



## 2020 Impact Report



# About Us



## Role Models

is an impact driven education provider. We focus on 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 online & offline courses for 5-15 year olds that develop young peoples' skills in **leadership, confidence, resilience, creative problem solving, collaboration** and **growth mindset**.

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# 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 2020.

We've worked with

1,301

learners this year

We've run

187

online sessions  
this year

We've run

113

online courses  
this year

We've run

10

offline courses this  
year

# Our Publicly Available Parent Reviews

- 5.00\* Google reviews
- 4.97\* Outschool reviews
- 4.80\* Facebook reviews



## Parent Feedback

# Our 2020 Parent NPS Scores

Category	Number of Responses	NPS Score	NPS Rating
Online & Offline Total	185	74	Excellent
Online Total	167 <sup>1</sup>	72	Excellent
Online Courses	152	72	Excellent
Online Courses 8-11 yrs	77	68	Great
Online Courses 5-7 yrs	75	76	Excellent
Online Sessions	13	77	Excellent
Online Sessions 8-11 yrs	6	100	Excellent
Online Sessions 5-7 yrs	7	71	Excellent
Offline Courses	18	89	Excellent
Offline Courses 8-11 yrs	8	88	Excellent
Offline Courses 5-7 yrs	10	90	Excellent

<sup>1</sup> This number includes two parent workshop responses and hence is two higher than the total of Online Sessions and Online Courses'

# Our 2020 Parent Impact Data<sup>1</sup>

**90%**

of parents feel  
their child  
enjoyed or really  
enjoyed our  
course

**82%**

of parents feel the skills  
their child developed  
on our course are  
important or very  
important to their  
future



# Parent Testimonials

“When she has had doubts during the week between classes I've asked what did you learn at role models and this shifts her from a negative mindset to a more positive one.”

**Alison, August 2020, UK,  
Online Courses**

“My son was fully engaged and came out of the session excited to share his learnings. He was comfortable to share his limitations and was encouraged by the recommendations to tackle any future challenges.”

**Panayota, October 2020, UK,  
Online Sessions**

“Emotions were explained to all young learners in a very positive way I actually learned beautiful stuff from my daughter who took the course and the teacher was amazing.”

**Maha, August 2020, Saudi, Online  
Courses**

“This class made a huge difference for us! I'd recommend it to any child that could use some additional tools to cope with all the changes around 2020. Such a positive part of my daughter's week!”

**Jill, December 2020, America,  
Online Sessions**



## Child Feedback

# Our 2020 Child NPS Scores

Category	Number of Responses	NPS Score	NPS Rating
Overall	865	68	Great
Online Overall	796	68	Great
Online Courses	526	67	Great
Online Courses 8-11 yrs	344	56	Great
Online Courses 5-7 yrs	182	70	Excellent
Online Sessions	270	70	Excellent
Online Sessions 8-11 yrs	158	87	Excellent
Online Sessions 5-7 yrs	112	45	Great
Offline Courses	69	68	Great
Offline Courses 8-11 yrs	34	71	Excellent
Offline Courses 5-7 yrs	35	66	Great



# Our 2020 Child Impact Data

96%

of children enjoyed or really enjoyed our courses<sup>1</sup>

82%

of children felt that the skills they have learnt on our courses or sessions will help them in the future<sup>2</sup>

<sup>1</sup> Based on 89 responses

<sup>2</sup> Based on 349 responses

# Child Testimonials

“It taught me a lot about honesty, courage, tolerance, integrity and that all those things are very important in life and in our community, to build life skills that promote social and emotional wellbeing and dynamic thinking.”

