

Introducing

BACK-TO-THE-BASICS™

- A youth value re-orientation and keys to life programme

2011

BACK-TO-THE-BASICS™

BACKGROUND:

The quality of the youth population in any community remains one of its strategic assets. Not only have young people been legitimately acknowledged as the future leaders, they are potentially and actually the greatest investment for a country's development. They also serve as a good measure of the extent to which a country can reproduce as well as sustain itself. The extent of their vitality, responsible conduct and roles in society is positively correlated with the development of their community. Where the youth is distressed, discouraged, disoriented and uneducated, the future is in jeopardy.

Indeed, a recent British Council report titled: *Nigeria – the Next Generation*, affirms that youth, not oil, will be the country's most valuable resource in the 21st century.

However, the state of the average Nigerian youth today in terms of their preparedness for the future, calls for worry, and for all hands to be on deck. Part of the challenge is our values that have not just degenerated, but completely thrown overboard. Another critically-deficient area is in terms of being able to cope with the day-to-day challenge of living and interacting within an increasingly globalised, dynamic and competitive world.

PROGRAMME INTRODUCTION:

Our company, *Bluehall* has developed the **Back-to-the-Basics™** as a strategic response to the youth malady currently facing us. The overriding mission of this Programme is to prepare, develop and manage a critical mass of responsible youth population, through a structured and progressive series of lectures, seminars, action-learning, role-modelling and leadership development programmes specifically targeted at the youth segment of the society.

PROGRAMME DESCRIPTION:

As the name suggests, the critical mission of **Back-to-the-Basics™** is to take young people back to the **basics** of time-tested principles of **sound values**, which include hardwork, excellence, integrity, teamwork, etc, as well as teaching them the importance of **personal mastery**, **responsible and respectable citizenship** and **leadership skills** that all combine to produce a responsible and impactful individual from youth to adulthood.

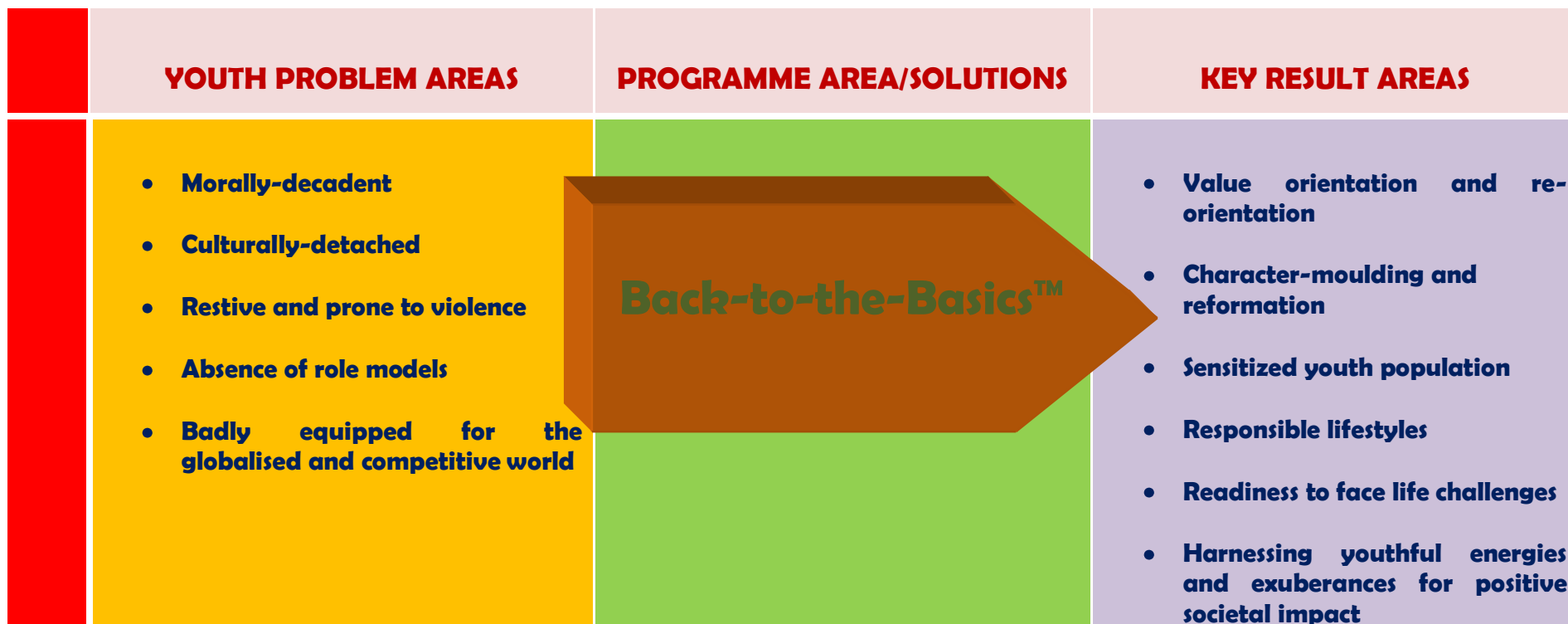
It is designed as a dedicated mass-based learning and development programme to equip youths with the foundational principles for successful living. The programme's primary focus is on youth value orientation and re-orientation, as well as positive character moulding. It also focuses on equipping the participants with critical life skills needed for successful socialization and engagement with society.

This programme responds to a serious national malaise in a very concerted and dedicated manner. It is expected that youths who participate will become part of the vanguard of change to retrieve our society back through value re-

Back-to-the-Basics™

armament, and strive to recreate a society built on strong value fundamentals. They will also be equipped with the capacity to create their own future, and rather than groping in the dark, as they will be empowered to face life’s critical challenges and also renew hope for a great future.

