

DECODE'S YOUTH FORUMS

Bring together a group of youth from around the world virtually and in person to jam on solving your problems.



FOSTERING YOUTH ENGAGEMENT

DECODE: POWERED BY DEEPER KNOWLEDGE OF YOUNG GENERATIONS

Did you know that nearly 100% of youth have an opinion? Why not ask them...

The purposes of the Youth Forums are to identify, recruit and engage a particular group of young people and then task them to help solve a critical challenge facing your organization.

With a customized approach facilitated by DECODE that can span three to twelve months, Youth Forums provide your organization access to the insights, perspectives and imaginations of a dynamic group of young people who work on your behalf. They research, analyze, debate and ideate 'in the field' to ensure that together with key members of your staff, smart strategy is designed, and informed decisions are made. Imagine if for the first time, the youth whom you are targeting have a say in when, how and through which channels they are targeted?

Their input will provide insights for your organization from an untapped yet invaluable resource - the youth perspective - giving you a competitive edge.

How it works:

- + DECODE will recruit a number of youth delegates on your behalf. Based on agreed Terms of Reference, they will work as your paid employees for the duration of the forum
- + Through the application of a number of DECODE's proprietary approaches, Youth Forum participants will be educated on your key business need, and trained to solicit the opinions of their peers and other key stakeholders, giving you an insider's perspective from their networks, and their network's networks
- + DECODE's talented staff work together with the youth participants to DECODE the outputs and outcomes of the forum activities and translates "from-the field" perspectives into strategic solutions for your organization

Benefits to You:

- + Access to many networks opens up including access for multiple key stakeholders
- + All of the "Field Work" is conducted by youth participants
- + Actionable insights are produced because of the vested interested the delegates have in the project and their contractual obligation to you
- + A dedicated and focused team whose project emphasis is specific and pertinent to your business need

Benefits to Participants:

- + The chance to feel valued, and meaningfully contribute to areas and issues that are relevant and important to them
- + Participants gain invaluable networking skills and professional development opportunities
- + Work as partners with traditionally "untouchable" organizations and corporations
- + The experience will provide them with mentorship and leadership opportunities

For more information about about Youth Forums, or to talk to one of our strategists about past success stories, contact DECODE.

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DECODE is a global strategic consultancy, with 17 years of experience working with youth, young adults and young families. We decode what young people think, feel, want, need, believe in and aspire to guided by our in-depth knowledge of this population. Our expertise in uncovering fresh, relevant insights—using both traditional and pioneering methodologies—helps out clients. Since 1994, DECODE has completed over 500 projects with the world's leading businesses and governments.