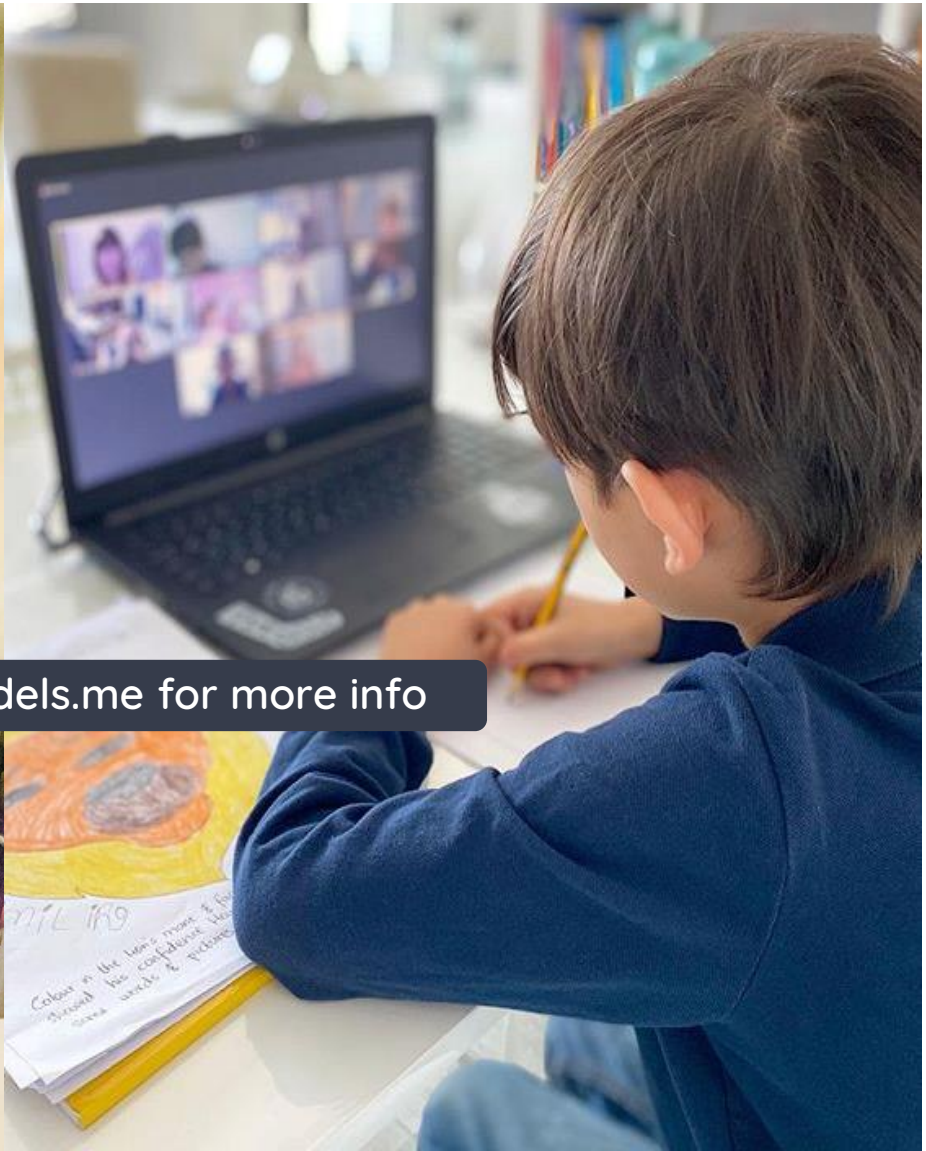
**Joury, November 2020,  
Kuwait, Online Sessions**

“I think all of it was very helpful because next year I’m going into year 6. The most helpful was the mind traps and the venn diagram! They will really help me with 11+. Also, you are a great teacher. You have done amazing! I love the games as well. It has been great.”

**Elizabeth, July 2020, UK,  
Online Courses**

“I think the course was very inspiring, and that all my Italian friends would really learn a lot from this because we spoke about things that they would actually really enjoy and need to talk about. I actually liked that I could relate to all the discussions and that I got to express myself and I got to hear others say really interesting things about themselves. Most kids my age brag about their successes, they do not talk about their issues.”

**Alma, August 2020, Italy,  
Online Courses**



Visit [www.rolemodels.me](http://www.rolemodels.me) for more info

# 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