

Doceo 

OUR IMPACT

Doceo Development CIC

Annual Impact Report
2020 - 2021



INTRODUCTION

- 03 Mission Statement
- 04 2020 - 2021 Highlights
- 06 Executive Summary

THE ORGANISATION

- 08 Our Team
- 09 Message from the Team
- 10 Our Mission and Vision

THE COMMUNITY

- 12 Our Growth and Reach
- 14 Our Impact 2020 - 2021

LOOKING TO 2022

- 15 2021 - 2022 Preview
- 16 Why we do what we do

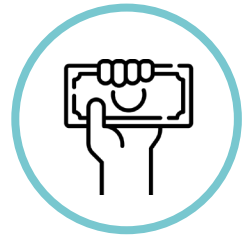


Doceo Development's mission is to champion continuous growth by equipping students with the soft skills and supportive network they need to reach their true potential.

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 soft skills webinars for students.

We believe 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 provide a nurturing space where young minds have the opportunity to develop.





£15,250

Funding raised for our organisation

FOURTEEN EVENTS

      attended by      

SIX HUNDRED STUDENTS



across **FOUR**
CONTINENTS

4

Corporate sponsors for our Careers Fair



ONE PLATINUM SPONSOR



30+

Volunteers



SEVEN PERSONAL DEVELOPMENT

  areas covered in 1 year  



NINE PRIZE GIVEAWAYS

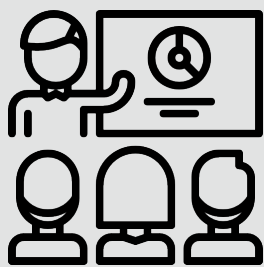
EXECUTIVE SUMMARY

Doceo believes that there is a 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 soft 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. During the pandemic, 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:



Growing the Team

Growing our core team from 2 to 6 in the past year has put us in a position of strength with managing the increasing number of students who use our programmes.



Our Programmes

We introduced more niche programmes such as the Doceo Ambassador Programme to provide structured group coaching sessions and 1-1 mentoring. Students who complete the programme are awarded certificates at the end.



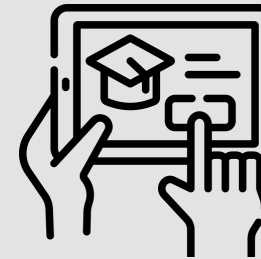
Partnering with Schools

We have partnerships with schools across England to achieve to achieve our 2024 target of serving 10,000 students.



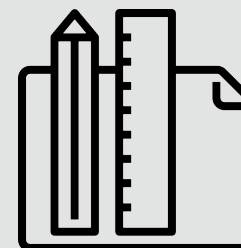
Partnerships With Businesses

We collaborated with top global firms such as BT, Clifford Chance, EY, and IBM to provide greater access to careers and increase the number of students we reach.



Training Sessions for our Staff

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



Provision of Resources

We introduced free practical resources at the end of each webinar to provide students with actionable tips to continue their personal development journey.



OUR TEAM



Stephanie Lartey
Co-Founder & Managing Director



Zoe Mabo
Co-Founder & Managing Director



Kofo Boboye
Lead Writer



Sara Xavier-Gavaio
Executive Assistant



Jesy Luyengi
School Liaison Manager



Seun Yakub
Ambassador Programme Lead

A MESSAGE FROM THE TEAM

2020 - 2021 has been a tricky year for most, and it's definitely been a challenging time here at Doceo. Doceo has reached new milestones by collaborating with companies, schools, and organisations to reach over 600 students in the year.

In response to the national lockdown in March 2020, we pivoted our personal development events to virtual webinars. We are now in our second season of personal development webinars and have been moving from strength to strength in delivery and the number of students reached.

This year also saw the launch of our Ambassador Programme, pairing 10 students with their own professional mentors and providing them with group coaching sessions in financial literacy, entrepreneurship, communication, personal branding, SMART goal setting, productivity, and wellbeing.

