

Doceo 

Doceo Development CIC

OUR IMPACT



Our Grant Funders



20²²₂₃

Table of Contents

Welcome From Our Founders	03
Our Theory of Change	04
What We've Achieved so Far	08
Aspiring Leaders Programme	10
EmpowerED	13
Career Carousel	14
Enrichment Curriculum	16
Revision Workshop	18
Our Impact	20
Preview for 2023 -2024	22
Our Core Employability Skill Areas	24
Our Team	25
Why We Do What We Do	26

Welcome From Our Founders



“

When I was 14, I started tutoring primary school students in maths and English because I'd always felt that my purpose in life involved helping young people. Over the years, I realised that while important, academics weren't the only factor for success. The ability to communicate effectively, network and market yourself have been equally important in helping me be successful in my career to date.

”



“

In my second year of my electronic engineering degree I realised I had no idea what I wanted to do post-graduation. I realised the importance of having work experience and employability skills to make informed decisions about careers and saw that many students didn't have these opportunities. Through Doceo, I made a commitment to provide opportunities for students to develop their employability skills so they can secure work experience opportunities to make informed decisions about their futures.

”

This year, Doceo has equipped over 1,400 young people with the employability skills they need to thrive. We do this through our Aspiring Leaders Programme, Education Empowerment Week and our Annual Careers Carousel.

As this report shows, students want to supplement their learning with core employability skills. 97% of our students are from disadvantaged backgrounds and more often than not, go on to Russell Group Universities or prestigious apprenticeships.

The success of our alumni is told not just through statistics, but through their own words. We hope their stories inspire more young people to apply for our programmes and champion continuous growth.

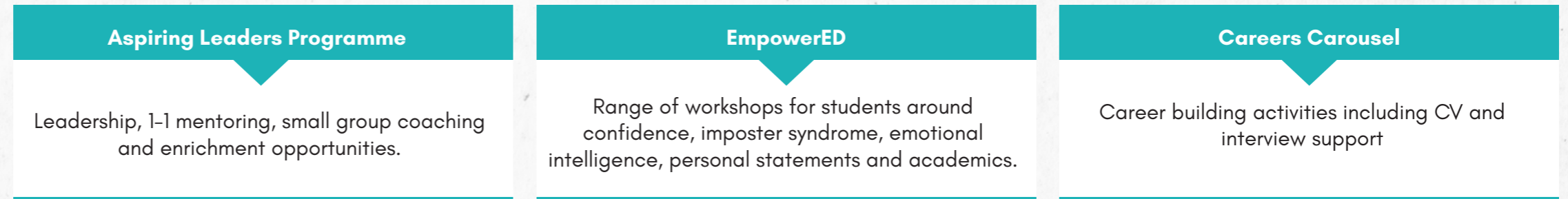
Zoë and Steph



Our Theory of Change

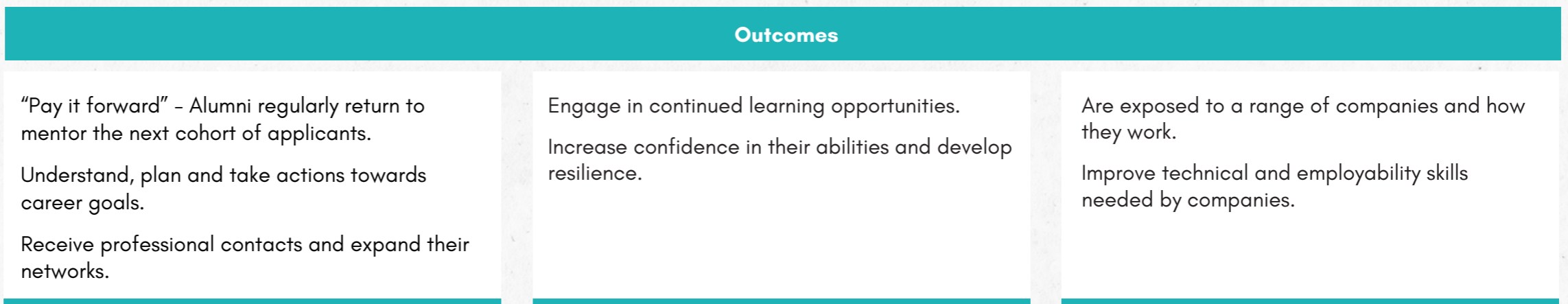
Target Audience: Young people aged 14 - 18 from ethnic minority backgrounds and / or low socioeconomic backgrounds.

