

# LOF

Leaders of our Future

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## Strategy and Marketing Deck

Building the Leaders our Future Needs

[www.leadersofourfuture.com](http://www.leadersofourfuture.com)

Leaders of our Future-copyright

# The Challenge

30%

of workers will face significant job disruption from AI automation

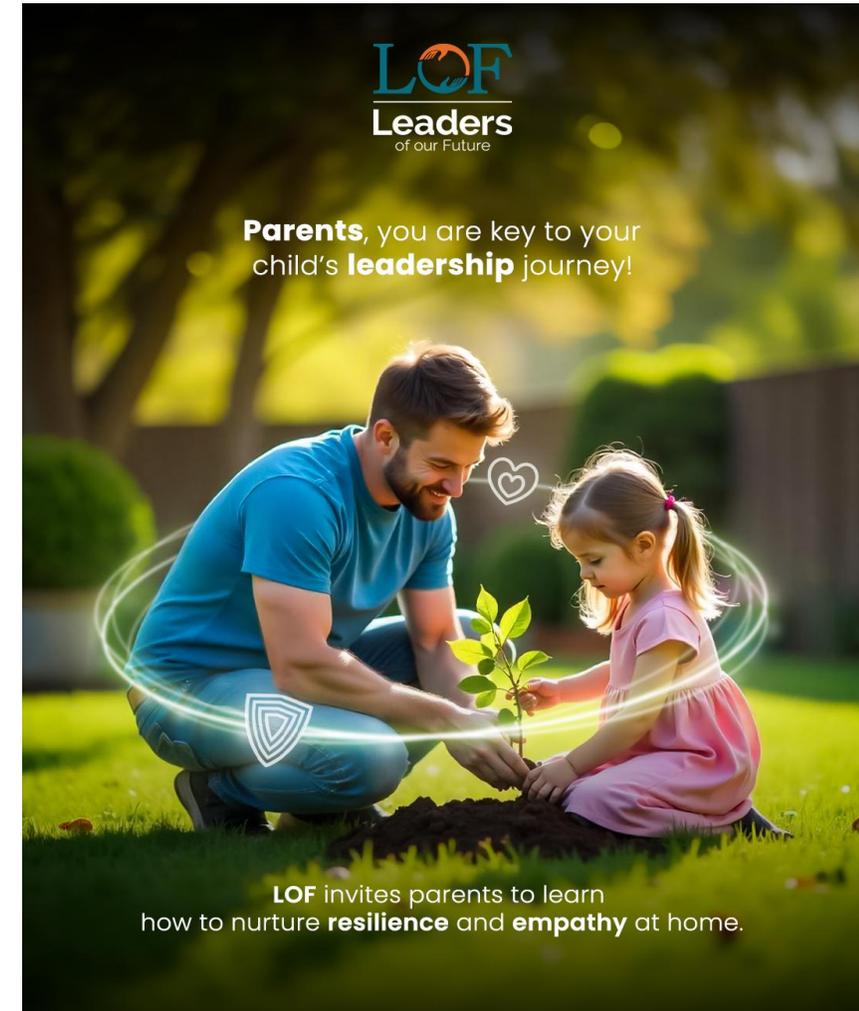
*Brookings Institution, 2023*

## TOP SKILLS EMPLOYERS NEED (2025):

- Analytical Thinking (69%)
- Resilience, Flexibility & Agility (67%)
- Leadership & Social Influence (61%)
- Creative Thinking (57%)
- Motivation & Self-Awareness (52%)

*World Economic Forum Skills Report, 2025*

**LOF develops these exact skills**—preparing young people for an AI-driven world



# Essential Skills for the 2030 Workforce

Based on Forbes and OECD research on future workforce requirements



## VISION

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# A world reshaped by young leaders

Nurtured through cutting-edge  
leadership, resilience, and career  
coaching programmes

## OUR MISSION

Empower young people aged 11-24 with future-  
ready skills

Critical and Creative thinking

Leadership and collaboration

Resilience and Self-awareness

Career readiness for an AI-driven world

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Evidence-based SEL • Engaging and inclusive • Measurable impact

