

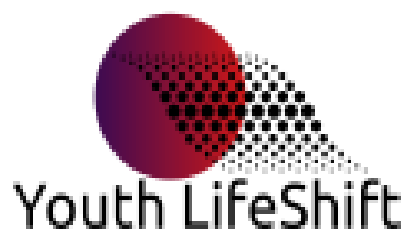


# LEAP FOUNDATION & ICMI PARTNERSHIP

## *Youth LifeShift*



# A Coaching & Mentoring Programme for Youths of Africa



## 1. Introduction

Africa has the youngest population in the world, with 70% of sub-Saharan Africa under the age of 30 years, and 60% under the age of 25 years (**UNO Review**, 2021). This young population provides huge opportunities to change the many negatives about Africa, with



the youths of Africa being positioned and privileged to become active participants as change agents. It's all about blueprinting future leadership, and the future of Africa.

**LEAP Foundation** has teamed up with **International Coaching and Mentoring Institute (“ICMI”)** to contribute to the blueprinting of Africa’s future leadership through the joint facilitation of the **Youth LifeShift** Programme. This is a youth

empowerment project that utilises the power of coaching to reinforce positive beliefs, change negative mindsets, build capacity and develop critical skills of youths of Africa.

The **YouthLifeShift** Programme is in this regard a response to the growing need for radical, but practical and easier ways to combat the myriad of problems facing the younger generations of Africans. The coaching and mentoring initiative specifically offers an opportunity for sustainable and cost-effective “just-in-time” intervention, through integrated qualitative youth coaching and mentoring solutions.

**ICMI**, a provider of top quality coaching solutions and facilitator of skills development projects is the facilitator of the coaching and mentoring aspect of the project. The role of **LEAP Foundation** is project management and resource mobilisation, working alongside **Destiny Media Africa** and **Easy Practical Projects (Pty) Ltd**, who are the other partners.

The **Youth LifeShift** Programme is designed to support the youths of Africans to navigate the maze of life, and be better positioned as empowered future leaders in families, community, business, government and elsewhere. The programme comprises four major activities: One-on-One Coaching Engagements; Online Youth Coaching Network; Youth Coach-Training and Mentoring; and Group Coaching Engagements.



## 2. The Youth LifeShift Concept

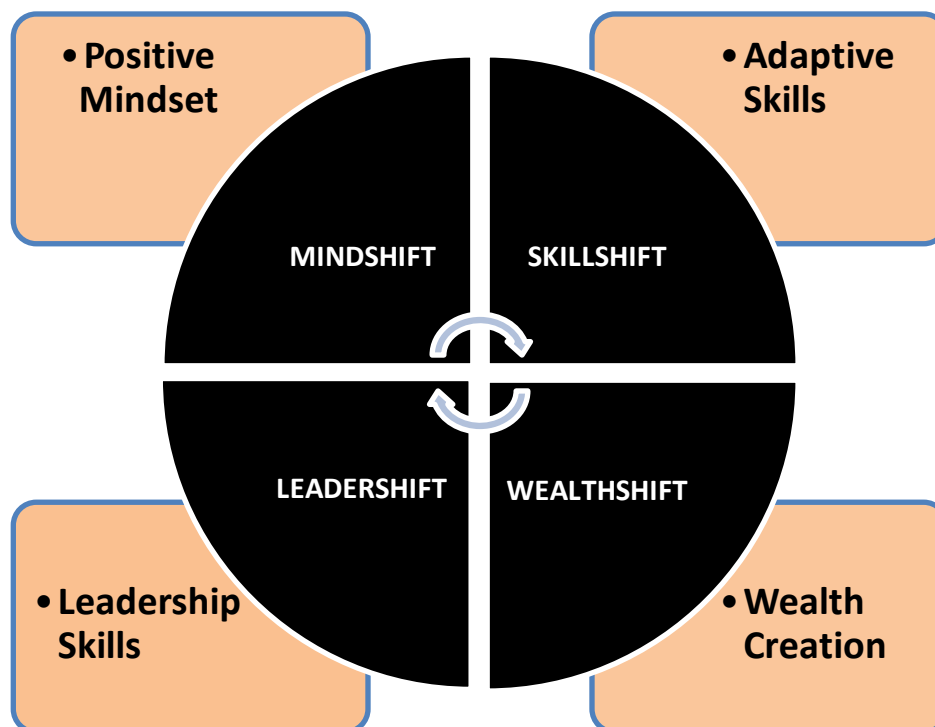
Countries, institutions and communities that would survive today and thrive in the future must invest in the development of young minds, supporting them to become new age leaders. Such new age leaders must be blessed with high learning agility, adaptability skills, resilience, future focus, management skills, digital proficiency, global mindset, wealth creation skills, cultural flexibility and innovative mindsets.

