

DEVELOPING THE LEADERS OF TOMORROW
WHILE SOLVING TODAY'S BIGGEST PROBLEMS

BE THE CHANGE

FUTURE  **LEADERS**

with Linda Cruse

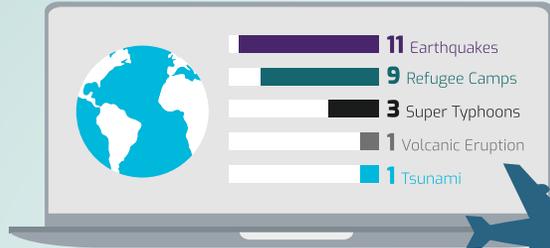


A **Courageous Leadership programme** for students where whole year groups work together as a team and compete against other schools to uplift lives in a remote community.

● Can your school become the **Race4Good Champions 2021?**

FRONTLINE EXPERIENCES

Frontline-Recovery Posts:



Frontline Experiences:

- Escaped from a rebel army
- Held at gunpoint twice
- Suffered altitude sickness
- Experienced near-death hypothermia
- Sutured own face
- Lived and worked in the midst of bombs and violence for 2 years



“Linda makes the impossible, possible”
- Sir Richard Branson



MY MENTORS

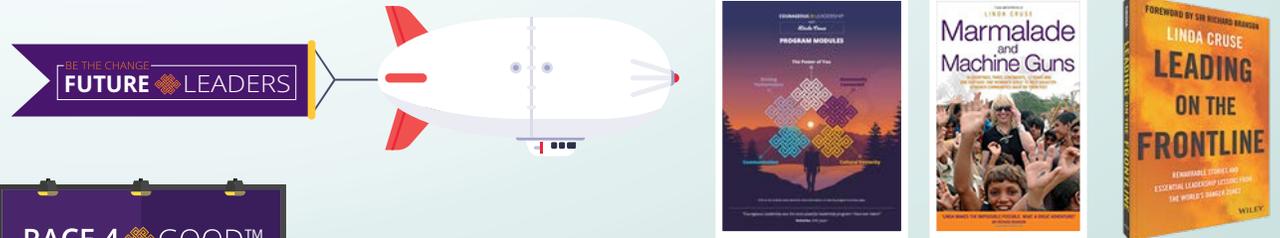


Linda Cruse
20yrs | 6 continents | 60 countries
and just one suitcase

“Money is always needed but the real jewel is harnessing the intelligence & innovation of the individual, their time and talent.”
- HRH The Prince of Wales



PROGRAMMES, TALKS & PUBLICATIONS





LEADERSHIP AND ENTREPRENEURSHIP PROGRAMME FOR INTERNATIONAL STUDENTS

The Race4Good™ Schools League is a student leadership programme unlike any other, bringing together teams from around the world to take part in a series of ground-breaking races. **Each team, comprising of students and international business leaders,** competes to develop sustainable uplift plans that will change lives, forever!

In our increasingly volatile, uncertain, complex, and ambiguous world, **leadership** and **entrepreneurship** have never been so important to young people as they are today. The Race4Good (R4G) provides a cross-curricular, interdisciplinary-focussed, skills-based programme which mirrors how students prefer to learn and interact and advances personal and interpersonal development through experiential learning.

Through **a fast-paced, online race format**, teams are given a specific number of days or weeks to research real-life issues facing a carefully-chosen community and to develop business plans to provide life-changing economic uplift. Supported by international business leaders, who provide vital mentoring and support, students are encouraged to step out of their comfort zones and immerse themselves in a completely unfamiliar world – from a remote community in the Himalayas to a nomadic tribe in Morocco. As teams progress, they tackle ever-more complex issues, including healthcare, infrastructure, design, education, and water harvesting, in addition to developing plans **to economically uplift specific families, develop cooperatives, and improve life in the wider community.**

This is not a paper exercise – winning solutions are implemented within days, enabling students to see the immediate impact of their hard work and dedication. In addition, the race is run completely online so students don't ever have to leave their bedrooms or classrooms to change lives, forever!