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

Doceo Team



OUR MISSION & 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.

BENEFITS TO STUDENTS

Holistic understanding of self and positive impact on academics.

BENEFITS 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.

BENEFITS TO STUDENTS

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

BENEFITS 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 personal development webinars and contribute to supporting our students through this challenging time.

BENEFITS TO STUDENTS

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

BENEFITS TO SOCIETY

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

HOW WE HOPE TO ACHIEVE THIS

Our core Doceo vision focuses on four key areas: creativity, leadership, effective decision making and academic study.

We understand that each student is unique and so package our programmes to suit all learning styles. The following are some of the main topics that we use to facilitate holistic learning:

OUR CORE PERSONAL DEVELOPMENT AREAS



S.M.A.R.T Goals



Entrepreneurship



Personal Branding



Communication



Financial Literacy



Wellbeing



Productivity

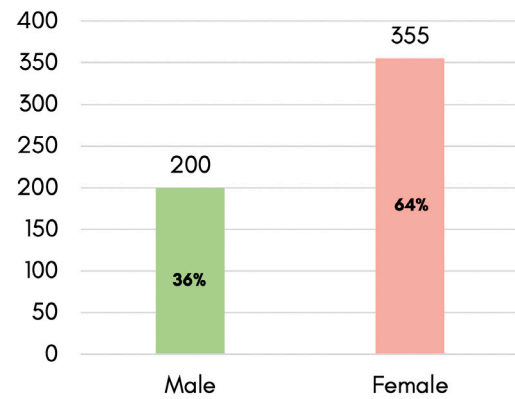
HOW WE MEASURE SUCCESS

- We survey students at the end of each programme they receive from us 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.

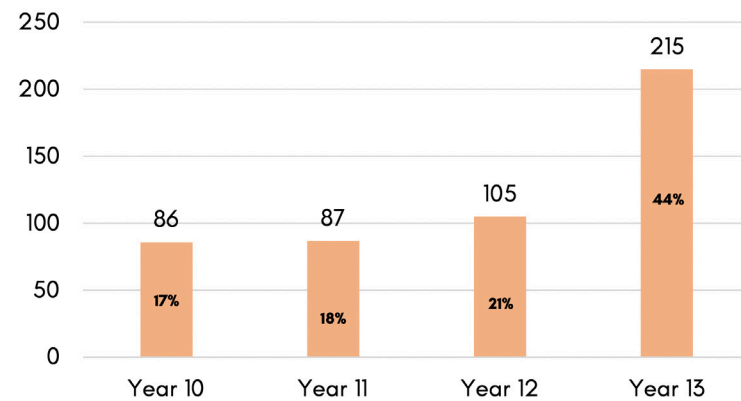
OUR GROWTH & REACH

As a part of personal development offering, we host workshops for our students. Our programmes help support students in the community who need it most.

