

# LAUNCHPAD TO LEADERSHIP

The Duke of Edinburgh's International Award sets young people on the path to success



Aniruddh Sawant receiving his Gold Award in September, 2016 from The Right Honourable David Johnston.

## EVERYONE HAS A STRENGTH THAT THEY BRING TO THIS

world, and one of the most rewarding aspects of The Duke of Edinburgh's International Award is that it celebrates and validates each unique experience.

The Duke of Ed is the world's leading youth achievement Award; for more than 50 years, it has provided a framework that allows young people in Canada to set and achieve personal goals by supporting them on a journey of self-discovery that is the key to a bright and sustainable future.

"Supporting the Award and the young people it serves, both financially and personally, is one of the greatest investments I can make in the future generation," says Gregory Belton, CM, CVO, Executive Chairman of Hub International Ontario, and immediate past International Chairman of The Duke of Edinburgh's International Award Foundation.

Increasingly, large numbers of young Canadians are spending some of their best years waiting in the wings of life, with no achievable ambitions and most alarmingly – no direction.

These young people are leaving school lacking the soft and transferable skills that employers look for. This skill gap is contributing to an increase in depression, anxiety and a sense of helplessness and dependency.

For individuals who feel isolated from society and their local communities, this frustration may lead to anti-social behaviour, civil unrest and, in the worst cases, violence.

Taking part in activities such as sport, community service, adventure and learning new skills develops resilience, determination and adaptability, among other things.

The Award helps young people feel positive about themselves and ready to make a constructive contribution to adult life in an uncertain world.

The Duke of Ed believes that education comes in many forms and that the object of learning is positive self-growth.

Part of growing in a healthy way means nurturing the talents that give young people joy and as such the organization inspires youth to move beyond their comfort zone and into a growth and leadership mindset.

"Connection is at the heart of leadership. Leaders set the tone – their behaviour determines how interactions are characterized by trust, psychological safety, understanding, compassion, empathy and respect," says Sandra Corelli, Vice President of Corporate Class Inc. "Emotional intelligence is key to thriving in the future of work."

Through community service, practical skills, physical recreation, adventurous journeys and leadership development, participants live the

stories they write for themselves, building the confidence to trust themselves to reach beyond their greatest expectations.

Every Duke of Ed journey is a chapter in the larger Duke of Ed story of perseverance, initiative and teamwork.

How can the business community be a part of this change in ensuring that young Canadians are prepared for what life throws them today and ensure they have the skills that employers will desire in the future?

"By investing in a program such as the Duke of Ed, Canadian corporations are investing in the future community leaders of our country," says Anthony Graham, Chair for the Charter for Business which is a partnership between the Duke of Ed and the business community.

"We don't have all the answers to life's questions but at The Duke of Ed, we are making the lives of young Canadians better by enabling individual, societal and global transformation. We want you to be a part of the transformation – because when you care about who you are helping, it makes giving back more meaningful."

Visit [dukeofed.org](http://dukeofed.org) to find out how you can support The Duke of Ed and equip young Canadians for life and work.

## ABOUT THE AWARD

### WHO WE ARE

The Duke of Edinburgh's International Award is the world's leading achievement award for young people. We are a registered charity for the development of people ages 14-24, equipping them with the life skills that will make a difference to themselves, their community and the world. We strive to be a program in which any young Canadian can participate, barrier-free, regardless of socioeconomic or physical circumstances.

### WHAT WE DO

We provide an Award that is self-directed and develops the whole person – mind, body and soul. Our concept is one of individual challenge to set and achieve goals in four areas, encouraging personal discovery and growth; self-reliance; perseverance; and responsibility. There are three levels to The Award: Bronze, Silver and Gold. Any person up to the age of 25 can progress through each level or enroll directly to either the Silver or the Gold. Each level requires an increasing level of commitment and effort.

### 🛠 SERVICE

Undertake a voluntary service to individuals or the community. This develops compassion, commitment and the confidence to make a difference.

### 🏃 PHYSICAL RECREATION

Improve in an area of sport, dance or fitness activities. This develops a sense of achievement, fitness and teamwork.

### ⚡ SKILLS

Develop a practical or social skill of personal interest. This helps young people realize their unique potential and gain greater self-esteem.

### 🗺 ADVENTUROUS JOURNEY

Cultivate a spirit of adventure, discovery and appreciation of the environment. Young people work in small teams to plan, train and complete a journey/expedition in to the Canadian wilderness or abroad. This develops teamwork and leadership skills and challenges young people to push themselves beyond their expectations.

### ★ GOLD PROJECT

Stay and work away from home doing a shared activity. This aims to broaden horizons, experiences and outlook through living and working with others to achieve a positive goal.

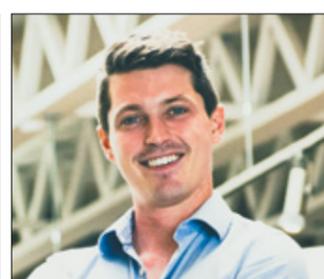
## WHAT DOES THE AWARD MEAN TO YOU?



Erin Maitland, a teacher and camp coordinator for TCDSB, with Prince Harry at last year's Award ceremony in Toronto.  
GRANT MARTIN



Helen Cashman is a business analyst for McKinsey and Co. HELEN CASHMAN



Hunter Macdonald, CEO of Tutela Technologies HUNTER MACDONALD

“The Duke of Ed gave me the skills to succeed academically and professionally. I learned how to persevere, be dedicated, be flexible and step outside my comfort zone. It made me a person who loves and lives for helping others, helping me become the best teacher I can be. Due to the Duke of Ed, I will be a teacher that knows and instills that not all learning happens within the classroom.”

“Earning the Duke of Edinburgh's International Award involved embracing many exciting challenges and getting an amazing education outside of the classroom. Whether hiking in Peru for my Adventurous Journey, engaging with other young Canadians in Ottawa for my Gold Project, or volunteering with Girl Guides for the service component, each achievement pushed me out of my comfort zone and contributed to my progress toward the Gold Award.”

“I believe the Duke of Ed provides great preparation for young people pursuing careers. I have seen this first-hand from one of our previous co-op students who achieved her Gold level. She fit well with our organization, and her passion to give back to the community impressed me.”

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WHAT EMPLOYERS ARE LOOKING FOR

WHAT THE AWARD GIVES YOUNG PEOPLE

