

Empowering young people

Tuesday 10 September 2013

There are over 1 billion
young people aged 14-24
in the world today

531 million young people
are currently enrolled in
secondary education





Dancing Matt video...

<http://www.youtube.com/watch?v=zlfKdbWwruY>

What are the
three top
challenges that
face young
people in your
community
today?



Entrepreneurship



Employability



Empowerment



Believe in yourself

Believe in your ideas



Fred Astaire sings...

Believe in your ideas



Believe in yourself

Believe in your ideas

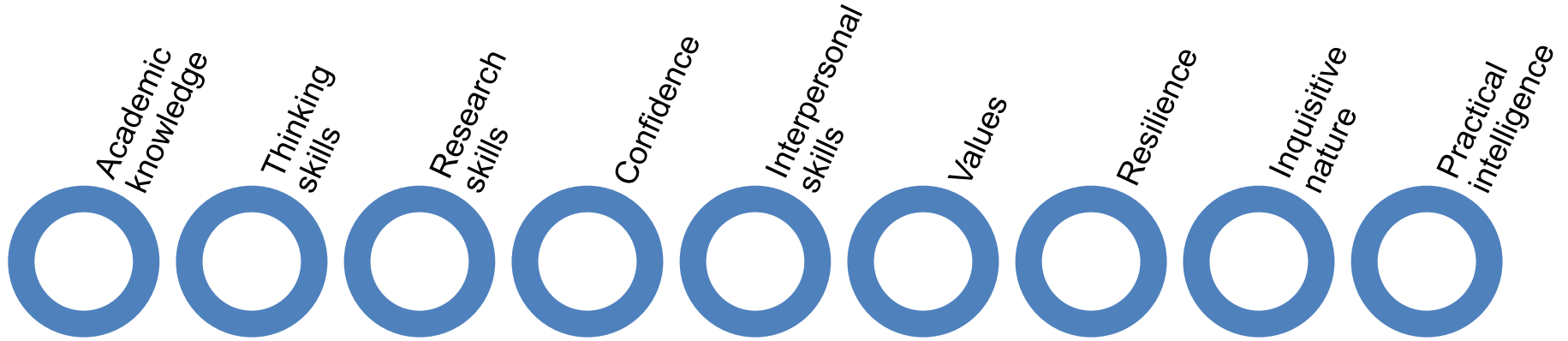
Believe in others

Believe in action



Lessons for Life

HTI 2011



Leadership traits

Hakala 2008

Vision

Integrity

Dedication

Magnanimity

Humility

Openness

Creativity

Fairness

Assertiveness

Humour





1945 – 1965

The Baby Boomers



<http://www.youtube.com/watch?v=mQQDwxmnwvA>

South African VW Commercial

1965 – 1985

Generation X



<http://www.youtube.com/watch?v=TrVTH5R-INw>

Xbox Commercial

Generation X

Change oriented

Choice

Globally aware

Techno-literate

Individualism

Lifelong learning

Diversity

Immediate gratification

Survivors

Informality

Thrill seekers

Whiners

Self-reliant

Pragmatic

Not scared of failure

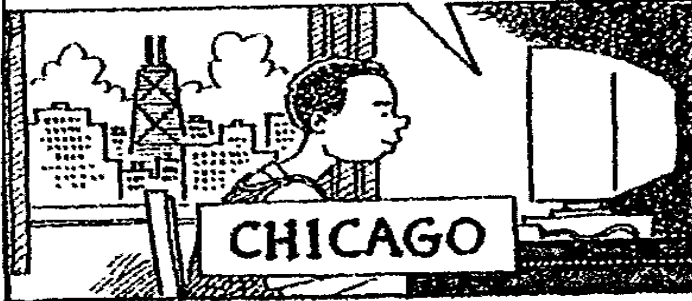
1985 – 2005

The Millennials



GLOBAL KID CHAT

MICHAEL: Hey!