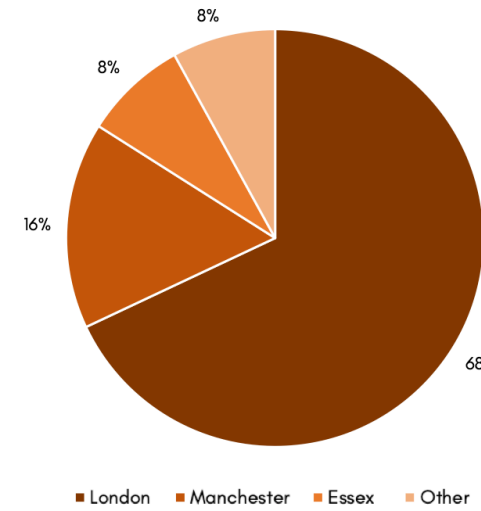
Breakdown by Gender



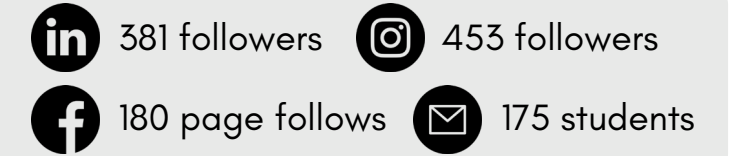
Breakdown by Year Group



Breakdown by Principal Location



Our Social Media Following & Mailing list Subscriptions



Social Media Platform	Average Reach	Average Engagement
Facebook	1,108	6.00%
Instagram	4,939	12.61%
LinkedIn	3,376	13.36%
YouTube	828 views	4hrs per video

Vira Vitiv
1 review
7 Jul 2021

My experience with Doceo was incredible. My first experience with Doceo was in their Personal Brand webinar where I learned a lot of new useful information and heard from fantastic speakers. I was amazed at the opportunities that Doceo provided. I joined the study community, ambassador scheme and experienced a very welcoming atmosphere. Doceo makes sure they provide as much help as they can and they truly care for the students. They help them grow personally as well as academically. Thank you Doceo for the career carousel, can't believe how many insights I've received and new perspectives, definitely made me think about what I want to do in my future and consider ALL of the options so thank you @

Year 11 student

Divine Nkwo
1 review
13 Jun 2021

Doceo tuition has been of great support... Doceo tuition has been of great support so far, as they give young people like me many opportunities no matter who you are. The sessions that take place are very resourceful and lets us discover more things that we may not have known before. Doceo tuition is also a very kind and reliable place where you can share your opinion without being judged.

Year 11 student

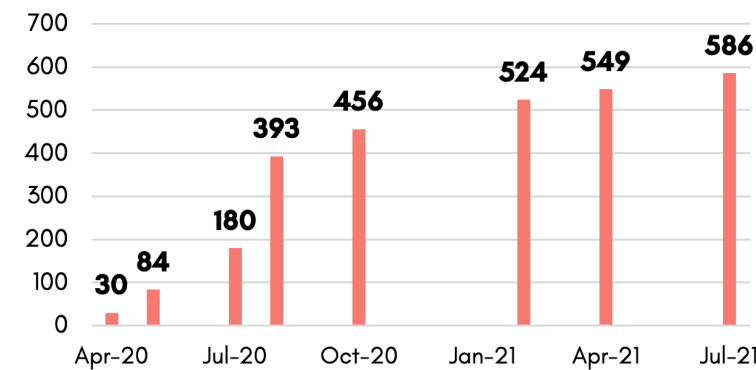
Aarti Ramchand
1 review
5 Jul 2021

Love the work you're doing with Doceo... Love the work you're doing with Doceo Tuition and find your posts on Instagram really useful, have been saving a lot of them for future reference, so thank you so much

Year 13 student

At the beginning of lockdown (March 2020) we pivoted and expanded to deliver our offerings virtually in the form of webinar. The result was an expanded reach across the country and internationally, alongside higher levels of student engagement.

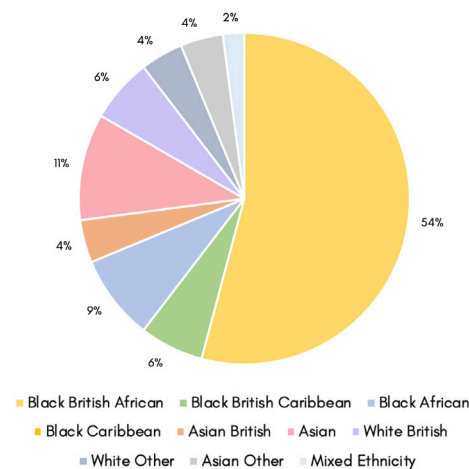
Students reached: Apr 20 - Jul 21



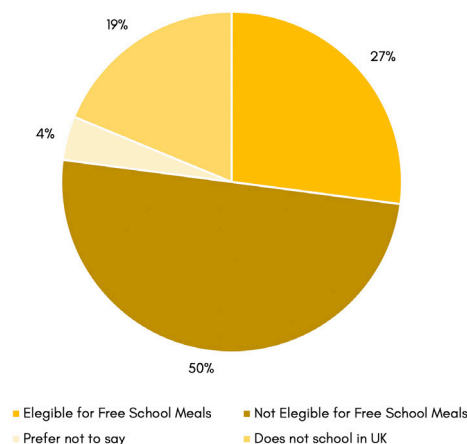
Companies & Organisations Worked With 2020-2021