THE CONCEPTUAL FRAMEWORK

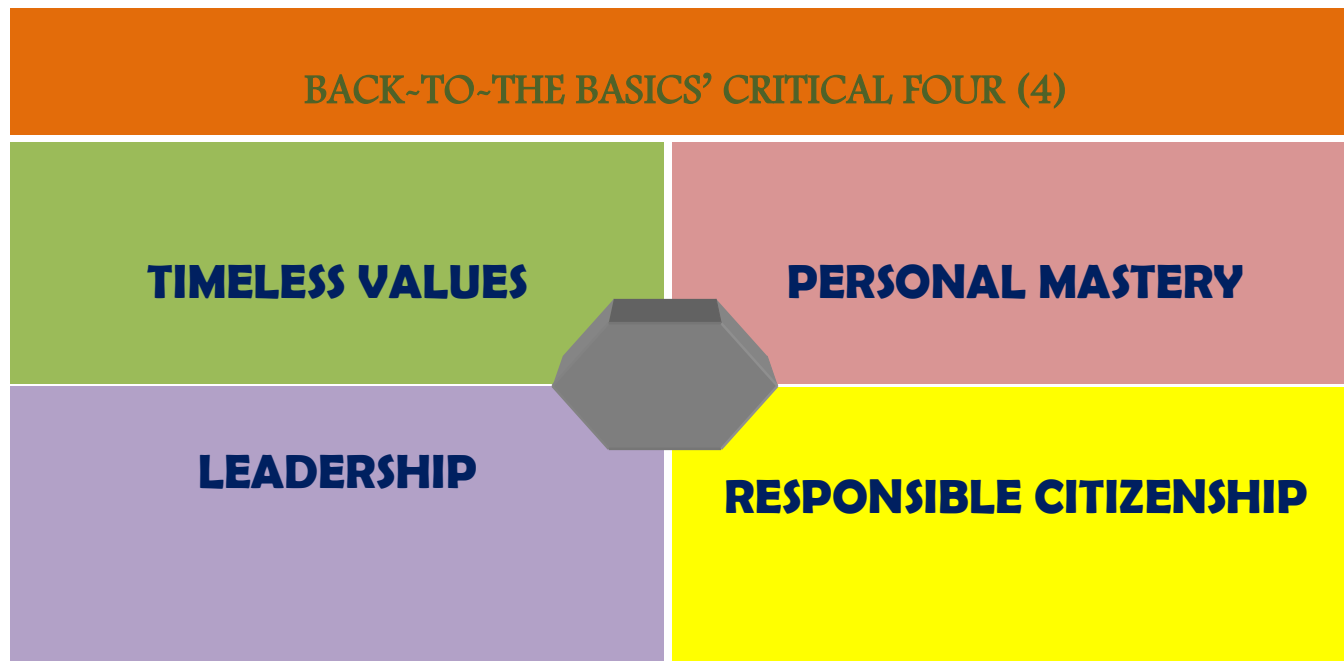


PROGRAMME STRUCTURE

1. Audience/Coverage:

- Students of secondary, technical and tertiary schools who form the bulk of the youth population
- Youth organisations and groups

2. The Curriculum:



3. **Curriculum Content:**

The Back-to-the Basics™ curriculum contains subject-matters that encompass the **‘Critical Four’**. These include, but not limited to the following:

- Pathway to Success
- The Critical Imperatives of a Good Character
- Understanding Value-based Behaviours
- Charting a Personal Vision
- Road to Personal Excellence
- Personal Integrity
- Hardwork, Drive and Sense of Mission
- Responsible Adulthood



- Teambuilding and Teamwork
- High Achievement Drive
- Developing a Sense of Achievement
- Responsible Citizenship
- Personal Effectiveness
- Personal Accountability
- Developing Personal Dignity
- Managing Life’s Growth Stages

4. **Programme Delivery:**

Programme delivery takes the format of Seminars, Workshops and Coaching Clinics to be handled by people drawn from diverse segments of the Nigerian society, with proven knowledge and experience on each of the curriculum areas.

There shall be lectures, real-life stories of impactful people, leadership lessons, role-modelling, action exercises, videos and other useful programme delivery materials, suitable for each categorisation of participants.

5. Our Proposition:

Our proposition is to Federal, State and Local Governments, Youth and Community Associations, Religious Bodies, Educational Institutions, and Specialised Agencies and Organs for youth development. We aim to partner with them as a specialised intervention vehicle to achieve their set goals and objectives.

We offer our strong expertise, wide network, proven organisational capacity and mission-oriented platform to our partners for mutually-beneficial engagements.

ABOUT BLUEHALL:

Bluehall is an enterprise learning and development consulting firm. Our mission is to relentlessly find opportunities and avenues to lend our leading-edge platform to support the optimum performance of individuals, corporations and governments. Towards realizing our mission, we develop and deliver unique programmes for specific personal, core learning and behavioural competencies, targeted at different career and demographic levels.

Our other programmes include Back-to-the-Basics™, Lead-from-the-Front™, ActiveWomen™, Leadership and Personal Accountability Programmes as well as Service Performance Programmes.

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Dipo has over twenty years of active business and professional engagements. He speaks to thousands of people every year, from large corporations to small entrepreneurial ventures, leaders in government, youth and community organisations. He has a passion for helping individuals, businesses and institutions achieve optimum performance through the provision of leading-edge learning and capacity building programmes.

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