

General Copy Guidelines & Sectioning

ATGI WEBSITE COPY OUTLINE

Below are our copywriting principles:

- Our core mission is to change how Africans think, i.e., social reengineering, so whatever it takes in the soft skills domain to do this, we're active, you dig? Soft skills are interpersonal and personal attributes, which determine how you work and interact with others, making you an effective contributor to society. These skills, focusing on personality and people skills rather than technical knowledge.
- Use Direct, unambiguous language
- Lean towards industry & academic research for data-backed claims
- Write for the person who doesn't know what soft skills are or what their importance is in how we live.
- No buzzwords without substance

Relevant Links

- [Donations Form](#)
- [Volunteer Form](#)
- [Newsletter Form - Mailchimp](#)
- [Team & Board Headshots](#)
- [Website Image Samples](#)
- Articles (academic & blogs) we read for research **#Ayo, link these at the bottom of this document**

Inspo from other websites

- <https://theideation360.co/>
- <https://chessinlumsafrica.com/>
- <https://whitefieldfoundation.ng/home-o2/>
- <https://slum2school.org/>
- <https://famefoundationwg.org/>
- <https://academy.thecloudde.com/>

1. HOMEPAGE

1.1. Hero Section (Above the Fold) - Lillian

The purpose of this is immediate clarity. No poetry, no fog. One sharp, declarative headline (*2 sentences max*). Optional sub-line (this will clarify how our work is done).

Primary CTA: Explore Our Work / See Our Projects

Secondary CTA (optional): Partner With Us / Support Our Work

Visual Direction: Rotating/scrolling real project images (*or realistic African youth imagery where originals don't exist yet*). Images may hyperlink to Instagram or project pages (*when we have them*)

1.2. About ATGI (Brief) - Lillian

The purpose of this is Orientation, not autobiography. Who we are (1–2 short paragraphs), What problem we exist to solve, Who we serve. This stays on the homepage but remains intentionally concise.

1.3. What We Do (Static Overview) - Ayomide

The purpose of this is to define our services, not our projects. Each item should include a short title with a 1–2 sentence explanation.

Core Areas:

- Soft Skills Training
- Mentorship & Support
- Youth Development & Outreach

1.4. Why This Work Matters (The “Why”) - Lillian

The purpose of this is for our legitimacy and gravity. Problem framing backed by data and statistics. Clear articulation of why soft skills are not a luxury but necessity.

Copy Requirements:

- Use real numbers (rates, ratios, percentages)
- Reference social, educational, and personal safety outcomes
- Avoid vague moral language; stay empirical and grounded

1.5. Core Values and SDG-alignment - Lillian

The purpose of this is to signal our ethos, not clichés. 3–4 distinct values. Each value paired with a one-line explanation. Avoid generic NGO vocabulary. Think principles that actually guide decisions. 4 SDGs and how our work fuels their achievement.

1.6. Testimonials - Ayomide

The purpose of this is social proof. Short quotes from participants, facilitators, or partners featuring their names + project association (*the project we worked together on*)

1.7. Newsletter Subscription - Ayomide

The purpose of this is Relationship-building. Short invitation copy. Embedded Mailchimp form or link with a pop-up trigger

2. PROJECTS PAGE (MAIN NAVIGATION TAB) - Lillian

The purpose of this is to serve as our archive, not for marketing fluff.

2.1. Projects Index - This will feature a grid arrangement of all projects (*past and active*)

Each project card includes:

- Project name
- Short descriptor
- Duration

2.2. Individual Project Pages (Template) - **Lillian**

Each project page should include:

- Project overview
- Problem addressed and why (with statistics)
- What ATGI did
- Reach & participation numbers
- Outcomes & lessons
- Media (photos, videos, links)
- Testimonials (if available)

This is where depth lives.

3. TEAM & BOARD PAGE

The purpose of this is for trust and credibility.