This requires coordinated, committed, intentional and sustainable processes of youth empowerment and leadership development. Without a doubt, integrated youth coaching engagement and interventions provide the most realistic pathway to achieving this goal. This is because coaching enables people to discover the full extent of their abilities, unlock their potentials and achieve important high performance goals. This is what the **YouthLifeShift** Programme offers.

### 2.1. Youth LifeShift Programme: Four Critical Youth Coaching Areas

The **Youth LifeShift** Programme is designed to support the youths of Africans to navigate the maze of life, and be better positioned as empowered future leaders in families, community, business, government and elsewhere.

The four key areas that the **Youth LifeShift** Programme focuses on for youth development and transformation through coaching are highlighted below.



**1. MINDSHIFT – “Thinking Capacity” (Positive Mindset Development):** Belief System; Self Awareness; Knowledge Power; Self Mastery; Tenacity and Confidence.

**2. SKILLSHIFT – “Adaptability Capacity” (Adaptive Skills Development):** Life Skills; Professional Skills; Technological Skills; Entrepreneurial Skills; and Technical Skills.

**3. LEADERSHIFT – “People Management Capacity” (Leadership Development):** Emotional Intelligence (EQ); Relationship Management; Mentoring; Coach-Leadership.

**4. WEALTHSHIFT – “Resource Management Capacity” (Financial Education):** Financial Literacy; Financial Intelligence; Investment Planning; Wealth Creation.

## **2.2. Youth LifeShift Programme: The Scope of Coaching Activities**

The *Youth LifeShift* Programme is a great journey of action-learning for youths, equipping them to be agile, energised, astute, authentic and fiercely focused, as they are empowered to be globally relevant and manifest the best versions of themselves through success activation.

The *Youth LifeShift* Programme is comprised of the following four major activities:

1. One-on-One Coaching Engagements
2. Online Youth Coaching Network
3. Youth Coach-Training and Mentoring Programme
4. Group Coaching Engagements

The four major activities of *Youth LifeShift* Programme are highlighted below:

### **2.2.1. One-on-One Coaching Engagements**

Individual youths that have registered for the *Youth LifeShift* Programme shall benefit from one-on-one coaching engagements with registered professional coaches, trained to support the participants in specific and critical areas of need. Experienced ICMI coaches help to supervise and provide support where and when needed. The goal is to ensure that there are specific and measurable beneficial coaching outcomes.



ICMI provides the coaches with useful coaching tools to facilitate growth and development in the four critical youth coaching areas, namely, positive mindset, adaptive skills, leadership skills and wealth creation. The goal is to guide and support

the participant to unlock and unleash potentials, in discovering and developing their “Super Selves”.

### 2.2.2. Online Youth Coaching Network

The Online Youth Coaching Network is a specially designed free membership online youth coaching and networking platform. It provides learning, educational, social, economic and cultural interactions among members, together with opportunities for positive and stimulating youth engagements. It is in this regard an easily accessible youth coaching-themed ‘Facebook’ and ‘Linked In’, serving as medium for the youths to participate in diverse online coaching programmes and interactive discussions.



The online coaching platform features valuable coaching models, tips, tools and techniques for goal setting and achievements. These include personal, life, leadership, career advancement, finance, business, entrepreneurship and transitional engagements. It also offers opportunities for practical individual personality and skills assessments, such as the Capability Compass Assessment (CCA) and others.