Breakdown by Ethnicity



Breakdown by Free School Meals



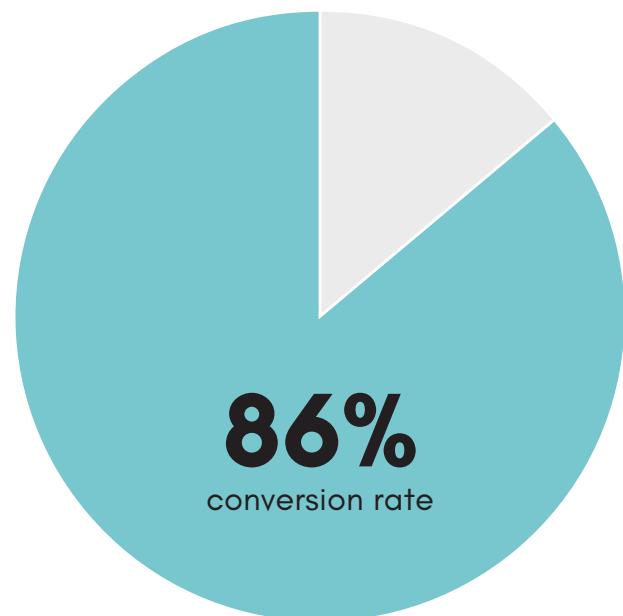
Some of the amazing individuals Worked with in 2020 - 2021...



OUR IMPACT 2020 - 2021

OUR WEBINARS

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.



Out of the **555** students across **10** of our personal development webinars:



97% of our students have found our webinars useful.



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



100% of the members in our community rated our events as 5*.

Out of the **649** Students that signed up to our webinars, **555** attended.

JA Joanne Amoah
3 reviews GB
13 Jun 2021

★★★★★ Invited

Since being part of Doceo

Since being part of Doceo, I have learnt how to improve my LinkedIn page, and to tailor it to what I would like to see, and since then I have been able to see many work experience opportunities, which have been helping me with my personal development. Additionally, I have a better understanding of what financial literacy is, and why it is important, this has been very beneficial to me since I now know ways, to improve my finances as a young person which will help me in future. My favourite part of Doceo, was having the amazing opportunity to interview an investment banking analyst and Investec, which not only helped me understand the importance of saving, but also helped me with my public speaking. I would 100% recommend Doceo Tuition, because you will learn a lot of beneficial things you will need in life that school does not teach you, additionally your personal development will definitely improve.

Year 11 student

JT Joely To
1 review GB
13 Jun 2021

★★★★★ Invited

Personal Branding Workshop

I gained a lot of actionable advice for personal branding from the session, such as considering my social media presence and my distinctive strengths that I wanted to best portray both on the "outer" packaging/appearance, and in terms of my personal values. The session definitely exceeded my expectations - unique advice and insights from brilliant speakers! It was much better than other personal branding sessions I've been to as part of work experiences etc.

I would definitely love to attend any future similar sessions, especially ones for other personal development areas!

Year 12 student

AA Adedoyin Adeyanju
1 review GB
12 Jun 2021

★★★★★ Invited

Amazing. Highly recommend their webinars!!

Big shoutout to Zoë and Stephanie for Doceo and the monthly webinars you've hosted this year!! I know I'm not only speaking for myself when I say I've taken so much value and knowledge from them. I appreciate you guys and all of your efforts, sending a hugeeee thank you and I'm looking forward to what 2021 will bring!