3.1. Board Members - **Ayomide**

- Professional headshot
- Full Name
- Role
- Short bio (1 paragraph)
- LinkedIn link

3.2. Team Members (*Lillian, Chioma, Anjola, Ayomide*)

- Professional headshot
- Full Name
- Role
- Short bio (team members are to send this in and this should focus more on what they stand for and why they chose to work with ATGI and not about their CV)
- LinkedIn link

4. PUBLICATIONS PAGE

The purpose of this is for our intellectual footprint. It will host our Quarterly newsletters (PDF view/download). Reports, case studies, research pieces

Structure:

- Title
- Brief description

- Date
- Download / View link

5. Get Involved (this is a section on the main page not a separate page) - Lillian

5.1. Become a Volunteer along with a short invitation copy and link to Google Form

5.2. Donate: Clear explanation of how donations are used along with bank account details with an optional donor contact form for tracking & appreciation

6. FAQs - 4–5 anticipated questions with clear, direct answers - Ayomide

7. Footer - Ayomide

- Contact details
- Social media links
- Newsletter link
- Legal/registration info

Ayo's Section

1.3 WHAT WE DO (Demystified & Comprehensive)

Headline: We Are Re-Engineering the African Workforce.

85% of job success comes from well-developed soft and people skills, while only 15% comes from technical skills and knowledge.

Harvard/Carnegie Foundation (2025)

Our Intervention Framework

1. Behavioral Re-Engineering

We don't teach skills; we alter mindsets. Through our flagship program SkillVault™, we deconstruct limiting beliefs and install the critical operating systems for success. 100% of our 2025 graduates reported improved workplace confidence.

2. Strategic Mentorship

We pair ambitious youths with established professionals using structured guidance to help them navigate the unwritten rules of the corporate world.

3. Community & Ecosystem Building

We build ecosystems where Africans gain access to relevant networks and the impact so far, is our growing community of 600+ changemakers.

2. CORE VALUES

Headline: The ATGI Codes

Excellence: Mediocrity is the little death that brings total obliteration.

Resilience: Setbacks are data for growth.

Community: Ubuntu; growth is collective.

6. FAQS (Comprehensive & Direct)

Goal: Anticipate objections and clarify the model.

Q: What exactly is "Social Re-engineering"?

A: It is our approach to youth development. We believe that to change a nation's economy, you must first change how it thinks. We "re-engineer" how young people approach problems, people, and pressure, turning them from passive observers into active problem solvers.

Q: How is Success Measured?

A: We use a case study approach to gauge how effective our projects are. When we execute programs, feedback is gathered from participants and that data informs our program design.

Q: Is ATGI a recruitment agency?

A: No. We are a Human Capital Development organization. We do not find you a job; we equip you with the skills and character that make you indispensable to employers.

Q: How is SkillVault different from other training sessions?

A: SkillVault teaches you how to show up. Our curriculum is designed with data-backed evidence to strip away all the abstractions and make these skills practical, while focusing on the psychological attributes that drive long-term career success.

Q: Where does my donation go?

A: Transparency is our currency. 100% of donations fund direct program costs such as; Venue and logistics for community outreach; Stipends for our volunteer facilitators and outreach volunteers; and workbook and study materials for programs.

3.2. TEAM SECTION (Team Bios)

Ayomide Michael Oyinloye - Social Media & Community Lead - [LinkedIn](#)

Ayomide operates on the belief that though talent is universal, opportunity is not. He joined ATGI to dismantle the information barriers that keep Nigerian youths stagnant. For him, digital community building is not about 'likes', it is about social re-engineering: ensuring the right mindset reaches the right person to trigger a lifetime of growth.

3.1. Board Members

Chiemela Ogu - Board Chairperson - LinkedIn Profile:

<https://www.linkedin.com/in/chiemelaogu/>

A seasoned Product Manager (Kuda), Chiemela brings deep expertise in fintech and digital product strategy. He guides ATGI's technological integration, ensuring our digital learning platforms are accessible, scalable, and user-centric for the next generation of African talent.

Adekunle Adedayo - Board Member - LinkedIn Profile:

<https://www.linkedin.com/in/adekunleadedayo/>

As a Product Manager at Interswitch Group, Adekunle specializes in building scalable payment and digital solutions. His strategic oversight ensures ATGI operates with the operational rigour of a tech company, focusing on data-driven results and sustainable growth models.

Toluwanimi Arogundade - Board Member - LinkedIn Profile:

<https://www.linkedin.com/in/toluwanimi-arogundade-socialworker?>

A dedicated Social Worker, Toluwanimi serves as the ethical compass of ATGI. With a background in social welfare and community intervention, she ensures our programs remain deeply human-centric, safeguarding the mental and emotional well-being of every youth we serve.

Adebisi Olaniyi - Board Member - LinkedIn Profile:

<https://www.linkedin.com/in/adebisi-adedayo-1bb24553?>

A Business Transformation Consultant, Adebisi brings high-level expertise in organizational development and change management. She advises the board on structural sustainability, helping ATGI transition from a startup non-profit to an institution of lasting impact.