Through the race's emotional content, students are able to develop a broad range of leadership and life skills that go beyond academic success, including **extreme empathy**, compassion, problem-solving, team building, business planning, **creativity**, public speaking, and **emotional intelligence.**

Designed to appeal to students of all ages and interests, the race complements the International Baccalaureate, CAS – Community Action Service, Cambridge Global Perspectives, Extended Project Qualification (EPQ), and Duke of Edinburgh's Award. **Above all, the race develops the best global citizens** – caring, inquiring, internationally-minded, empathetic, and knowledgeable young people who can create a better world through the development of intercultural understanding and respect. **Tomorrow's leaders.**



READ ABOUT A RACE4GOOD 2020

» [International Teacher Magazine article](#)



WATCH AS A RACE UNFOLDS

» [Example Race4Good 2020](#)

CHANGE LIVES FOREVER!



Complements the International Baccalaureate, Community Action Service (CAS), Cambridge Global Perspectives, Extended Project Qualification (EPQ), Duke of Edinburgh's Award

See sustainable solutions implemented within days

Experience deep immersion in an exciting and unfamiliar world

Enjoy a thrilling, real-life learning experience

Have a positive impact on another's life, the school and wider community

Make a sustainable contribution to society

Work with other highly-motivated students towards a shared goal

Access to Linda Cruse Leadership Modules

Work with top international business leaders

