him to take steps towards achieving his personal goals, and we are delighted at the fine young man he is becoming. We are very excited to see how Columbus's professional ambitions develop in the coming years.

OUR IMPACT 2021 - 2022

BUSINESS CASE STUDY: EY (STEVE FARRELL)

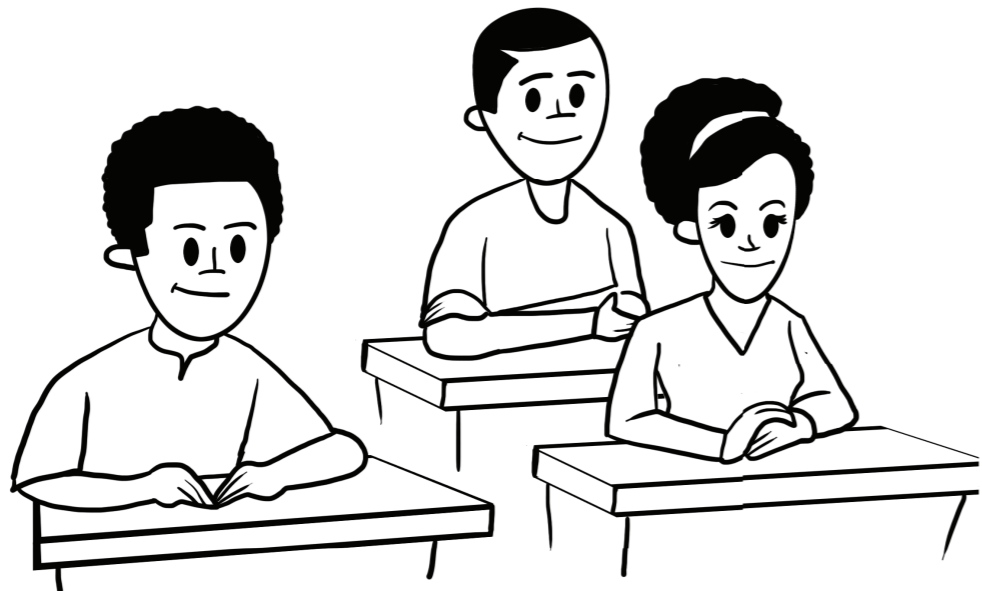


At EY, building a better world is core to everything we do. In 2022, we were extremely proud of our platinum partnership with Doceo, which highlighted key employability skills needed for the future and different EY roles available to a diverse pool of students. We also provided mentors for students aged 14 - 18 from low-income backgrounds in the UK, to complete the Doceo Aspiring Leaders Programme.

During the programme, the students were focused on learning and developing key competencies and skills which are essential for the world of work. The students had the opportunity to learn about personal branding, communication, financial literacy, wellbeing and more, while network with colleagues across different work streams, and also hearing from apprentices and graduates who were keen to share their experiences and stories to highlight the range of career paths open and available at that stage.

There was also substantive work completed to demystify the role Apprenticeships can play in building the workforce of the future. A guide to Apprenticeships carousel was produced to explain the benefits of Apprenticeships and can be seen [here](#);

We thoroughly enjoyed building and maintaining a relationship with these young people and look forward to seeing all that Doceo will achieve in the future.



DOCEO X EY CONTENT COLLABORATIONS



A PREVIEW OF 2022 - 2023

Doceo Aspiring Leaders Programme:

- 30 spaces for students on our bespoke ambassador programme
- To ensure that we can meet our goal to champion continuous growth and provide opportunities for students we are partnering with EY for a second year to provide mentors for students on the programme.

Doceo Workshops for Schools and Organisations:

- Providing bespoke personal development workshops for schools across the UK We have formed partnerships with schools in the UK to facilitate this goal
- We have formed partnerships with the positive futures charity and will deliver employability skills workshops to their students.

Doceo Career Fair:

- 150 spaces for students at our Doceo Career Fair
- To ensure we can achieve this goal we are partnering with schools and companies.