For Companies:



VISION:
Our activities aim to...

- Provide knowledge around what is required to get into / succeed in each profession.
- Equip students with key employability skills.
- Give students access to professionals in the industries they'd like to be in in their immediate network.
- Equip students with the required skills to navigate professional spaces.
- Give students the tools/skills to navigate an ever-changing professional landscape.
- Help students study effectively.



Impact

- Our young people thrive after education and are exposed to a greater range of professions.
- Our sponsors are connected to a direct pipeline of engaged, talented, diverse and underrepresented individuals.
- Society benefits from decreased underemployment and unemployment.



Our Theory of Change

Target Audience: Young people aged 14 - 18 from ethnic minority backgrounds and / or low socioeconomic backgrounds.

For Schools and Youth Organisations:

Enrichment Curriculum

Ready to deliver 20 minute tutor-time enrichment resources for students on core employability skills.

Revision Workshops

In person assemblies on study skills and science-based revision techniques.

VISION:
Our activities aim to...

- Provide knowledge around what is required to get into / succeed in each profession.
- Equip students with key employability skills.
- Give students access to professionals in the industries they'd like to be in in their immediate network.
- Equip students with the required skills to navigate professional spaces.
- Give students the tools/skills to navigate an ever-changing professional landscape.
- Help students study effectively.

Outcomes

<p>Stay proactive and engaged in excelling in their academics and beyond.</p> <p>Develop a sense of responsibility to set and achieve personal goals.</p> <p>Develop a greater motivation to learn.</p>	<p>Engage in continued learning opportunities.</p> <p>Gain a deeper understanding of the most effective revision and study methods for them.</p>
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Impact

- Our young people thrive after education and are exposed to a greater range of professions.
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What We've Achieved So Far...

1,400

We have worked with over **1,400 young people** aged 14 - 18 across the UK through fun, interactive workshops, small group coaching and 1-1 mentoring.

50

We delivered over 50 hours of **employability skills sessions** including interview prep, personal statement reviews and soft skills for young people in the Doceo community.

240

We facilitated 240 hours of **1-1 mentoring** for our Aspiring Leaders Cohort.

95%

95% of our young people were from ethnic minority backgrounds.

72%

72% of our young people identified as female.

79%

79% of our young people attended state comprehensive schools.

9

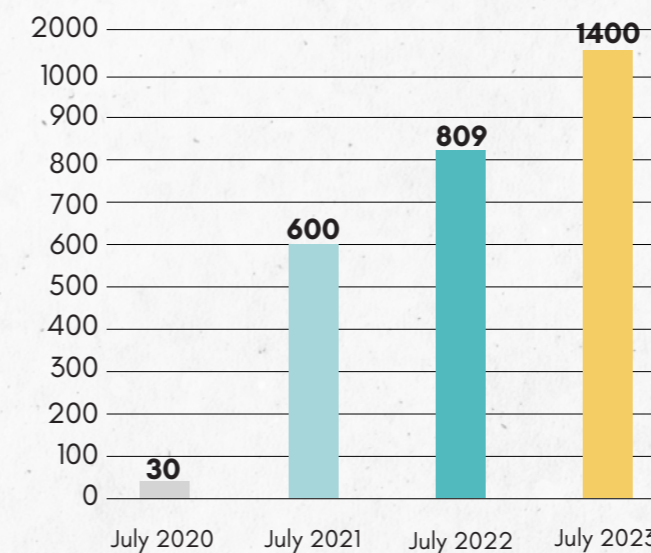
We created 9 comprehensive **ready to use school and youth organisation teaching resources** as part of our enrichment curriculum to deliver employability skills training to young people.