Create memorable videos and presentations

Develop innovative solutions to a range of challenges

Fast-track leadership, business, and life skills

Develop extreme empathy

Enjoy direct communication with the community

Opportunity to contribute skills and passion to uplift the lives of others

Create a significant legacy for a challenged community

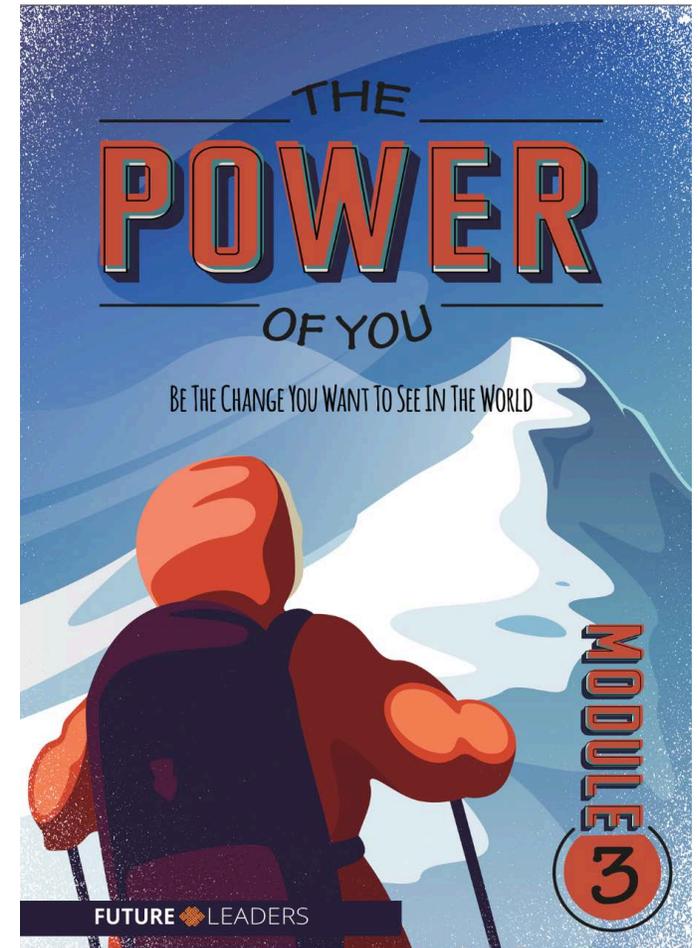
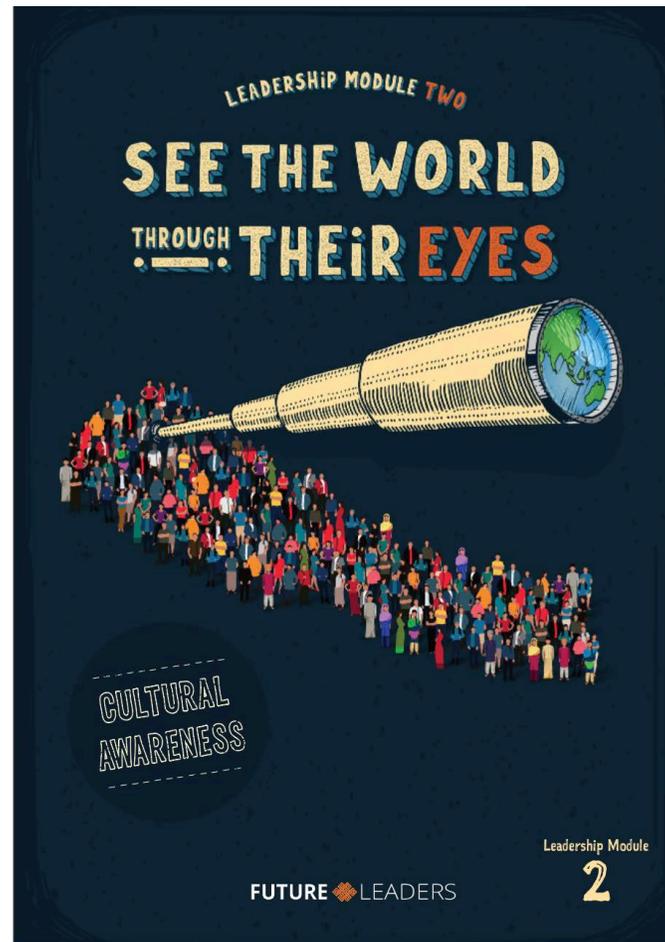
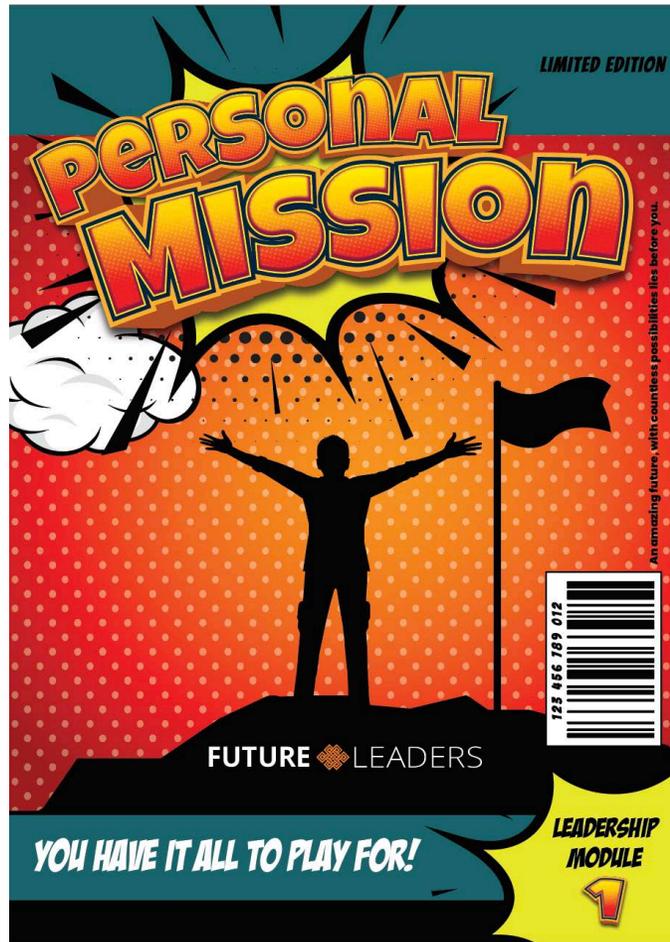
Create strong team bonds and build lifelong friendships

Safe space to tackle and solve real-life problems

HEAR FROM A STUDENT TEAM

» [Race4Good Student Team 2020](#)

BENEFITS TO STUDENTS





STUDENT SUMMARY: KEY LEADERSHIP AND BUSINESS SKILLS

Research, planning, information skills

Questioning, challenging assumptions

Analysis, problem-solving, critical thinking, strategy

Self-discipline, motivation, ambition

Evaluation, decision making, innovation, independent thinking, business planning, calculated risks, sustainability

Communication – written, visual, oral, aural, public speaking, presentations

Collaboration, teamwork, goal setting, brainstorming



STUDENT SUMMARY: KEY LIFE SKILLS

Reflection, global perspective, intercultural understanding

Knowledge, curiosity, empathy, emotional intelligence, open-mind, compassion

Creativity, imagination, inspiration, innovation

Trust, loyalty, contribution, kindness, caring, respect

Self-confidence, courage, accountability, resilience, public speaking

Relationship-building, friendships



HEAR FROM FOBISIA CEO

» [John Gwyn Jones](#)

