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12 Forge – Business Partnership Pitch Deck

A talent pipeline of forged young leaders for forward-thinking employers.

The Big Idea

At the heart of 12 Forge is a clear, practical idea:

A 12-week, pro bono program for underprivileged, high-potential youth, focused on leadership, mindset, and real-world career readiness.

A structured pathway into employment, where graduates are intentionally prepared for entry-level roles and internships in forward-thinking organizations.



A partnership with employers, who help shape the program and gain early access to a curated pool of graduates ready to add value from day one.

Instead of hoping that traditional education will produce work-ready talent, we deliberately bridge the gap between raw potential and professional performance. Partners benefit from a diverse, motivated talent pool that has already been tested, coached, and supported through a demanding personal and professional development journey.

The Problem & Why It Matters

The Talent Gap

Across industries, employers are facing the same challenge: finding entry-level talent who are truly ready for the realities of work.

Typical issues include:

- **Candidates who lack basic professional behaviors: reliability, punctuality, communication, and follow-through.**
- **Limited coachability and resilience – difficulty receiving feedback, low persistence when facing setbacks.**
- **Weak alignment with company values and culture, which leads to poor fit and higher churn.**
- **Traditional education that focuses on theory but often neglects practical business skills, emotional intelligence, and real-world readiness.**



The result is costly:

1. **Longer hiring cycles.**
2. **Higher early-stage attrition.**
3. **More time and resources spent on basic training rather than developing high-potential performers.**

12 Forge is designed to directly address this talent gap by preparing candidates not just to "get a job," but to perform and grow once they are inside your organization.

The Opportunity Gap

At the same time, there is a huge pool of underutilized talent:

Young people from underprivileged backgrounds who have intelligence, drive, and potential, but lack access to networks, role models, and structured guidance.

Candidates who are often overlooked because they don't yet have the polish, confidence, or credentials that traditional hiring filters look for.



Individuals who have never been shown how to present themselves to employers, how to communicate their strengths, or how to navigate professional environments.

This creates a double loss:

For the young person: **wasted potential, stalled careers, and missed opportunities.**

For employers: **lost talent, reduced diversity of thought and background, and a narrower pipeline of future leaders.**

12 Forge exists to close this opportunity gap by identifying high-potential youth, investing deeply in their development, and connecting them directly with employers who value both performance and social impact.

The 12 Forge Solution

What Is 12 Forge?

12 Forge is a structured, 12-week transformation program that forges underprivileged youth into employable, high-potential leaders.

The program combines three core pillars:

Mindset & Identity Work

- **RTT-inspired belief transformation and self-worth.**
- **Law of Attraction principles and vision-setting.**
- **Ownership, responsibility, and high standards.**

Business Literacy & Strategic Thinking

- **How businesses work: value creation, money flows, and key drivers.**
- **Accessible financial literacy and commercial awareness.**
- **Simple strategic thinking tools for problem-solving.**

Leadership Presence, Communication & Career Readiness

- **Executive presence and professional communication.**
- **Personal branding, networking, and negotiation basics.**
- **Practical career tools: CVs, interviews, and long-term planning.**

The program is 100% free for students and is funded and supported through employer partnerships, ensuring that cost is never a barrier to talent.

Program Structure (High Level)

How the 12 Weeks Are Structured

The 12 Forge journey is intentionally designed in three phases.

Phase 1 – Inner Foundation & Self-Leadership (Weeks 1–4)

- **Deep mindset work, including RTT-style belief transformation.**
- **Law of Attraction, vision, and identity-based habit building.**
- **Digital discipline, attention management, and elite habits.**

Result: students gain clarity, confidence, and personal ownership.

Phase 2 – Business Literacy & Strategic Thinking (Weeks 5–8)

- **Business fundamentals: how companies operate and create value.**
- **Financial literacy: revenue, costs, profit, and performance drivers.**
- **Executive presence, personal branding, networking, and negotiation.**

Result: students understand how business works and how they can contribute.

Phase 3 – Leadership Presence & Career Readiness (Weeks 9–12)

- **High-performance teams, emotional intelligence, and communication.**
- **Interview mastery (including the STAR method) and salary negotiation.**
- **A clear 5-year vision and a concrete 90-day action plan, followed by graduation.**

Result: graduates are not just job-ready – they are career-ready.

Week-by-Week Highlights

Inside the Curriculum: Week-by-Week Highlights

Below is a simplified view of the 12-week journey, showing the main focus for each week.

<p>Week 1 – Belief Transformation & Identity</p> <p>Students begin with deep mindset work: challenging limiting beliefs, building self-worth, and setting a new identity standard for how they show up in life and work.</p>	<p>Week 2 – Vision & Law of Attraction</p> <p>We introduce the Law of Attraction and vision-setting. Students learn how thoughts, beliefs, and actions align, and create a compelling vision for their future.</p>
<p>Week 3 – Digital Discipline & Focus</p> <p>This week tackles distraction and the attention crisis. Students develop digital discipline, healthier tech habits, and practical tools for focus and follow-through.</p>	<p>Week 4 – Habits & Self-Leadership</p> <p>We consolidate the inner work: identity, habits, and self-leadership. Students design daily routines that support consistency, resilience, and personal standards.</p>
<p>Week 5 – Business Thinking & the Language of Success</p> <p>Students are introduced to how businesses think and operate: value creation, key drivers, and the basic language of performance and success.</p>	<p>Week 6 – Financial Literacy & Commercial Awareness</p> <p>We make money in business simple and practical: revenue, costs, profit, and how everyday decisions impact the bottom line and long-term results.</p>

Week-by-Week Highlights (continued)

Inside the Curriculum: Week-by-Week Highlights

Week 7 – Professional Communication & Executive Presence

Students learn how to communicate clearly and professionally in meetings, emails, and presentations, and how to show up with confidence and presence.