### 2.2.3. Youth Coach-Training and Mentoring Programme

The **YouthLifeShift** Programme adopts ICMI’s coaching philosophy and approach of “Get a Coach”, “Become a Coach”, “Develop as a Coach”. In this regard, the youths that experience coaching are also trained to be coaches to other young people, as well as active advocates of youth coaching and mentoring. The main purpose of this initiative is to further improve the leadership, management, communication and relationship skills of the participating youths.



The Youth Coach-Training and Mentoring Programme is especially useful for individuals that wish to invest in self development and improve personal mastery, using practical coaching tools and techniques to support themselves and others. This is in addition to possessing the know-how of structured coaching processes, steps and outcomes, in helping to unlock and utilise their potentials as leaders and influencers. .

### 2.2.4. Group Coaching Engagements

Whenever people have the opportunity to engage in group coaching, it's always a great and worthwhile experience. This is because group coaching help improve trust and belief in personal abilities, as people work together to enhance individual qualities.



This is while fostering better relationships, mutual understanding, tolerance and team harmony amidst management of differences. There are fewer ways to develop true leadership skills among youths than through group coaching.

The overriding aim of the group coaching of the **YouthLifeShift** Programme is to further expose the youths to challenges that compel their creativity in solving problems as a collective and positively manage differing views and differences, for the benefit of all. This is in turn enables them to assess different situations, project the future, and be better informed and to make decisions that to ensure performance improvement.

Group coaching activities compel mindfulness and mindshift activities, which engage the heart and mind of participants. This is particularly manifested in specific interest groups. Examples of such interest groupings are those connected by common issues such as age, career, skills, environment, hobbies, knowledge and experience etc.

### 3. The Problem with Youth Coaching

There is overwhelming evidence that coaching at any level has the potential to improve people's quality of life and overall performance. This is mainly because coaching is a process that compels positive shifts in people's mindset, beliefs, behaviour, actions and relationships. These shifts are necessary to experience and enjoy desirable changes.



It is noteworthy that most people that have benefited from the transformational power of coaching often express the regret that they did not know about, or embrace coaching much earlier than they did. There are many people that wished that they had been exposed to coaching when they were much younger.

The above thoughts notwithstanding, youth coaching is neither common nor popular, especially compared to other coaching disciplines such as life, business, leadership, team, executive, career coaching etc. There are three major reasons for this situation as follows:

**3.1. Lack of Awareness.** As popular as coaching has become worldwide, the possibility and opportunity for youth coaching as a specific coaching intervention just does not



seem to have occurred to people in the business of coaching. Hardly would you see a coaching organisation or a professional coach that is intentionally and specifically focusing on youth coaching as a business.

**3.2. Coaching Cost and Fees.**

The facilitation of professional coaching is not cheap, and is in fact a major reason for some people, teams and organisations are 'scared' of engaging coaches. So, if people and

companies that would pay for coaching also seriously consider return on investment before engaging professional coaches, how will teenagers and older youths pay for coaching engagement, and who will pay for them?

**3.3. Apparent Apathy.** Generally, the older populations in most communities, families, governments etc, just seem to have so much to worry about, trying to get by in life and working hard to make ends meet, that there's little time to 'listen' to the youths. And, without really knowing or realising it, the youths often feel neglected and unnoticed. It is this craving for attention and acknowledgement that often lead these 'brittle' youths to diverse negative behaviour and bad judgment, among other things.

## **4. YouthLifeShift Solutions and Justification**

There are many proven benefits of coaching. The three most outstanding of these are:

(a) Firstly, coaching helps to build an individual's personal awareness, thereby creating opportunities to focus on areas of need for improvement.

(b) Secondly, coaching unlocks people's performance, so that they can maximise their performance.

(c) Thirdly, coaching facilitates the optimisation of specific skills, thereby supporting people to be better versions of themselves in diverse areas of capabilities.