Year 12 student

OUR AMBASSADOR PROGRAMME

We achieved 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.



Our pilot cohort contained 10 students in years 10 - 13. Students came from a variety of backgrounds with a 55% to 45% male to female split, 20% from a private school background and 80% from a state school background.

"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."

Year 12 student

"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."

Year 12 student

THE DOCEO CAREER FAIR

We achieved our goal of providing access to opportunities and saw 5 students successfully receive 1-1 mentoring from the likes of the IBM CTO, an Associate at Clifford Chance, a member of graduate recruitment at EY and a Digital Product Owner at BT. We collaborated with top global companies like BT, Clifford Chance, EY and IBM to provide greater knowledge around the different routes to careers at those firms, and the soft skills required to thrive there.



We hosted 68 students (55% female and 45% male) over the course of 5 days.

"Thank you Doceo for the career carousel, can't believe how many insights I've received and new perspectives, definitely made me think about what I want to do in my future and consider ALL of the options so thank you."

Year 11 student

PREVIEW OF 2020 - 2021

Last year we moved all of our programmes online. This pivot presented many challenges both operationally and technically. Through navigating these changes we had an impact far greater than anticipated, we were able to support students from all over the world. This year we want to leverage the flexibility our new digital infrastructure has afforded us, to support even more students across all our programmes.

DOCEO AMBASSADOR PROGRAMME

20 spaces for students on our bespoke ambassador programme sponsored by the National Lottery.

To ensure we can meet our goal to champion continuous growth and provide opportunities for students we are providing 14 group coaching sessions over a 6 month period for each ambassador on our 7 key personal development areas: SMART goals, financial literacy, personal branding, communication, productivity, wellbeing and entrepreneurship. We are partnering with EY to provide 1-1 mentors for students on the programme.

DOCEO WORKSHOPS FOR SCHOOLS

Providing bespoke personal development workshops for schools across the UK.

We have formed partnerships with schools in London, Kent and Manchester to facilitate this goal.

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

- #1** Raise £30,000 of funding needed to double the capacity on all our programmes and events.
- #2** Support 2000 students across all our programmes, events and workshops.
- #3** Provide more mentorship opportunities for our student community.
- #4** Expand our core team from 6 to 10+ to help run our programmes and support our student community.
- #5** Increase the number of schools, companies, and organisations partnered with to serve more students.

WHY WE DO WHAT WE DO



**Stephanie
Lartey**

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.



**Zoe
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.



**Sara
Xavier-Gavaio**

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.



**Seun
Yakub**

I joined Doceo because I believe that it addresses an important and underemphasized issue - the lack of appreciation for the significance of informal education and emotional intelligence as important determinants of overall success in life. Through mentorship and guidance, knowledge can be shared with the younger generation to enable them to succeed and to make their journeys easier. Doceo is exactly the kind of organisation that I would have benefited from immensely when I was in school. I am passionate about helping the next generation, which is what Doceo is all about.



**Kofo
Boboye**

In secondary school I didn't have much support from my teachers, but things changed when I moved schools which really made me appreciate the value of organisations such as Doceo and the role of personal development in a young person's journey. I went to all of Doceo's webinars in 2020 and I've learned a lot so I wanted to get involved. As a young person who is also on this journey of learning myself, I love being able to share that perspective with our audience and emphasise that we're continually developing together.



**Jesy
Luyengi**

My school didn't have enough funding when I was there and having groups coming into school meant a lot to me. I feel I want to give the great knowledge Doceo shares back and as long one student benefits, it's good enough for me. I've shared all Doceo events with my sister and she took everything on board. I could see she was benefitting from the information. I feel the students look at us and they can see themselves.

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 2021 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:
www.wearedoceo.com/newsletter-sign-up/

Doceo 