MICHAEL: Hey!
IVAN: Wassup??



MICHAEL: Hey!
IVAN: Wassup??
PAOLO: Nothin...



MICHAEL: Hey!
IVAN: Wassup??
PAOLO: Nothin...
SANJAY: Cool.



Growing Up “Messages”

Be smart – you are special
(Nickelodeon, Baby Gap, Sports Illustrated for Kids)

Leave no one behind (taught to be inclusive and tolerant of other religions and sexual orientations)

Connect 24/7 (learned to be interdependent-on family, friends, and teachers)

Achieve now! (right college, right preschool)

Serve your community – think of the greater good

Millennials are:

Special

Sheltered

Confident

Team-orientated

Achievers

Pressured

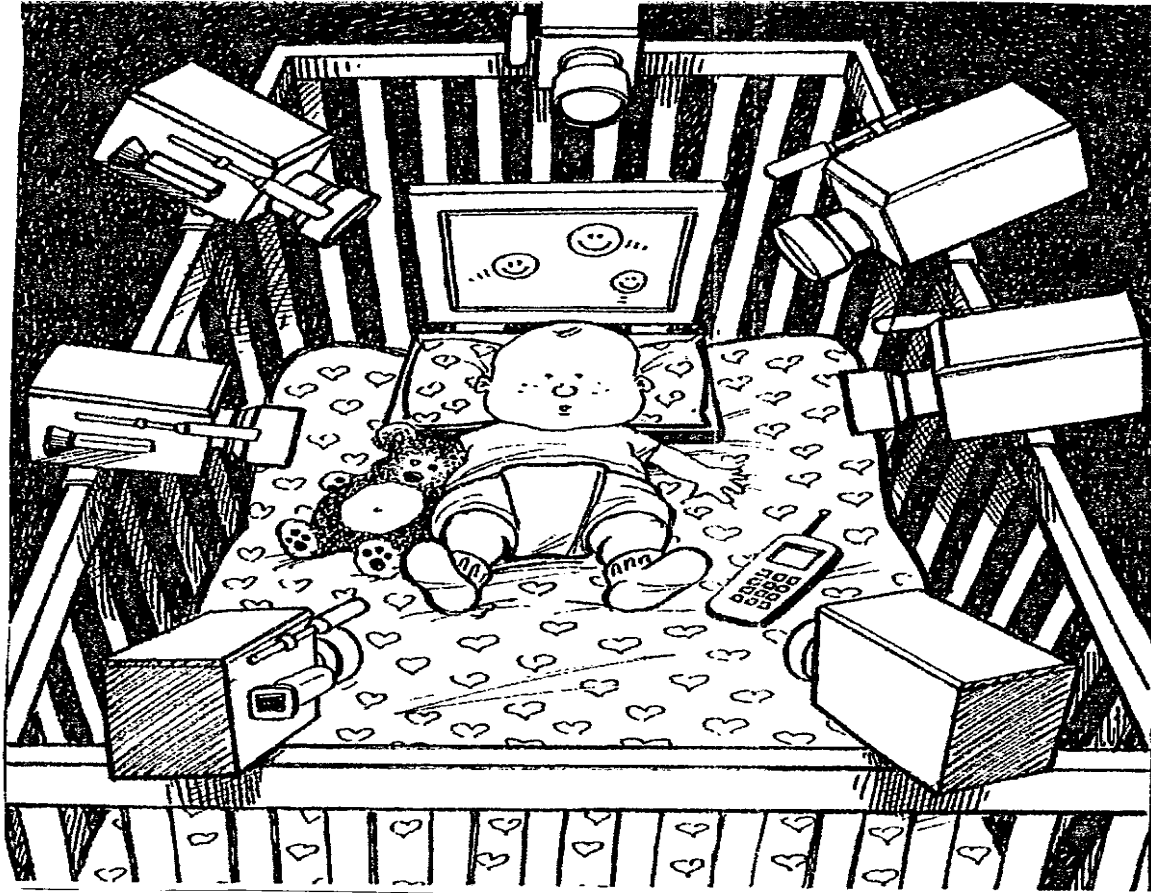
Conventional



Millennials are special...



