

## HigherEye Training & Consulting

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### Understanding the Youth Market in a Global Context

The demographics and data are over whelming. The Youth of today are the most consumer savvy, socially aware and technology advanced youth of any era.

From the Americas, where youth represent the changing face of tomorrow's business leaders – to Sub Sahara Africa where youth represent hope – to East Asian where over half a billion young people under the age of 30 reside - there has never been a better time to truly grasp what Youth want.

All Workshops and Seminars provided combine presentation with interactive elements.

Combining over 15 years of Youth Development experience with over 20 years of Professional Sales, Management, Information Technology and Human skills - HigherEye Training & Consulting will provide you with latest analysis that will make a positive impact to your organization's bottom line.

#### References

*"Under Radcliffe's leadership, our sales team was able to attract & retain the best young talent by showing us how to market to young professionals. His methods saved us thousands in recruiting fees"*

#### **Microsoft Business Partner in Toronto, Ontario, Canada**

*"Leveraging HigherEye's experience in Youth Outreach helped our organization improve its brand image, while making a positive impact in both local and international communities. This saved US \$50, 000 to US \$130,000 on advertising campaigns that would not have been as effective as working with HigherEye".*

#### **Major Financial Institution in Canada**

## Managing and Attracting Young Talent in the Global Economy

<b>Retaining and Attracting young talent in the face of Global Competition</b>	Session 1 8:30 AM – 10:00 AM	What young talent and youth want from their employers? Common mistakes organizations make when recruiting young talent. Why Career Fairs normally do not attract the best young talent. The Global Competition for young talent, whose winning, losing and why?
	<b>10: 00 AM – 10: 15 AM</b>	<b>BREAK</b>
	Session 2 10:15 AM – 12:00 PM	How to balance respect for Elders with encouraging promotion for young professionals. How Corporate Social Responsibility programs can engage young talent. Review real time examples of where companies succeed and fail at attracting young talent.
	<b>12:00 PM to 1:00 PM</b>	<b>LUNCH</b>
<b>Applying Principles learned in Sessions 1 &amp; 2</b>	Session 3 1:00 PM – 2:30 PM	Interactive Workshop – Participants will break out in groups and discuss situations where they were successful/unsuccessful in retaining & attracting young talent. Results will be shared with rest of group.
	<b>2:30 PM – 2:45 PM</b>	<b>BREAK</b>
	Session 4 2:45 PM – 4:15 PM	Interactive Workshop - The same groups will then consider an International firm looking to import youth talent away to another nation. Solutions for how to keep young talent in the face of these threats will be discussed.
<b>Review and Key Take A Ways</b>	Session 5 4:15 PM to 4:30 PM	Review material and encourage participants’ thoughts/reactions to workshop.
<b>Instructor Profile</b>	<p>Radcliffe Dockery has more than 13 years experience in Business, Information Technology and Youth Training. He has held Senior Sales, Management and Consulting roles across many industry verticals. His expertise has helped organizations such as HSBC, IBM, Microsoft and Walmart reduce cost and improve revenues. He has delivered International Business Diversity Skill development for over 25,000 youth from the Caribbean, Canada and Sub-Saharan Africa.</p> <p>Radcliffe has an Honours Business Degree, and a Network Administration Certificate. He has presented and written extensively on the topic of Youth Integration in the Global Economy.</p>	
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## Marketing & Selling to Youth in Global Markets

<b>Needs, Desires and Wants for the Youth Market in the Americas and Sub-Sahara Africa.</b>	Session 1 8:30 AM – 10:00 AM	How much direct spending power do Youth have in these markets? What is the potential for growth? How will the face of youth change in the various regions? What challenges do Sub-Sahara African youth face as consumers? What impact does Urban/Hip Hop culture have on youth spending habits?
	<b>10: 00 AM – 10: 15 AM</b>	<b>BREAK</b>
	Session 2 10:15 AM – 12:00 PM	Why the Youth Market matters for today and tomorrow. Major mistakes firms are making by not acknowledging racial and cultural diversity in youth markets. Firms that are successful in building their brand and market share with youth.
	<b>12:00 PM to 1:00 PM</b>	<b>LUNCH</b>
<b>Applying Principles learned in Sessions 1 &amp; 2</b>	Session 3 1:00 PM – 2:30 PM	Interactive Workshop – Participants will break out in smaller groups. Advertisements from firms who are aggressively targeting youth will be highlighted. Groups will create a competitive marketing response to these firms.
	<b>2:30 PM – 2:45 PM</b>	<b>BREAK</b>
	Session 4 2:45 PM – 4:15 PM	Interactive Workshop - Results of group activity will be presented to overall classroom. Active discussion and debate are encouraged.
<b>Review and Key Take A Ways</b>	Session 5 4:15 PM to 4:30 PM	Review material and suggest next steps for firms/organizations looking to aggressively pursue this market.
<b>Instructor Profile</b>	<p>Radcliffe Dockery has more than 13 years experience in Business, Information Technology and Youth Training. He has held Senior Sales, Management and Consulting roles across many industry verticals. His expertise has helped organizations such as HSBC, IBM, Microsoft and Walmart reduce cost and improve revenues. He has delivered International Business Diversity Skill development for over 25,000 youth from the Caribbean, Canada and Sub-Sahara Africa.</p> <p>Radcliffe has an Honours Business Degree, and a Network Administration Certificate. He has presented and written extensively on the topic of Youth Integration in the Global Economy.</p>	
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## How the Youth Market affects Private & Public Sector Investments