The above-stated benefits of coaching are among the major motivations for the **YouthLifeShift** Programme. They illustrate the necessity to support the youths of Africa in particular to facilitate personal development and build capacity. This is in order to equip them to unlock and unleash their unique potential of contributing to Africa's economic transformation, global competitiveness and industrialization. The exposure of these young, budding future leaders to practical coaching engagements is the most realistic pathway to achieving these lofty goals.



Furthermore, the **YouthLifeShift** Programme is a realistic contributor to the efforts to ameliorate some of the major challenges facing the youths of Africa. The most critical of these problems include poverty, poor mental and physical health, unfavourable educational outcomes, skills deficiency, and lack of access to basic needs. This is in addition to increased vulnerability due to continued exposure to the issues of diverse forms of abuse, unstable family structures, as well as social and economic disparity.

#### 4.1. **YouthLifeShift** Programme: Purpose and Promise

The above challenges notwithstanding, there is evidence that suggest that majority of the youths of Africa continue to show great promise. This is manifested in such areas as



the arts, music, sports, education, culture, technical skills, and entertainment. Like their peers in other parts of the world, there is obviously the great desire that they have to be successful and create a better future for themselves.

What seems to be lacking often times is the combination of opportunities to further unlock their potentials, as well as the process to enable them continually develop and expand their abilities. The compelling purpose for

the **YouthLifeShift** Programme is the need to bring together the required knowledge, skills, expertise and experience of coaching, mentoring and facilitation.



This possibility and opportunity are now available through the collaborative activities of the programme organisers. The partnership thus presents one of the most feasible ways to seamlessly but effectively introduce the much-needed coaching to the youths of Africa.

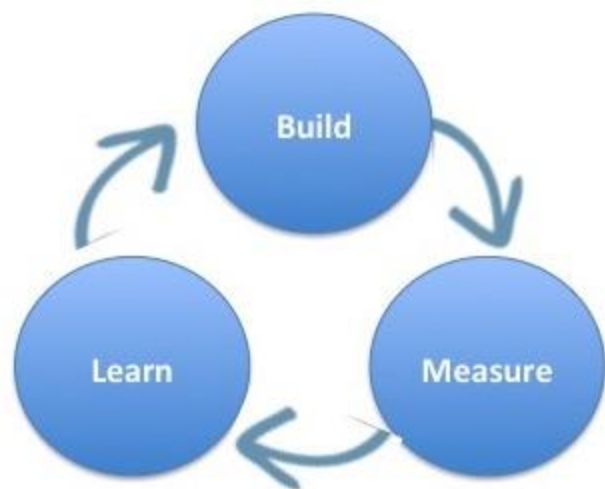
## **4.2. What is Different about the *YouthLifeShift* Programme?**

### **4.2.1. Exposure to Success Coaching**

The *YouthLifeShift* programme creates the kind of opportunity that many youths would otherwise not have to be exposed to the possibility of 'success coaching'. Success coaching of course comprises key coaching solutions such as: life coaching, career coaching, leadership coaching, wellness coaching, finance coaching and wealth coaching, among others. The success coaching engagements in this regard expose the youths to personal development and special skills acquisition initiatives.

### **4.2. 2. Focus on Critical Areas to Activate Success**

The *YouthLifeShift* programme's four critical areas of coaching focus are: positive mindset development, adaptive skills development, leadership development and financial education. These are without a doubt among the most important development areas of would-be successful people, and have the potentials of giving the participants in this programme the best chance of emerging as 'well-rounded' and successful individuals, which is what we want for Africa's future leaders.



### **4.2. 3. Attention on Re-Energising Youths**

The *YouthLifeShift* programme is a practical and sustainable action-learning process, which develops and optimises the many untapped capabilities of high-potential performers. It therefore presents a realistic pathway to refocus and re-energise youths, as they commit to continuous personal development, capacity building and measurement of progress, which coaching demands.