# The LOF-SEL Model® Framework

Evidence-based leadership development that goes beyond traditional SEL



Unlike traditional SEL models that focus on emotional regulation and social skills, LOF incorporates two breakthrough areas for future success:

## 1. Deep Cognitive Engagement

Critical thinking, complex problem-solving, and collaborative team building

## 2. Future-Focused Preparation

Career awareness, employability skills, and adaptability for tomorrow's world

## EVIDENCE OF IMPACT

**23%**

Improvement in social-emotional skills

**11%**

Higher achievement test scores

**9%**

Better attitudes about self and others

*Our Model is built on CASEL's proven research framework*

**Team Behind LOF**

# LOF Team

CEO & FOUNDER

 Award Winner

WeAreTechWomen100 2023

Northern Power Game Changer 2025



20 years corporate experience

Committed to empowering others to excel

MBA Cranfield School of Management

MSc UCL



**Nawal Arshad**  
Founder and CEO



**Miguel Gowland**  
Managing Partner- WALK -Spain



**Rukhsana Arif**  
Senior Legal Counsel-Tensar-UK



**Tom Hayton**  
MD-The Gap Network-Australia



**Kerry Phillips-Bland**  
Managing Director-Financial Services



**Hailham Essam**  
VP- Union Coop-UAE



**Andrew Pieterse**  
Certified Professional Coach-  
ComposMentis-UK



**Yemi Jackson**  
Founder & CEO, Engage Transform |  
Advocate for Diversity, Equity, and  
Inclusion in Leadership

# Our Story: *The Vision Behind LOF*

2021



- **12 months**  
Lockdown
- Early Career impact
- School children affected

2022



- **First LOF workshop**  
delivered in school

2023



- **3 primary schools**
- CASEL research began
- **10-12 years**  
course

2024



- **6 primary and secondary schools**
- **ILM Level 2**  
Awards
- Career Coaching launched

2025



- **Company formed**
- Summer programs
- Advisors & LMS portal

# **Product Proposition**

# Our Programmes

## 10-12 Years

Leadership, Critical Thinking & Resilience  
3 Modules

### CERTIFICATE

LOF Certificate per module

### DELIVERY

In-person & virtual

### TIME

30 min or 1 hour

Early leadership development for growth

## 13+ Years

Leadership, Critical Thinking & Resilience  
3 Modules

### CERTIFICATE

ILM Level 2 + CREST STEM Bronze

### DELIVERY

In-person & virtual

### TIME

30 min or 1 hour

Recognised qualifications valued by employers

## Holiday Camps

Ages 14-18  
Flexible Modules

### CERTIFICATE

LOF Certificate per module

### DELIVERY

In-person & virtual

### TIME

2-4 hours

Intensive holiday leadership development

### COURSE DELIVERY

- Real-life scenarios to apply leadership and decision-making skills
- Group projects to foster teamwork and inclusive thinking
- Reflective exercises/Simulations to build self-awareness and intention

I have become more resilient and confident

**Empowering**

**Skills for life**

I found my leadership style

**Future-Ready**



**Engaging Sessions**



**Growth Mindset**

**Teamwork**

# Testimonial-13-15 Years old

**Improved my communication**

**Built my confidence**

**Leadership & decision-making skills**

**Resilience**

**Real-world skills**

**I discovered my strengths**

**Self-awareness**

**Aim higher**

[Watch the testimonials: 13-15 Years old leadership starts here!](#)



# Career Coaching

## Ages 14-18

### ACADEMIC CHOICES WITH CONFIDENCE

Assisting GCSE and A-Level students with subject selections, sixth-form options, and career pathways.

#### We help you:

- Understand strengths and interests
- Explore aligned career paths
- Make confident decisions
- Set clear future direction

### TOOLS

MBTI, DiSC, Big Five, Holland Code, career aptitude test

## Ages 19-24

### PROFESSIONAL FUTURE WITH CONFIDENCE

Supporting university students and early-career professionals in the transition from education to employment.

