





# About Us

## Who We Are

Role Models is a **global leader in developing life skills** that promote **social & emotional wellbeing** and **dynamic thinking**, helping young people to thrive in life; both at home and in their future workplace.

## What We Do

We complement traditional academic education by delivering **in-person and online programmes to 3 - 13 year olds** that develop their skills in leadership, confidence, resilience, creative problem solving, collaboration and growth mindset.





# Contents

Key Statistics.....	01
2022 School Partners.....	02
Our Publicly Available Parent Reviews.....	03
Parent Feedback.....	04
Child Feedback.....	07
Role Model Testimonial.....	10
Contact Us.....	11
Appendix.....	12

# Key Statistics

This impact report shows detailed feedback from parents and children on Role Models Courses and Sessions that took place in the 12 months from **January to December 2022**.



WE'VE HAD  
**3,900**  
WEBINAR REGISTRATIONS  
THIS YEAR



WE'VE RUN  
**710**  
ONLINE SESSIONS  
THIS YEAR



WE'VE HAD  
**4,695**  
ATTENDEES  
THIS YEAR



WE'VE OFFERED  
**580**  
IN-PERSON COURSE  
PLACES FOR CHILDREN ON  
FREE SCHOOL MEALS



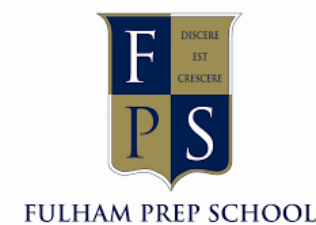
# Some of our 2022 School Partners



مدارس الظهران الأهلية  
Dahran Ahliyya Schools



THE EATON HOUSE  
GROUP OF SCHOOLS



# Our Publicly Available Parent Reviews

4.7 ★

FACEBOOK  
REVIEWS

4.5 ★

TRUSTPILOT  
REVIEWS





# Parent Feedback



# Our 2022 Parent NPS Scores

Category	Number of responses	NPS Score	NPS Rating
Quarter 1	34	59	Great
Quarter 2	16	69	Great
Quarter 3	25	28	Good
Quarter 4	16	75	Excellent



A total of 91 respondents is 14% of our attendees parents, which is not a significant proportion. To rectify this, in 2023, for in-person courses, we will be **password protecting children's end of week reports**. This password will be released on completion of the survey which will allow us to better measure our impact and improve our product.



# Parent Testimonials

“My son feels **energized and motivated** from the whole experience.”



- Maya, April 2022, Leadership In-Person Course

“The class was really engaging and Claudia really enjoyed it. She struggles with all kinds of mistakes and I think **hearing about the mindset** to take in this kind of environment is something that will really help her. Although I was slightly reticent about concentration for a 6yo with it being an hour long class, the way it’s **broken down into segments really helps to hold attention.**”



- Alison, February 2022, Masterclass

“James really enjoyed **‘how’** you taught him resilience (via games, etc) vs. a traditional method that doesn’t resonate as much. Following, we saw him act out very **independent actions** whereby before the camp he was very hesitant . **Strongly recommend!**”



- Faye, September 2022, Resilience In-Person Course

“My daughter loved her course and was very motivated to attend each week. She **grew in confidence** in her learning and it was lovely to see her participating and **overcoming her anxiety** of speaking up in unfamiliar situations. A brilliant course - thank you so much!”



- Rachel, March 2022, Masterclass



# Child Feedback

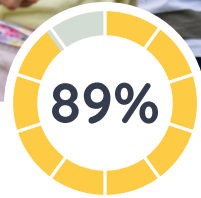


# Our 2022 Child NPS Scores<sup>1</sup>

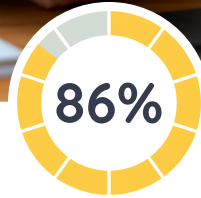
Category	Number of responses	NPS Score	NPS Rating
All Products	1,780	71	Excellent
Online	1,432	78	Excellent
Online Courses	68	66	Great
Online Sessions	1,354	76	Excellent
Offline	348	44	Great
Brilliant Me (Ages 5-7)	7021	71	Excellent
Core Life Skills (Ages 8-13)	9151	71	Excellent

<sup>1</sup>These numbers do not add up to the total number of responses (1780) because we run a small number of sessions for children aged 3-5 and 13+

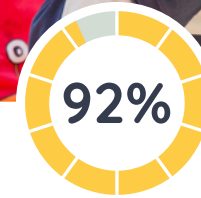
# Our 2022 Child Impact Data



of children enjoyed  
or **really enjoyed our**  
**courses**



of children felt that  
their **confidence had**  
**improved**



of children felt that  
the **skills** they have  
learnt on our courses  
or sessions will **help**  
**them in the future**





# Role Model Testimonial

“I **really enjoyed** delivering the 3-day course and feel like it went well and the children gained a lot from it. Hannah (the other role model) and I worked really well together and both the **volunteers were excellent**. The course content was great and a **good balance between activities, challenges and reflections/assemblies etc**. We had some lovely feedback from parents at the end of the course who seemed keen for their children to do another Role Models course.”

- Alex, December 2022, Offline Course



# Contact Us



[info@rolemodels.me](mailto:info@rolemodels.me)



[www.rolemodels.me](http://www.rolemodels.me)



+44 (0)20 3637 7107



In the future, we will be the **global leader in developing life skills**, with the goal of **transforming the lives** of at least a **million** young people. Now more than ever, the world needs people with the empathy, resilience and confidence to thrive.



# Appendix



# NPS Overview

NPS scores are calculated from the question ‘**How likely are you to recommend a Role Models Course?**’ as percentage of Promoters minus percentage of Detractors.



NPS Benchmarks are defined as:

70 to 100	Excellent
30 to 70	Great
0 to 30	Good
-100 to 0	Needs Improvement