Our goals for the upcoming year:

- 1 To Develop a schools curriculum to promote employability skills.
- 2 Increase our reach to 2000 students by partnering with more schools, organisations and companies.
- 3 Increase our eminence and establish ourselves as thought leaders in the education space.
- 4 Develop a confidence and public speaking programme to empower students.



WHY WE DO WHAT WE DO



Zoë Mabo

I co-founded Doceo because the second most important person in a child's life, other than the parents or guardians, are definitely the teachers. Doceo means "to teach" so I believe that we are not just teaching children to pass exams, we are actually teaching them how to be successful in life. That's something very important to me personally. I'm passionate about continuing to break stereotypes by equipping students in our community with the right soft skills to succeed. We are uplifting the next generation.

I co-founded Doceo because I have a passion for young people and to be honest, I wish I had the support that we provide now when I was a teenager. I was the type of student Doceo caters to. Curious and able but lacking access to opportunities that my peers had. At Doceo we make sure our services are more accessible so students can relate and feel a sense of belonging to a community that provides opportunities for them. I'm proud of all the work we've done so far.



Stephanie Larley

I joined Doceo because, as a mother, I feel that children need the support to evolve beyond what the school teaches you. As someone who went to college but didn't have the support to decide what I really wanted to do, I really believe in Doceo's mission. Children need direction to decide where they want to go, they need to learn different things. When I see Doceo giving the mentoring and other services, I kind of feel that that's what I wanted when I was younger. That is what I want my kids to have.



Shireen Morrison

I joined Doceo because I feel that it is a great organisation and which can help provide opportunities for young people to better themselves and reach their highest potential, no matter their circumstances. I am a finance professional with over 10 years' experience in the non-profit sector, leading and developing teams and new finance operations.



Yetunde Oshati

I joined Doceo because I felt their initiative to educate young people on the essential skills for continued development was something I needed during that stage in my life. My time at Doceo has had an enormously positive impact on me and I am happy to create content that does the same for others. Doceo is a community that guides its staff and alumni to be their best and keep learning.



Jemima Onugha

I have just finished my final year of university studying Social Anthropology. I wanted to be a part of Doceo because I was literally the student that Doceo aims to help. I had no idea what skills I needed, how to get them or where to even start. This is why writing copy has been so rewarding for me as I get to practice a skill I enjoy and write for an audience who I relate to, see myself in and I can share my experiences, writing exactly what younger me would have wanted to know.



Sarunicka Satkuruparan

The drive and the passion that Doceo has to help young people build their careers from a young age is admirable. It's what first attracted me to the organisation. The interests and opportunities for young people are the heart of Doceo, rather than the monetary gain, which shows their integrity. Thus I wanted to use the skills I have to support Doceo, from managing the website to designing leaflets and posters. I am thrilled to be part of a friendly, people-first community here at Doceo!



Michael Mabo

Columbus is a Year 13 A-level student studying Maths, Further Maths, Physics and Economics. He has been with Doceo two years as a mentee, and starting Summer 2021, as a member of the web development team. Columbus is an aspiring engineer and has been proactive in networking with professionals in the industry. In Summer 2022 he has been successful in spending time shadowing and working with engineers at bp, Siemens, and a Formula 3 team.



Columbus Mais-Harding

Growing up I wish I had the resources and community of like-minded peers that Doceo provide. What Steph and Zoë have created is an invaluable resource to many youngsters, that would otherwise not have been able to visualise the vast possibilities for their futures. Having volunteered as a mentor and careers advisor for charities and organisations in the past, I was excited to join the team here at Doceo. I am passionate about supporting our youth and encouraging them to dream, big and succeed even bigger. "Create the highest, grandest vision possible for your life because you become what you believe." -Oprah



Sabrina Wright

REPORTING PERIOD

Our Impact Report is written to celebrate our achievements and progress in our commitment to champion continuous growth. The reporting period covers the financial year ended 31 July 2022 and offers a snapshot of our core goals, milestones, and business strategy over this period of time.

The dedication of our leadership team and wider Doceo community helps us create a real impact in the lives of our students and provide them with more and more opportunities every day.

To be up to date with our work, subscribe to our newsletter at

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Doceo



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