#### We assist you with:

- Clarify career direction
- Identify transferable skills
- Navigate job searches
- Build professional resilience

### TOOLS

MBTI, DiSC, Big Five, Holland Code

### COACHING APPROACH & BENEFITS

One-to-one sessions providing career clarity, enhanced decision-making and personalized guidance

# **School Partnership and Collaboration Model**

# Why Schools Choose LOF

*Enhance your school's enrichment offering*

## ✓ Externally Accredited Excellence

ILM certification gives students credentials that enhance university applications

## ✓ Measurable Student Outcomes

Pre and post-programme assessments demonstrate impact on confidence, resilience, and communication

## ✓ Zero Staff Burden

Turnkey delivery—we handle curriculum, assessment, ILM paperwork, and facilitation

## ✓ Flexible Delivery Options

In-person, virtual, or hybrid—scheduled to fit your school's enrichment programme

# What Parents Love About LOF

*Give your child the competitive edge they deserve*

## Build Real Confidence

Not just academic skills—your child develops the confidence to speak up, lead, and navigate challenges

## University Advantage

ILM certification stands out on university applications and demonstrates leadership capability

## Evidence-Based Approach

Rooted in educational psychology and proven SEL methodologies—not just another after-school club

## Future-Ready Skills

Prepare your child for an AI-driven world with skills machines can't replicate: leadership, creativity, resilience

# Flexible Delivery to Fit Your Needs



## In-Person

- Delivered at your school or our centers
- Interactive, hands-on workshops
- Maximum engagement
- Small groups (max 25)



## Virtual

- Live online sessions
- UK-based expert tutors
- Accessible globally
- Same quality as in-person



## Hybrid

- Best of both worlds
- Flexible scheduling
- In-person + virtual mix
- Adapt to your needs

Currently serving: UK | Pakistan (Virtual) | UAE & Expanding to other Asian countries

Contact us to discuss the best delivery option for your needs

# Learning By Doing

*"No boring lectures—just engaging, real-world experiences"*

## **Interactive Simulations**

Students tackle real-world leadership challenges in safe, structured scenarios

## **Role-Playing Exercises**

Practice communication, conflict resolution, and decision-making through experiential activities

## **Group Projects**

Develop teamwork and collaboration skills while solving meaningful problems together

## **Psychometric Tools**

Industry-standard assessments (MBTI, DiSC) help students understand their leadership style

*Students learn best when they're actively engaged—not passively listening*

# Our Impact Measurement Framework

Evidence-based approach to demonstrating transformational outcomes for every student

## Three-Pillar Measurement System



### Pillar 1: Quantitative

Pre/post assessments (1-5 Likert), simulation scoring, ILM completion (85%+ target), engagement analytics, behavioural improvements



### Pillar 2: Qualitative

Student testimonials & journals, tutor rubric evaluations, teacher feedback loops, parent observations, leadership moment captures



### Pillar 3: Long-Term

6-12 month surveys, leadership roles (50%+ target), university progression, community engagement, alumni network tracking

## Timeline: Baseline → During → Final → Follow-Ups



### Data Collection Methods

Google Forms assessments, digital portfolios (Google Drive/OneDrive), facilitator observation templates, tutor scoring rubrics



### Key Benchmarks

85%+ completion, 90%+ attendance, +15-25% confidence growth (strong), 70%+ goal achievement, 90%+ parent satisfaction



### OFSTED Alignment

Personal Development evidence, Character Education outcomes, SMSC criteria, future-readiness preparation, citizenship development

## Stakeholder-Specific Deliverables



### For Schools

Impact reports with data, OFSTED evidence, ILM qualification certificates



### For Parents

Individual growth profiles, portfolios, ILM certificates, before/after comparisons



### For Funders

Impact dashboards, longitudinal reports, scalability proof

TOGETHER WE BUILD TOMORROW

# Let's Shape the **Future Leaders** of Our World

Every young person has extraordinary potential. We're here to help unlock it.



**Transform Young Lives**



**Build Tomorrow's Leaders**



**Partner for Impact**