Week 8 – Influence, Negotiation & Personal Brand

This week focuses on ethical influence, negotiation basics, and personal branding so students can advocate for themselves and contribute effectively in teams.

Week 9 – High-Performance Teams & Leadership Culture

Students explore what makes teams perform, how culture is created, and how they can be positive culture carriers in any organization

Week 10 – Emotional Intelligence & Difficult Conversations

We deepen emotional intelligence, self-awareness, and the ability to handle feedback, conflict, and challenging conversations in a professional way.

Week 11 – Interview Mastery & Career Strategy

Students practice interview techniques (including the STAR method), learn how to approach offers and salary discussions, and start mapping a longer-term career path.

Week 12 – Vision, Action Plan & Graduation

The program culminates in a clear 5-year vision and 90-day action plan, followed by a graduation and commitment ceremony that marks the standards they've forged.

Skills & Competencies

What Graduates Can Actually Do

By graduation, 12 Forge students have developed a set of practical skills and competencies that support strong performance in entry-level roles.

Core Skills & Competencies

Strong self-belief and an ownership mindset.

Practical business literacy: how companies work and how value is created.

Professional communication and executive presence.

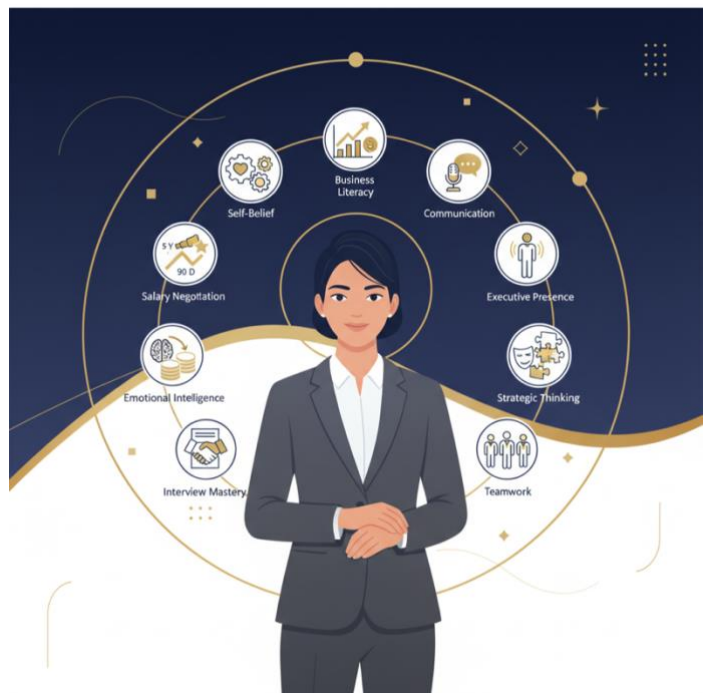
Strategic thinking and simple problem-solving frameworks.

Emotional intelligence and effective teamwork.

Interview mastery (including the STAR method) and salary negotiation basics.

A clear 5-year vision and concrete 90-day action plan.

For employers, this means faster ramp-up, stronger engagement, and higher potential for long-term retention.



Behaviors & Attitudes

Beyond skills, 12 Forge is designed to shape the behaviors and attitudes that matter most in the workplace. Graduates consistently demonstrate:



Reliability and follow-through – **doing what they say they will do, on time and to standard.**

Coachability and openness to feedback – **a willingness to learn, adjust, and improve.**

Proactive problem-solving – **looking for solutions rather than waiting to be told what to do.**

Respectful, professional communication – **with peers, managers, and clients.**

Commitment to growth and contribution – **a mindset of adding value, not just “doing a job.”**

These qualities are reinforced throughout the program through expectations, accountability, and real-world practice. Partners can expect graduates who are not only capable, but ready to integrate into teams and grow with the organization.

Partnership Overview

A Hiring-Focused Partnership, Not Just a Program

We are not asking partners to simply “support a program.” We are inviting you into a hiring partnership that delivers real value.

What Partners Gain

- **Early access to a curated pool of graduates from each cohort.**
- **A structured way to trial and hire talent (internships, entry-level roles, project placements).**
- **A repeatable, reliable talent pipeline aligned with your future hiring needs.**
- **A meaningful social impact story that supports your DEI and ESG commitments.**

How We Work with Partners

- **We take time to understand your talent needs and role profiles.**
- **We align elements of the curriculum with the realities of your industry.**
- **We provide insight into each graduate’s strengths, growth areas, and potential fit.**

The outcome is a partnership where young people gain opportunity, employers gain high-potential talent, and communities gain new role models.

Partner With 12 Forge

If you are looking for a smarter, more human way to build your early-career talent pipeline, 12 Forge is designed for you.

As a 12 Forge Partner, You Can:

- **Shape the next generation of diverse, high-potential talent.**
- **Access a curated pool of graduates who have been rigorously developed over 12 weeks.**
- **Align your hiring strategy with meaningful social impact and community uplift.**

Ways to Engage

- **Offer internships or entry-level roles for 12 Forge graduates.**
- **Co-design elements of the curriculum to reflect your industry needs.**
- **Participate in guest sessions, mock interviews, or panel discussions.**
- **Sponsor cohorts and build a long-term, branded talent pipeline.**

For partnership conversations, cohort timelines, and role-matching options, please reach out to:

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Together, we can forge the next generation of leaders – and connect them directly to organizations that are ready to invest in their potential.