1.7 TESTIMONIALS (Data-Backed & Real)

Chioma (*Omakreatives*) | *Graphic Designer* - I had never been the type who loved to face a crowd; stage fright was my major issue. SkillVault re-engineered my mindset. After the Communication Module, I became a better communicator. Now, I handle overbearing clients with emotional intelligence, not impulse.

Christabel | *Software Engineer* - As an engineer, I focused heavily on code. But SkillVault taught me that communication is incomplete until the receiver understands the message. The sessions on Active Listening and Emotional Intelligence have completely changed how I collaborate in my team.

Sharon | *Cybersecurity & Community Development Enthusiast* - The Emotional Intelligence session made me say, “*I wish I knew this earlier*”. The facilitator explained that emotions typically last for 90 seconds, and whatever actions we take after that are our sole responsibility. That insight made me realize that I have more control over myself than I knew. I’ve since become more mindful of how I respond to emotionally charged situations.

Daramola | *Architect* ([*M.Sc.* in view](#)) - Networking used to be a challenge, but SkillVault forced me to be intentional. I connected with a LinkedIn Tech enthusiast during the program, and we are already discussing future collaborations. This program bridges the gap between theory and industry.

Ugochi - I learned to be self-aware of my moods to best manage my emotions. Before SkillVault, I reacted. Now, I listen, reflect, and respond. The Growth Mindset module has directly improved my personal development and career focus.

Anuoluwapo | *Mid-level Manager* - SkillVault taught me how to lead when things go wrong. When my team wasn't showing up, instead of complaining, I learned to reach out individually to understand their challenges. That is the 'People Agility' skill I gained here.

Fikayo - I learned to adapt to a growth mindset focusing on purpose, not just process. During a school presentation where the laptop stopped working, I used the 'Quick Thinking' drills I learned at ATGI to save the day by acting out our points. We got good feedback for creativity!

Ugochukwu - I learned to build confidence in navigating uncertainty. The 'Change Agility' module taught me how to make decisions with limited information and succeed amid unforeseen situations. This is a skill school didn't teach me.

Damilola | MBBS (Undergraduate) - The class on Emotional Intelligence was my turning point. I learned that you don't 'talk' to anger; you feel it and manage it. This specific lesson on self-regulation has saved me from so many impulsive decisions.

Zainab | Nurse (Psychiatric Nursing) - I didn't even know what 'CC' and 'BCC' meant in emails until the Email Writing session! It sounds small, but SkillVault saved me from professional embarrassment before I even started my career. Also, the Communication Skills facilitator's assignments made me take long videos of myself (*something I never do*). Thank you for that!

Ayomide | Cell Biologist - I got to understand how networking is easier when I approach as one who wants to add value and not only to receive all the time. The most interesting part for me was emotional regulation. I think deeply about how I react to things now.

Anonymous Participant - The facilitator who led the Communication Skills session was very intentional with her teaching style. She made the classes very interactive, encouraging everyone to contribute, express themselves, and ask questions. What impressed me the most was the time she took to provide personalized feedback to each participant based on their submissions. Her commitment to our growth and the engaging nature of her sessions left a lasting impact on me.

Victory | Hematology Major & Research Enthusiast - Through the ATGI Intervention, I got to know that I network everyday, without realizing it and now I'm more deliberate about engaging in meaningful conversations with people I meet.

Favour | Copywriter & HRM Enthusiast - Consistency and Determination are 2 key things I have applied practically since the bootcamp. No matter how bad my day went or how things didn't work out for me, I always show up! I study before coming to class because of what I learned about lifelong learning.

7. FOOTER (Complete Detail)

Goal: Functional and Legal Trust.

Navigation:

Contact:

 HQ: Haze Water Estate, Ilisan-Remo, Ogun State (Operational HQ) | Ikeja, Lagos (Liaison Office)

 Email: info@atginitiative.com

 Phone/WhatsApp: +234 [Insert Official Number]

Socials:

[LinkedIn Icon] – Arise & Thrive Growth Initiative

<https://www.linkedin.com/company/arise-and-thrive-growth-initiative-atgi/>

[Instagram Icon] – @atginitiative

<https://www.instagram.com/atginitiative?igsh=YTlzeDBkZnZybXNn>

[Facebook Icon] – Arise & Thrive Growth Initiative

<https://www.facebook.com/share/1BsMHWbibp/>

Legal:

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Registered Non-Profit Organization (CAC/IT/NO: 7842587)

[\[Privacy Policy\]](#) | [\[Terms of Use\]](#)

1.8. Newsletter Section (in Footer):

Headline: Join the inner circle of Changemakers on the continent.

