goalsUK CIC

inspire : motivate : engage

Helping young people *to make "better choices"*

Oliver Ashton

Youth Sector Head

who are we?

- established 20 years
- one of UK's largest suppliers of motivational training and consultancy
- over 150,000 people benefitted
- 800+ trainers licensed in UK
- over 3500 staff trained
- advisers to Social Exclusion Unit (ODPM) and Conservative report on young people

Specialists

- Cognitive Behavioural based programmes (CBT)
- Positive Psychology
- NLP
- Common sense
- Employment focused motivation training
- Building capacity within organisations
- Support and partnership

Goals for Young People

Partners include

- Connexions Services
- IYSS
- Social Services/YOTs/leaving care
- Local Authorities
- YOIs
- Charities
- Future Jobs Fund
- Universities & Colleges
- Schools & PRUs
- Housing Associations

NEET for a reason

"What is behind young adults disengaging and underachieving?"

The inner game?

- What does the young person actually want?
- Why do they feel they can’t have it?
- What are their perceived barriers?
- How can they start to believe in themselves and overcome them?
- How can we support that process?

The defining reason?

Low self-esteem

Jan Krauss, senior policy adviser for the CBI and author of the organisation's NEET report, says that the knocks to confidence and self-esteem caused by unemployment often strike deeper in young people, who have fewer past achievements on which to fall back.

What is self-esteem?

In psychology, self-esteem reflects a person's overall self-appraisal of their own worth.

Goals' Definition

Your thoughts and feelings about yourself that you are:

Lovable

and

Capable

Ultimately it's the quality of the conversation you are having with yourself.

How does it show up ?

- Dunno?
- Quiet and withdrawn
- Not turning up
- Being late
- Aggression
- Bullying
- Over cockiness
- Closed body language

our experience

In our experience working in this field we find that 3 out of 4 young people we work with e.g. NEETs, Young offenders, PRU’s etc in the UK suffer from low self esteem

So what lowers self esteem?:

- Lack of role models
- Cult of under achieving
- Generations unemployed – “you’ll never amount to anything”
- No personal responsibility
- Education IQ focus
- Bullying
- Repeated negative comments
- Not having any direction, purpose or goals

Effects on society?:

- Offending
- Unemployment
- Benefits pay outs
- Homelessness
- Teenage pregnancies
- Drug abuse
- Excess consumption of alcohol
- Lack of direction and purpose
- Next generation of children gets it passed down

What can be done?:

- Praise and encouragement
- Mentoring
- Coaching
- Support
- Shifting perceptions of self and circumstances (CBT is excellent for this)
- Understanding the importance of having healthy self esteem
- Setting and achieving worthwhile Goals (can be small)
- Building self-belief
- Tools and techniques that address the issue directly

The prize!

Resilience and Energy!

- Bounce back from knocks
- Resourcefulness
- Determination
- Confidence
- Action
- Success as they see it

What does this produce?

- Increased levels of participation
- Increased retention rates on programmes
- Start to know what they want – have direction
- Start to achieve results
- Believe they can have the things that others have
- Start to want to help others – peer support
- Start to smile! Be happier with life
- Improvements in attitude
- A desire to work

Where do we go from here?

- Get the staff and organisations in healthy place
- The right support
- Support that empowers and gives ownership to the individuals
- The right training and development for staff and young people
- Mentoring & coaching programmes

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