### **4.2. 4. Igniting Promise and Purpose for Youths of Africa**

The biggest promise and purpose of the *YouthLifeShift* programme is hope restoration in Africa's future by intentionally blueprinting future leaders. This programme is designed to support these youths to develop the capacity and confidence to compete globally as new age, innovative and impact leaders in every sphere of human

endeavour. It is ultimately about empowering and equipping them with the necessary knowledge and skills to reverse the ugly trend of ignorance, poverty, disease and joblessness that afflict many young people all over the African Continent.

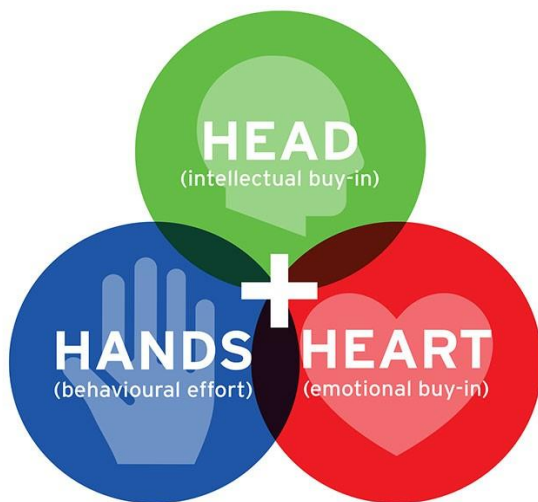
#### 4.2. 5. Measurable Development Indicators

One of the most important distinguishing feature of coaching as an action-learning process is what is referred to in coaching as “Desired Outcomes”. This simply means that coaching thrives best when there are desired outcomes. Not only that, but the outcomes must also be measurable. The desired outcomes of the **YouthLifeShift** programme in this regard will clearly manifest in sustainable development, measurable transformation and optimised performance of the participants.

### 5. Major Benefits of the **YouthLifeShift** Programme

5.1. The **YouthLifeShift** programme is a bold step taken to utilise the powerful process of coaching to facilitate personal development, self improvement, skill enhancement and empowerment in the youths of Africa. This is a step that is required more now than ever by the younger generation.

5.2. The youths of Africa definitely need, desire and deserve programmes such as the **YouthLifeShift** programme as a realistic support structure for them, not just to survive, but to thrive in the current “VUCA” (Volatile, Uncertain, Complexity, Ambiguous) world and Fourth Industrial Revolution era. This programme provides that possibility.



5.3. The **YouthLifeShift** programme has been designed to help to develop a sustainable growth-optimised mindset in younger minds, which has the potential to empower them to deal more effectively with negative fallouts of harsh social and economic factors that often result in their anxiety, depression and poor decision-making.

5.4. The **YouthLifeShift** programme provides a ‘one-in a lifetime opportunity for youths to experience the transformational power and developmental benefit of coaching while still young, thereby

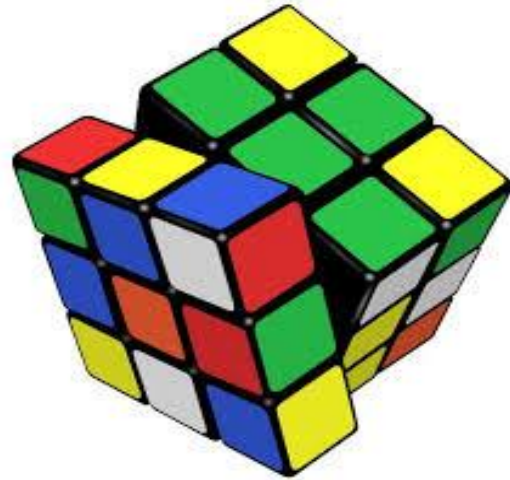
positioning them to enjoy better quality of life and achieve all-round success. It’s all about blueprinting future qualitative leadership and global relevance.

5.5. While technologies can be changed fairly easily, changing peoples’ thinking, mindsets and behaviours is not that easy. The **YouthLifeShift** programme introduces coaching processes and activities that not only engage the hearts of the participants,

but also reveal their critical 'energy triggers' and 'hot buttons'. These are the 'levers' that are ethically used by the trained professional coaches to facilitate mindset change.