We collect data from students from each programme to:

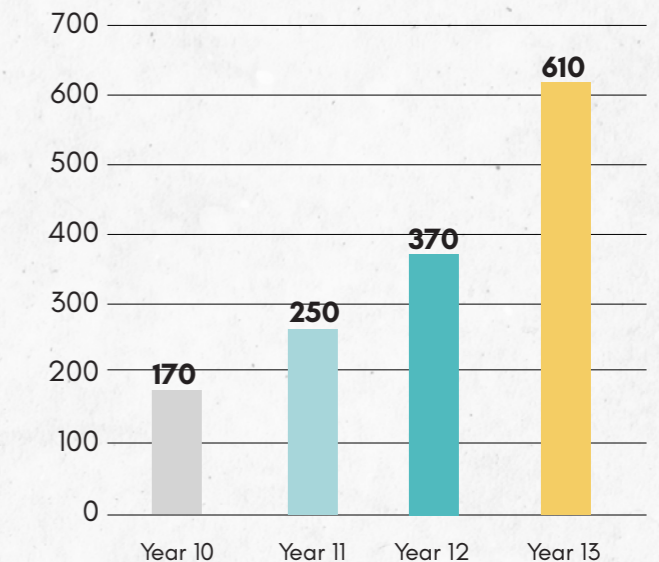
- (i) understand the avatar of our students;
- (ii) measure the impact Doceo had on their employability skills;
- (iii) understand their overall experience.

They confirmed the following:

Total Students reached: July 2020 - July 2023



Breakdown by year group



Our Social Media Following



863 Followers



567 Followers



503 Followers

Our Engagement (Average over last 3 months: May 23- Jul 23)

Social Media Platform	Reach	Average Engagement
TikTok	29,000	21%
Instagram	23,564	13.23%
LinkedIn	9136	23.42%
YouTube	8,856	16.28%

Aspiring Leaders Programme

2022 - 2023

Our Aspiring Leaders Programme first launched in October 2020 with a year-long programme. Over 1-week during the October half term, students develop their employability skills through a series of group coaching sessions, 1-1 mentoring sessions with dedicated industry professionals, interactive solo and group assignments, networking and reflection activities. Each year, Doceo has increased the number of students accepted on the platform starting with 10 in 2020-2021, to now 40 in 2022-2023.

An Overview of 22 - 23

336

Applications Received



40

Students accepted on the programme



17

Volunteers & mentors



8

Coaches



What the students thought

95%

of students rated the programme 4 or 5 stars out of 5



84%

of students are likely to recommend the programme to a friend



we asked students to rate their knowledge of the following skills, focusing on the impact Doceo has had on each after completing our programme and this is what they said

100%

SMART Goal Setting

rated their knowledge 4 or 5 stars



90%

Productivity

rated their knowledge 4 or 5 stars



100%

Emotional Intelligence

rated their knowledge 4 or 5 stars



100%

Communication

rated their knowledge 4 or 5 stars



90%

Financial Literacy

rated their knowledge 4 or 5 stars



100%

Entrepreneurship

rated their knowledge 4 or 5 stars

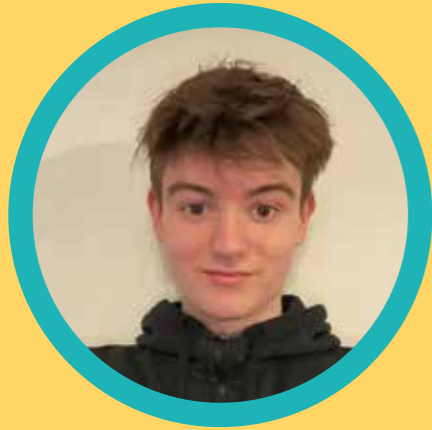


90%

Personal Branding

rated their knowledge 4 or 5 stars





"The aspiring leaders programme was a great opportunity to be exposed to skills that will benefit me throughout college, university and far beyond. Along with my skills being developed, I met new people and was introduced to individuals that seemed very educated upon the subjects that they introduced. Also, the minoring for months after the sessions were very helpful to understand what I wanted to pursue in the future and they were informative on the different opportunities beyond my current studies."

- Cameron Austin (Student Feedback)



"This was a great opportunity to mentor a young girl aspiring to break into the world of tech. As black women myself I want to encourage other black girls to break into this industry and this programme has allowed me to do just that. I hope Grace has taken away some useful advice from our sessions and I look forward to seeing what is in store for her in her future."

- Zion Aklilu (Mentor Feedback)



"I thoroughly enjoyed working with Doceo. I coached on the Aspiring Leaders Programme last year and so was delighted to be asked again to coach on the programme. My experience working with Doceo was very pleasant and seamless. I found them to be very efficient in their communication and was kept up to date with the course structure and details which gave me enough time to make any amendments on slides if needed. The brief for the content was easy to understand and implement and I found the structure of the programme to be succinct. Lastly, payment was made very promptly. I highly recommend anyone to work with Doceo. They are an amazing organisation to partner with and it is evident to see the impact being made on those able to attend the programme."