Millennials are sheltered..



Millennials are confident...



Millennials are team orientated...



Millennials are achievers...

The Duke of Edinburgh's Award empowers young people (ages 14-25) to Make A Difference while exploring their potential, taking on new challenges, giving back to the community, and achieving success. Participants develop self-confidence, motivation, and lifelong friendships. The Award can be personalized and customized to the the individual participant. So what are you waiting for?

Do the Award today!

MAKE A DIFFERENCE



Jamie, 17
Silver Award Holder, working on Gold



Millennials are pressured...



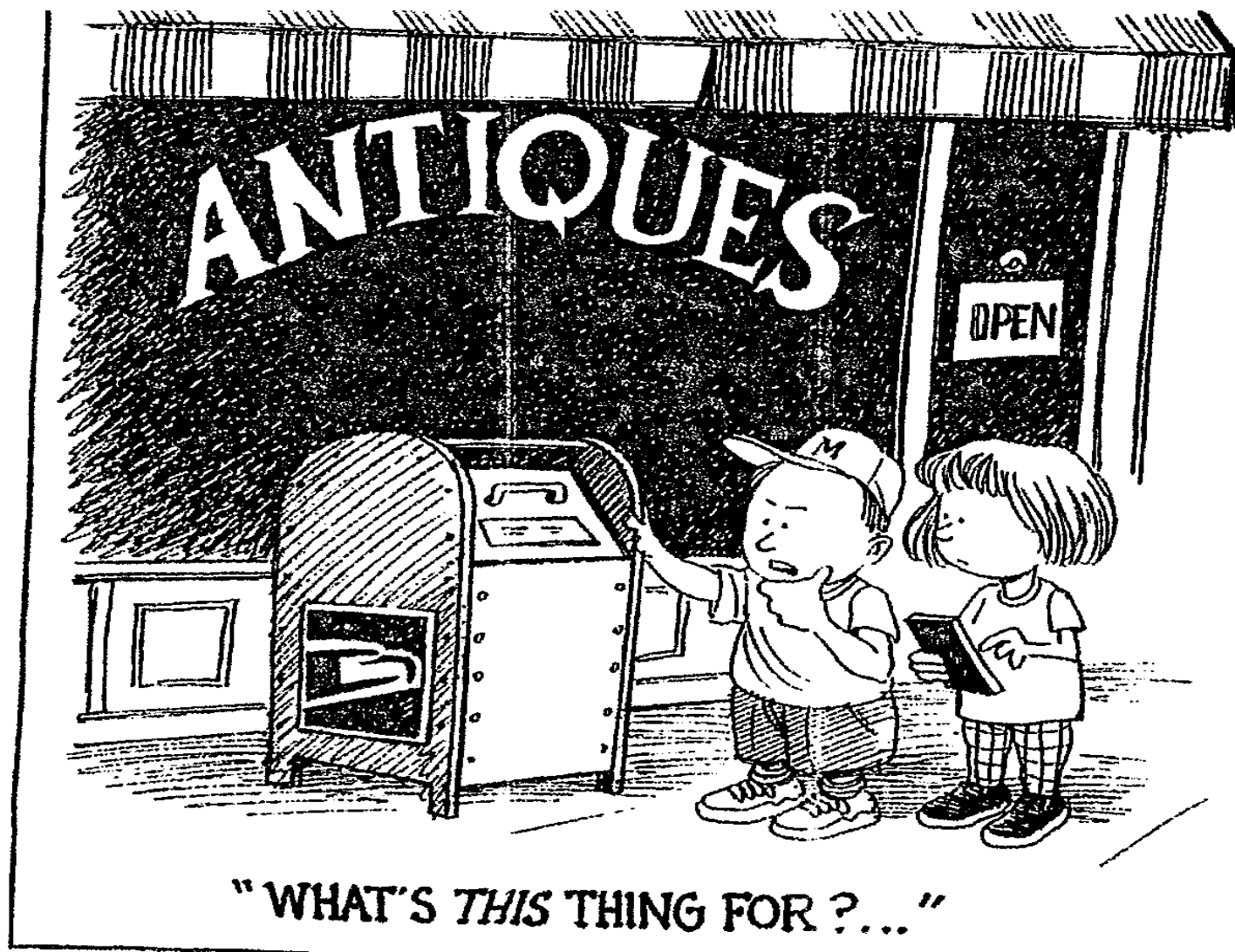
**"YOU GET *FIVE* MINUTES BETWEEN SOCCER AND PIANO?
WHAT DO YOU DO WITH ALL THAT FREE TIME ?!?"**