<b>Stock, Venture Exchanges and Economic performance can be greatly impacted by Youth</b>	Session 1 8:30 AM – 10:00 AM	Which Global Brands are directly impacted by youth spending patterns? What are the impacts on the supply chains of these Brands? Examples of where Governments, Private Sector investors ignore the youth markets.
	<b>10: 00 AM – 10: 15 AM</b>	<b>BREAK</b>
	Session 2 10:15 AM – 12:00 PM	What the Not-For-Profit sector can teach the For-Profit Sector as it relates to youth. How the Youth Market can help companies attract more investment and increase profits as consumers, employees and suppliers.
	<b>12:00 PM to 1:00 PM</b>	<b>LUNCH</b>
<b>Applying Principles learned in Sessions 1 &amp; 2</b>	Session 3 1:00 PM – 2:30 PM	Interactive Workshop – Two major Global Brands will be compared in smaller working groups. Groups are to then consider the impact of one brand losing market share on its stock price, profits and corporate image.
	<b>2:30 PM – 2:45 PM</b>	<b>BREAK</b>
	Session 4 2:45 PM – 4:15 PM	Interactive Workshop - Groups will present their findings to classroom. Participants will relates the findings to their own businesses and discuss solutions to real time business challenges.
<b>Review and Key Take A Ways</b>	Session 5 4:15 PM to 4:30 PM	Review material and suggest next steps for firms/organizations looking for more information.
<b>Instructor Profile</b>	<p>Radcliffe Dockery has more than 13 years experience in Business, Information Technology and Youth Training. He has held Senior Sales, Management and Consulting roles across many industry verticals. His expertise has helped organizations such as HSBC, IBM, Microsoft and Walmart reduce cost and improve revenues. He has delivered International Business Diversity Skill development for over 25,000 youth from the Caribbean, Canada and Sub-Sahara Africa.</p> <p>Radcliffe has an Honours Business Degree, and a Network Administration Certificate. He has presented and written extensively on the topic of Youth Integration in the Global Economy.</p>	
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## Authenticity & Corporate Social Responsibility; A Must for Youth

<b>Corporate Social Responsibility role in marketing to Youth Globally.</b>	Session 1 8:30 AM – 10:00 AM	The simple definition of Corporate Social Responsibility (CSR). Why is the term misused by companies around the world. The difference between CSR theory and CSR in a practical sense. Where many CSR initiatives fail, and the impact of failure.
	<b>10: 00 AM – 10: 15 AM</b>	<b>BREAK</b>
	Session 2 10:15 AM – 12:00 PM	Why Authenticity matters to youth. How to measure Authenticity of your CSR initiatives. How Authenticity can create a competitive advantage. CSR equals IMPACT, no IMPACT – no CSR.
	<b>12:00 PM to 1:00 PM</b>	<b>LUNCH</b>
<b>Applying Principles learned in Sessions 1 &amp; 2</b>	Session 3 1:00 PM – 2:30 PM	Interactive Workshop – Participants will discuss their own CSR initiatives and suggest ways on how to improve them in smaller groups. As well, participants will discuss how to link CSR programs to create real impact on Youth.
	<b>2:30 PM – 2:45 PM</b>	<b>BREAK</b>
	Session 4 2:45 PM – 4:15 PM	Interactive Workshop - Groups will present their findings to classroom. Participants will be encouraged to discuss real improvements to their CSR programs and how they can use these improvements to create a competitive advantage.
<b>Review and Key Take A Ways</b>	Session 5 4:15 PM to 4:30 PM	Review material and suggest next steps for firms/organizations looking for more information.
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## Networking and Presentation Skills

<b>The Principles of Networking and Presentations skills when conducting Global Business</b>	Session 1 8:30 AM – 10:00 AM	What is Networking? Different types of Networks (Personal vs. Professional). Key mistakes people make when they seek to build their Networks. Active Networks vs. Paper Networks.
	<b>10: 00 AM – 10: 15 AM</b>	<b>BREAK</b>
	Session 2 10:15 AM – 12:00 PM	Presentation skills online vs. in Person. How to avoid reading slides instead of speaking to Audience. The power of YOU in the presentation. Steps to ensure that your presentation is relevant to key audiences.
	<b>12:00 PM to 1:00 PM</b>	<b>LUNCH</b>
<b>Applying Principles learned in Sessions 1 &amp; 2</b>	Session 3 1:00 PM – 2:30 PM	Interactive Workshop – Participants will break out into smaller groups of (3). One person is the Business Owner, the other is the youth seeking to establish a Network – the third will be the observer. Notes within the Group will be shared.
	<b>2:30 PM – 2:45 PM</b>	<b>BREAK</b>
	Session 4 2:45 PM – 4:15 PM	Interactive Workshop - Groups will have a limited time to create a short 5 min presentation outlining their Networking role playing scenario.
<b>Review and Key Take A Ways</b>	Session 5 4:15 PM to 4:30 PM	Review material and suggest next steps for firms/organizations looking for more information.
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