

IN THE  
LEAD

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# Seeing. Believing. Succeeding.

**A strength-based leadership  
program for Young People.**



A CALGARY YOUTH JUSTICE  
SOCIETY PROGRAM

[intheleadcalgary.com](http://intheleadcalgary.com)

### What is In the Lead

In the Lead is a strengths-based leadership development program for overlooked young leaders in our city. Youth facing barriers to success often struggle to see and use their natural leadership abilities in positive ways. Where others may see deficits and risk, In the Lead sees strengths and possibility. In the Lead builds resilience and well-being in vulnerable youth, helping them to find their way through tough life circumstances and sometimes poor choices that can get in the way of them reaching their full potential. Additionally, the Volunteer Coaches, employees of our corporate partners, join youth participants in their leadership journey, helping to provide support and encouragement that is often missing in their lives.



## In the Lead has served 1,000 youth in Calgary over the past 10 years.

We are looking for more corporate partners to help us reach more young people.

### THE ASK

#### WHAT WE ARE LOOKING FOR IN A PARTNER:

- 1** Your people – volunteers to connect and grow along with our Young Leaders.
- 2** Your investment – Financial support is required for each youth and volunteer coach participant.
- 3** A shared vision – We are looking for corporations who want to build a mentoring and strengths-based culture, and provide their employees with a meaningful community engagement opportunity.



### THE WINS

**YOUTH SUCCEED, YOUR EMPLOYEES GROW:**  
OUR IMPACT SPEAKS FOR ITSELF

#### ► Young Leader Outcomes

- 98%** of Young Leaders felt their self-confidence had increased because of the involvement with In the Lead.
- 98%** of Young Leaders felt they completed In the Lead with a better understanding of their values.
- 98%** of Young Leaders felt that because of In the Lead they believe they had something to contribute to the world around them.
- 95%** of Young Leaders reflected feeling more positive about the future because of In the Lead.

#### ► Coach Outcomes

Based on a 10-year survey of our corporate Coach Volunteers\* they had this to say:

- 98%** said In the Lead helped them develop and grow their skills and capabilities.
- 77%** said that In the Lead helped them develop better communication skills, such as active listening.
- 90%** said that In the Lead made them more able to see the strengths in themselves and others