Millennials are conventional...



And also...





"WHAT'S THIS THING FOR?..."



Millennials

Optimism

Confidence

High self-esteem

Street-smart

Diverse

Networked

Sceptical

Civic duty

Global citizens

Achievement

Impatient

Morality

Naïve

Lifestyle-centred

Informal

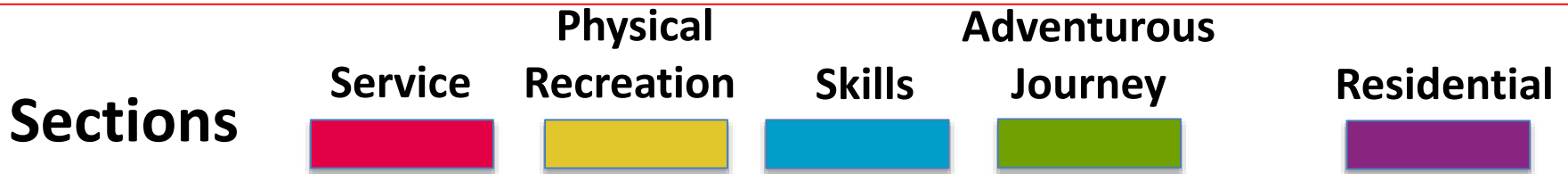
What
opportunities
exist in your
community to
develop young
people?

Duke of Edinburgh's International Award video...



<http://www.youtube.com/watch?v=n1deE9SoO3o>

The Award



Bronze – 6 months

One Section for 6 months and two for 3 months
Adventurous Journey of 2 days/1 night



Silver – up to 12 months

Two Sections of 6 months
Non Bronze Award Holders must do one Section for 12 months
Adventurous Journey of 3 days/2 nights



Gold – up to 18 months

Two Sections of 12 months
Non Silver Award holders must do one Section for 18 months
Adventurous Journey of 4 days/3 nights
Residential Project of 5 days/4 nights



The nine impact measures of the Award

- Impact 1:** Improved educational attainment
- Impact 2:** Improved employability and sustainable livelihoods
- Impact 3:** Improved health and well-being
- Impact 4:** Increased participation in civic life
- Impact 5:** Social inclusion
- Impact 6:** The environment
- Impact 7:** Gender equality and the empowerment of women
- Impact 8:** Reduction and prevention of violence, conflict resolution and peace-building
- Impact 9:** Reduced reoffending (recidivism) rates

The seven outcome measures of the Award

- Creative and critical thinking
- Broadened Horizons
- Healthy lifestyles and physical well-being
- Specific job-related skills
- Self-knowledge, self-management and emotional well-being
- Engagement with the community and commitment to voluntary action
- Relationships with others

I regard it as the foremost task of education to insure the survival of these qualities: an enterprising curiosity, an undefeatable spirit, tenacity in pursuit, readiness for sensible self denial, and above all, compassion

Kurt Hahn

www.intaward.org

www.johnccmay.net