- Zaneta Ezeigbo (Coach feedback)

EmpowerED 2022 - 2023

Our EmpowerED Programme first launched in August 2020 with sessions on confidence, imposter syndrome, emotional intelligence, navigating the return to school and conquering UCAS personal statements. Students develop their employability skills through a series of workshops and networking opportunities with industry professionals.

An Overview



Sign Ups

20



Identify as Black

65%



Identify as Asian

15%



Attended state comprehensive school

70%

Feedback

100%

rated the programme as very good or excellent

100%

of students would recommend this programme to a friend



Career Carousel 2022 - 2023

Our Career Carousel first launched in February 2021 in partnership with EY, IBM, Clifford Chance and BT with company specific sessions as well as sessions on CV writing, interview tips and networking. Students develop their employability skills through a series of workshops and networking opportunities with industry professionals.

An Overview



Sign Ups

150



Identify as Black

44%



Identify as Asian

37%



Attended state comprehensive school

88%

Feedback

100%

rated the programme as very good or excellent



100%

of students would recommend this programme to a friend

Watch the Highlights



Watch the Highlight Video

An Enrichment Curriculum for Schools

We developed an enrichment curriculum containing interactive resources designed for teachers to use in schools during form times, or as part of smaller workshops. We offer 9 personal development topics. Each topic is broken down into 6 lessons. Each lesson pack comes with an interactive worksheet and teachers lesson guide.

Our curriculum

SMART goals	Over 6 lessons this topic aims to provide students with a step-by-step approach to setting and achieving their goals. Students will learn how to define success, set SMARTER goals, overcome obstacles, boost productivity, prioritise effectively, and reflect on their progress.
Growth Mindset	Over 6 lessons this topic aims to cover the definition of growth mindset, its elements and importance. Students will begin to understand the difference between a fixed mindset and a growth mindset, consider different learning preferences and revision techniques, and how to build resilience and confidence.
Financial Literacy	Over 6 lessons this topic aims to cover the definition of financial literacy, its elements and importance. Students will begin to understand their own money mindset, consider different types of assets and risk management to equip them for life after education, and how public money is raised and spent over time.
Entrepreneurship	Over 6 lessons this topic aims to teach students about entrepreneurship, from traditional and modern definitions to the entrepreneurial mindset and key components of a business, dispelling myths and showing that anyone can be an entrepreneur. The principles and themes emphasise the importance of evaluating ideas and innovation.
Productivity	Over 6 lessons this topic aims to teach students essential time management skills, including tracking time, using a productivity framework, effective studying techniques, and study-life balance. Lessons cover topics such as active recall, spaced repetition, and productivity tools and apps.

Wellbeing	Over 6 lessons this topic aims to give students the tools they need to take care of their mental and emotional health. A range of core concepts are explored such as self-care and self-reflection, stress management, confidence building, and developing resilience.
Communication	Over 6 lessons this topic aims to help students develop their communication skills. The lessons cover various aspects of communication and provide practical strategies for effective communication in various scenarios.
Personal Branding	Over 6 lessons this topic aims to cover the definition of a personal brand, its elements and importance. Students will begin to define their own personal brand, considering how to promote this brand and how to develop both the brand and its promotion over time.
Future Careers	Over 6 lessons this topic aims to help students prepare for their future careers by covering various aspects of career preparation, including how to gain work experience and internships, the importance of networking, interview skills, finding mentors, crafting effective CVs, and developing commercial awareness. These lessons will equip students with the knowledge and skills needed to succeed in their future careers and make the transition from education to the workforce as seamless as possible.



Revision Workshops

Our revision workshops are designed to be delivered to schools or youth organisations to empower young people to feel confident in their study and revision techniques.

Teacher Feedback

We chose to work with Doceo based on a referral that instilled confidence in us that they would be the right fit for us and we were not disappointed. What we enjoyed most about working with both co-founders was their commitment and pride in our event, which translated into a delivery of excellence. The boys loved the session and found it so useful as it provided immediate tools and strategies that they could embed straight away.