Complements the International Baccalaureate, Community Action Service (CAS), Cambridge Global Perspectives, Extended Project Qualification (EPQ), Duke of Edinburgh's Award

Access to international business leaders

Opportunity to be a force for good and develop global citizenship awareness



Appeals to wide range of students across student years

Develops key leadership and life skills

Opportunity to work with other international schools

Supports teachers

Enhances value-proposition for parents

Generates positive PR and media coverage

BENEFITS TO SCHOOL



HEAR FROM A TEACHER

» [Race4Good: Darren Lim](#)

Provides sustainable economic, social, and environmental uplift.



Access to a wealth of talent and ideas.



Plans inject vibrancy, innovation, and new market opportunities.

Provides family, cooperative, and community uplift.

Restores hope and dignity to a community.



Creates a bond between international schools and their students.

Addresses significant issues such as healthcare, education, water-harvesting, and infrastructures.

Sparks a cultural exchange of skills and ideas.

“Linda, what you show other people they can do is phenomenal, you inspire people to give of their time, their education, their ability. We all have the ability to give back and moments like the Race4Good make me the proudest of all I have achieved in my life.”

– Helen Jamieson, CEO, Jaluch UK and Race4Good Business Mentor



COMMUNITY BENEFITS



WATCH A VIDEO HIGHLIGHTING THE LIFE OF A HIMALAYAN FAMILY

» [Watch it here](#)



The Race

15 TEAMS

- 1 MOUNTAIN COMMUNITY TRANSFORMED**
- 2 MULTIPLE-FAMILY COOPERATIVES CREATED**
- 4 NOMADIC FAMILIES UPLIFTED**
- 4 SCHOOL CHALLENGES IMPLEMENTED**
- 4 DESIGN UPLIFTS IMPLEMENTED**
- 4 HEALTH CHALLENGES IMPLEMENTED**
- 4 SPORTS CHALLENGES IMPLEMENTED**
- 4 CULTURAL CHALLENGES IMPLEMENTED**
- 4 PSYCHOLOGICAL UPLIFTS IMPLEMENTED**
- 4 OBSERVATION CHALLENGES IMPLEMENTED**



STEP 1 GET IN SHAPE: CREATING FUTURE LEADERS

- **Preparation:** Prior to the Race4Good, year groups limber up with guided access to the Future Leaders Courageous Leadership programme.
- **Modules:** ‘Who Are You?’ and ‘See Life Through Their Eyes’
- **Goal:** To stimulate self-awareness and cultural reflection.

COURAGEOUS LEADERSHIP
with
Linda Cruse

STEP 2 THE RACE: LEAVING A LEGACY

- **The R4G League:** There are three knock-out rounds; starting with 2 weeks of dynamic challenges and exercises.
- **Time to compete:** Year groups will be stretched and challenged and learn how to thrive as they work with their peers and business mentors. Year groups will use all the resources to tackle real-life issues.*
- Sustainable economic business plans are submitted at the end of each round.
- A judging panel that includes the challenged community, reviews all plans for each round. All successful year group challenges are implemented.