5.6 The **YouthLifeShift** programme, as a youth leadership coaching intervention guides and supports youths to be focused and mentally "switched on" regarding the "Price to pay in order to get the Prize". Indeed, once the "price" is right for them, they will always be committed to do what is right, so that they can get the "prize" – Transformed Youths!

5.7. The **YouthLifeShift** programme is one of the best possible packages of opportunity to create a happier, healthier, energised, engaged, and more positive younger population of Africans. The great possibilities and opportunities that this process has for families, homes, schools, workplaces, communities and elsewhere are endless.



5.8. The **YouthLifeShift** programme, through the one-on-one and group coaching engagements provides a good perspective on individual youth's strengths and abilities, as well as potentials and development needs, thereby revealing the particular skills that must be developed in a particular individual.

5.9. The **YouthLifeShift** programme ensures the correct interplay of the capacity-building matrix of: Responsibility, Authority and Accountability, as the participants are supported to set and achieve uplifting personal and career goals, which align with core relationship and valued societal values.

5.10. The **YouthLifeShift** programme offers the greatest benefit of awakening personal dreams, desires and goals of the African youth, through the "Discovery", "Desire", "Design" and "Destiny" process of Appreciative Inquiry (AI). This is the best and most effective way to create personal awareness of the linkage between personal and world view purposes.

## 6. Project Management & Facilitation Team

LEAP Foundation has assembled a project management and coaching facilitation team comprised of highly skilled and widely experienced project management experts, consultants and internationally certified professional coaches and facilitators and consultants. The Team is tasked with the general facilitation, coordination and management of the entire **YouthLifeShift** Programme, as well as interphasing with the various stakeholders and partners.

The Project Management Team is led by the CEO of LEAP Foundation, Mr Sydney Hadebe, a specialist in people and community development projects, and formerly

Director of Nelson Mandela Children's Fund. Also in the Management Project Team are Mr Lois Hanekom and Mr Andre Pietersen, the Managing Directors of Easy Practical Projects (Pty) Ltd and Destiny Africa (Pty) Ltd respectively.

The youth coach team is led by the two Co-Founders of ICMI, namely Dr Emmanuel Imevbore and Mr Tony Dovale, who have combined coaching experience of more than 60 years, and have facilitated coaching engagements across business sectors and different countries. They are assisted by other specialist coaches and mentors, as well as facilitators, skill trainers, management consultants, project managers and others.

## 7. Partner with Us



### Support the *YouthLifeShift* programme – Get Involved

- Are you eager to see a better educated, more exposed, more energised and inspired youth population in your country and across Africa?
- Are you interested in supporting realistic youth development initiatives such as the *YouthLifeShift* programme that can help to blueprint Africa's future leaders?
- Do you wish to contribute to the practical process of reinforcing positive mindsets of youths of Africa, and empower them with transformational skills?

**Join us. Get Involved!**



## How You Can Get Involved

### 1. Become a Sponsor of the *YouthLifeShift* Programme

This project requires the support of reputable, capable and committed sponsors for its continued success, sustainability and expansion. We certainly need ready and willing sponsors to work with us to consistently deliver the required outcomes.

If you are interested in becoming a sponsor of the *YouthLifeShift* programme, we will love to engage with you, to discuss your desired and preferred area(s) of sponsorship, as well as the many benefits to be derived through your sponsorship.

### 2. Become a Partner in the *YouthLifeShift* Programme

The *YouthLifeShift* programme offers several partnership opportunities for people and organisations. We are eager to discuss and explore the diverse possibilities for beneficial partnership opportunities with interested people like you, as we create value together.

We are particularly desirous of establishing mutually beneficial partnerships with business owners and business leaders, as well as professionals such as consultants, coaches and mentors. Others are government institutions and non-governmental organisations (NGOs) with interests in people development, youth empowerment and education among others. Get involved, and let us blueprint Africa's future leadership together. Let's do it now!

## CONTACT US



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