If I had to describe Doceo in one word, it would be resourceful. The team demonstrated an ability to come up with innovative ideas that helped us achieve our goals. For any individual or company looking to partner with Doceo, I would highly recommend them. If you are looking for impactful, strategic input, then Doceo is definitely the right choice.

Lastly, what makes Doceo unique is their ability to tailor their services to meet the specific needs of their clients. They take the time to understand their client's objectives and work collaboratively to create a solution that achieves those objectives.



Johnoi

Co-Founder of Black Men Teach & Associate Assistant Principal
at Ark Burlington Danes Academy

Our Impact

Adedoyin's Story

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

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

I first came across Doceo in 2020 during the lockdown amid the global COVID-19 pandemic, and attended their series of virtual webinars. I really enjoyed the webinars I attended, especially those on financial literacy. I was also part of the first cohort of Aspiring Leaders.

I've learned many skills through my involvement with the Doceo community, such as financial literacy and personal branding. However, one of the most prominent skills I acquired and developed was the ability to network. At the time, I had a keen interest in engineering and it was amazing to connect with people like George Imafidon, CEO of Motivez, who I now do ambassadorial work for.

Doceo not only helped me improve my employability skills but it also helped me build a community and network of people whom I'm still in touch with today. I recently came back to Doceo to participate in a panel at a webinar preparing sixth formers on the UCAS personal statement and university route and it was great to see so many young people engaged in bettering their futures. I really appreciate the support I received when I was that stage, so it was an honour to pay it forward in that way.

I genuinely appreciate how much information and resources Doceo provides to students for free. From financial literacy to productivity to wellbeing, you name it Doceo either has a workshop or resource with amazing information on it.

I would whole-heartedly recommend Doceo to young people as I've benefitted greatly from it! It's a great organisation for students aged 14 - 18, and Doceo provides access to invaluable information that is otherwise not widely available or taught in schools and colleges. Furthermore, there's something about being a part of a community of like-minded individuals that you may have otherwise met, which can really motivate you to thrive.

Thank you Doceo, for your support.



Looking Ahead to 2024

■ Doceo Aspiring Leaders Programme:

- 40 spaces for students on our bespoke leadership programme

■ EmpowerED:

- 30 spaces for students to attend our bespoke in person confidence and imposter syndrome workshop and 100 spaces for students to attend our virtual EmpowerED workshops

■ Career Carousel

- 150 spaces for students at our Doceo Career Fair

■ Enrichment Curriculum

- Deliver our bespoke enrichment curriculum to 10 schools

■ Our goals for the upcoming year are to:

- Increase our reach to 3000 students by partnering with more schools and companies
- Increase our eminence and establish ourselves as thought leaders in the education space
- Increase our personal statement and CV review offering to support more young people from disadvantaged backgrounds with their future career prospects

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 collect primary data in the form of a survey at the end of each programme students 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 and mentors 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 Team



Stephanie Lartey
Co-Founder, Director



Zoë Mabo
Co-Founder, Director



Yetunde Oshati
Finance Officer



Sarunicka Satkuruparan
Content Creator



Stacey Samuel
Content Copywriter



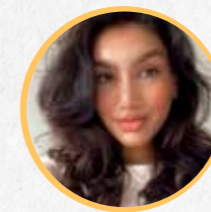
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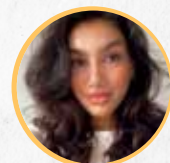


Olupero Ogunkunle
Programme Coordinator

Why We Do What We Do

Message From The Team

The Doceo team embodies a shared passion for empowering young people and making a lasting impact. Each member's journey to Doceo is a testament to their commitment. Yetunde, a seasoned finance professional, joined because she believes in providing opportunities to nurture potential regardless of circumstances. Jemima's drive to educate young people on essential skills reflects her own transformative experience at Doceo, where she now creates content to empower others. Sarunicka, fresh out of university, relates to Doceo's mission, sharing her experiences and guiding students as she once needed. Michael was drawn to Doceo's unwavering commitment to young people's interests and opportunities. He's dedicated to using his skills to support the organization's people-first community. Stacey, Jemima and Seun share a passion for storytelling and empowering young people. Pero, an emotional intelligence youth coach and educator relates to Doceo's mission of inspiring the next generation. Together, they form a team dedicated to empowering the next generation.



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 2023 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