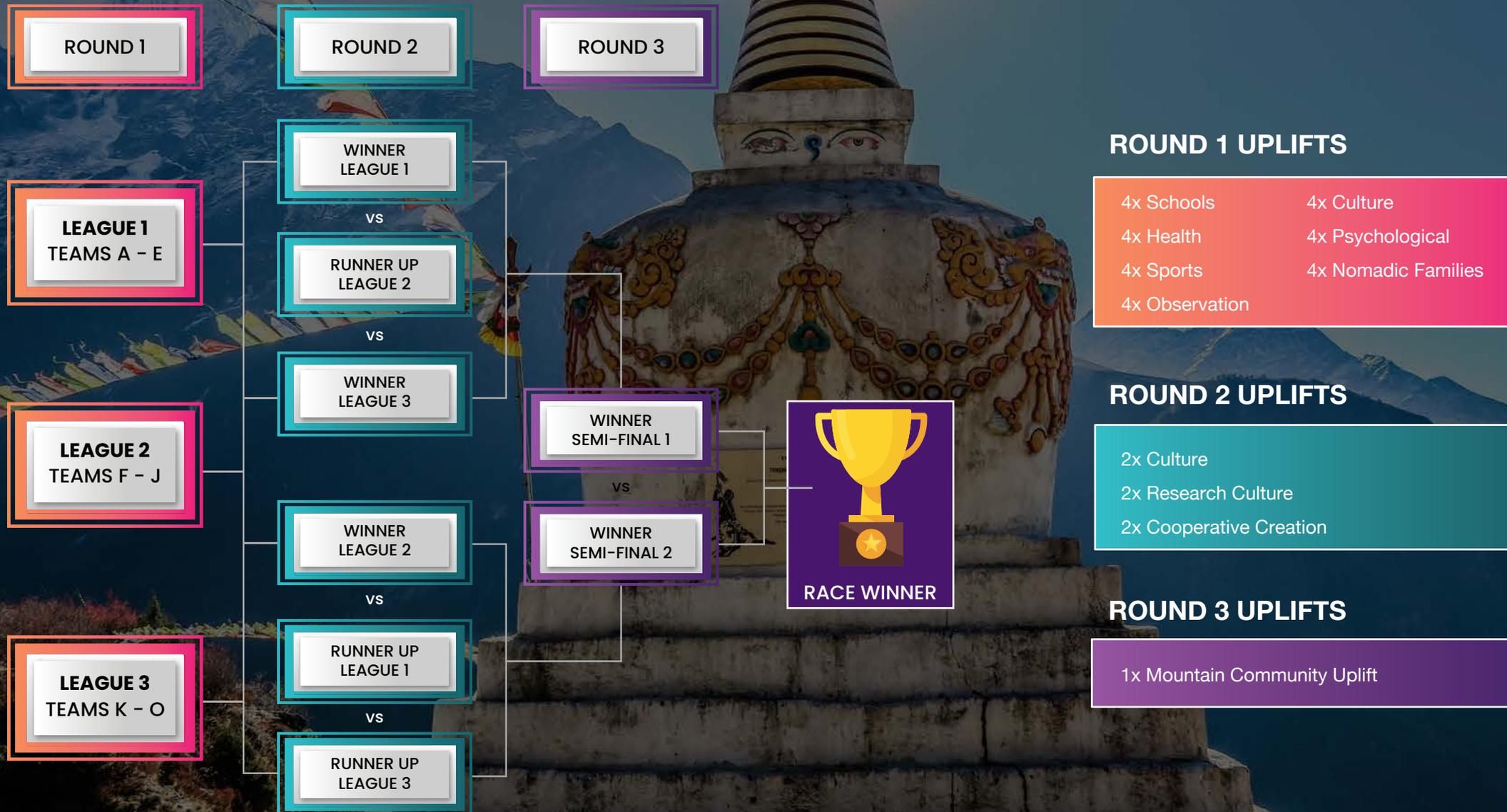
STEP 3 MAINTAIN FITNESS: EMBEDDING LEADERSHIP

- **The Finish Line:** This is just the beginning as the year groups have continued access to the Future Leaders Courageous Leadership programme.
- **Modules:** The Power Of You.
- **Goal:** To integrate the learning into day-to-day life.



**Resources include: the local Race4Good team, community elders (youth, women, men), and expert advisors versed in local economics, politics, religion, and agriculture.*

Where the best and brightest minds come together to form dynamic teams to solve critical real-life challenges through an unforgettable, fast-paced and highly-competitive race.



ROUND 1	ROUND 2	FINAL
<p>Main Challenge: extended family-level economic uplift Uplift Budget: £400 Mid-race challenges: 7 Number of Year Groups: 16 Races: 4 Duration: 21 days Judging: year groups have the opportunity to present to an influential group of judges.</p>	<p>Main Challenge: cooperative-level economic uplift Uplift Budget: £500 Mid-race challenges: 2 Number of Year Groups: 4 Races: 2 Duration: 7 days Judging: year groups have the opportunity to present to an influential group of judges; year groups no longer competing can vote for their favourite business plan.</p>	<p>Challenge: community-level economic uplift Uplift Budget: £600 Mid-race challenges: 1 Number of Year Groups: 2 Races: 1 Duration: 2 days Judging: year groups have the opportunity to present to an influential group of judges; year groups no longer competing can vote for their favourite business plan.</p>
<p>Outcomes:</p> <ul style="list-style-type: none"> • Four extended family-level uplifts implemented. • Seven mid-race challenges implemented. • Each year group has a £50 gift to spend on uplifting the community. 	<p>Outcomes:</p> <ul style="list-style-type: none"> • Two multiple-family cooperatives implemented. • Two mid-race challenges. 	<p>Outcomes:</p> <ul style="list-style-type: none"> • One community-level uplift implemented. • One mid-race challenge implemented.
<p>Summary: after a virtual launch event, year groups are given a specific family to uplift. Each year group will compete virtually against 3 other year groups to produce a business plan and proceed to round 2. Year groups will face exciting mid-race challenges (see slide 7 for details) and have an opportunity to interact with the community, families, and an advisory group. Successful mid-race challenges will be implemented. Daily support from Linda, Race Operations, and allocated Business Mentors.</p>	<p>Summary: after a virtual launch event, year groups are challenged to develop a cooperative that will uplift a minimum of four families. Year groups will face two exciting mid-race challenges and have an opportunity to interact with the community, families, and an advisory group. Successful mid-race challenges will be implemented. Daily support from Linda, Race Operations, and allocated Business Mentors.</p>	<p>Summary: after a virtual launch, year groups are challenged to develop a plan to uplift the whole community. Year groups will face an exciting mid-race challenge and have an opportunity to interact with the community, families, and an advisory group. Successful mid-race challenges will be implemented. Daily support from Linda, Race Operations, and allocated Business Mentors.</p>
<p>Time Guideline Year Groups: 5 hours combined research per year group, per week Time Guideline Business Mentors: 2 hours per week</p>	<p>Guideline: 7 hours combined research per year group over 7 days Time Guideline Business Mentors: 2 hours over 7 days</p>	<p>Guideline: 5 hours combined research per year group over 2 days Time Guideline Business Mentors: 2 hours over 2 days</p>

➔ The budget for all challenges is intentionally limited as experience has shown us that success lies in applying innovation, intelligence, and empathy to a problem. ←



Race4Good engages and teaches students, our future leaders, critical life skills:

CULTURAL INTELLIGENCE | EMOTIONAL INTELLIGENCE | TRUST | ACCOUNTABILITY | COURAGE

Design Challenge
£150

Health Challenge
£150

School Challenge
£150

Cultural Challenge
£100

Sport Challenge
£150

Psychological Challenge
£100

Observation Challenge
£50

Extended Family Uplift
£400

Use your innovation, intelligence, and empathy to economically uplift a large family.

R4G
FINISH!

Basecamp:
your gift, your choice.

ANNAPURNA

MANASLU

DHAULAGIRI

CHO OYU

MAKALU

LHOTSE

KHANCHENJUNGA

EVEREST

THE RACE4GOOD INTERNATIONAL SCHOOL LEAGUE: Designed to enable every school year student to get involved in the race; providing numerous opportunities to contribute their skills, passion, and expertise. Successful teams will draw on the wide range of talents and interests found within the school and will channel these into tackling a diverse range of challenges throughout the race experience.



BUSINESS MENTORS: Each Race Hub will be allocated a Business Mentor. Meeting virtually, business mentors will share their entrepreneurial skills, expertise and industry knowledge and support Race hub volunteers and activities. Business Mentors will be selected from a wide-range of departments and functions to ensure maximum impact for all students.



*“Race4Good was a unique and incredible opportunity for our students, simply like any other. Led by international humanitarian and leadership expert, Linda Cruse, I have personally seen **students transformed** by the Race4Good experience.”*

– Darren Lim Jen Zen, Humanities Teacher | Prince of Wales Island International School, Malaysia

HEAR FROM A TEACHER ABOUT HER RACE EXPERIENCE

» [Race4Good 2020: Kate Gleaves](#)



*“The Race4Good League provides countless opportunities for students to make an impact on the lives of others. What I loved most about participating was how, as a team, we were updated on the initiatives we had developed for the community, **enabling us to see immediately the difference we had made.** Race4Good empowers young people to be the change they want to see; it is an experience that genuinely inspired me as an aspiring leader, innovator, and changemaker.”*

– Chris L, Student | British School Manila

***Give a man a fish you feed him for a day, teach him how to fish you feed him for life.
As Mahatma Gandhi said 'Be the change you want to see in the world'***

– Linda Cruse



LET'S PLAY

VISIT: lindacruse.com

lindacruse.com/race4good.html