Subtext:

[Email Address Field] [Subscribe Button]

Lillian's Section

ATGI WEBSITE COPY OUTLINE

1. HOMEPAGE

1.1. Hero Section - Lillian

Headline - Changing how Africa thinks so she can lead the future OR Re-engineering how young Africans think, decide, and lead.

Subheading

Working with our partners, we design and deliver targeted, research-grounded soft-skills interventions to translate essential human skills into measurable outcomes that shape institutions and civic life.

1.2. About ATGI (Brief) - Lillian

ATGI is a social intervention organization invested in the habits of mind that shape behavior, leadership, and collective outcomes. We exist because many of Africa's most persistent challenges are reinforced by gaps in thinking, behaviour and interpersonal discipline.

Long before policy fails or institutions weaken, everyday reasoning does. When people struggle to articulate ideas, evaluate consequences, or engage constructively with others, those limitations compound across communities and show in our systems.

As poverty, unemployment, and institutional failure do not emerge in a vacuum, our approach combines research-backed soft-skills education, mentorship, and practical field interventions designed for real social conditions.

1.4. Why What We Do Matters - Lillian

Instead of empty scrolling images, we'll have research data points scrolling there, maybe Chioma can design this and send.

Slide 1 — Because the Problem Is Not Abstract

In 2025, a study of 1,096 senior secondary students in Nigeria's Bayelsa State found a strong positive correlation between communication, teamwork, self-discipline, flexibility, problem-solving, and Mathematics performance. Students who demonstrate stronger soft skills perform better academically; how students think shapes how they learn.

Oribhabor, C. B. (2025). Soft Skills and Academic Performance of Secondary School Students in Mathematics: A Relationship Study. *Faculty of Natural and Applied Sciences Journal of Mathematics, and Science Education*, 6(4), 85–94.
<https://doi.org/10.63561/fnas-jmse.v6i4.916>

Slide 2 — Because Educators Can't Give What They Don't Have

A 2021 study published in the *Global Journal of Educational Research* found that most teachers lack adequate knowledge of how to integrate soft skills into teaching, making structured professional development a necessity, not an option.

A baseline study in District Mardan further showed that teachers' self-discipline, problem-solving ability, interpersonal skills, and self-motivation significantly influence student academic success. Educational leaders recognise this but because systems rarely act on it, the result is a persistent gap between what we value and what we actually teach.

Slide 3 - Because These Are The Skills Of The 4th Industrial Revolution

A 2019 multi-country review under the *Africa Development Forum* series argues that sub-Saharan Africa's skills agenda must extend to include socio-emotional skills that support productivity, inclusivity, and adaptability.

The study concludes that over 300 million workers, representing 80–90% of the region's workforce, cannot achieve economic transition without these skills, particularly within the informal economy where most people work.

Without them, growth stalls, inclusion fractures and democracy weakens.

Omar Arias, David K. Evans and Indhira Santos. Agence française de développement and The World Bank, Washington, DC, 2019, 346 pp. Africa Development Forum series. ISBN 978-1-4648-1149-4 (pbk), 978-1-4648-1350-4 (eBook)

Slide 4 - Because Industry Already Feels The Deficit

The *World Economic Forum Future of Jobs Report 2025* shows a sharp rise in the importance of leadership, social influence, resilience, agility, curiosity, and lifelong learning compared to 2023.

The Kenya Human Rights Commission noted that with only 20 internship slots available annually, critical thinking is a primary selection criterion.

Safaricom Kenya's Head of Talent Acquisition similarly identified time-keeping, focus, intrinsic motivation, and productivity as major gaps; students who actively pursued communication and presentation skills were significantly better positioned for employment.

Assan, Nalutaaya (2018). Review of European Studies. *Africa's Youth Unemployment Challenge and the Pursuit of Soft Skills Development by University Students*.

Slide 5 - Because Africa's Entrepreneurial Frontier Depends on It

Research on entrepreneurship education across Africa shows that initiative, persistence, opportunity recognition, and communication strongly shape entrepreneurial readiness among aspiring South African entrepreneurs.

Technical knowledge alone is insufficient as enterprise formation depends on judgment, resilience, and human interaction.

Amon Simba, Mahdi Tajeddin, Paul Jones & Patient Rambe (2025) A disaggregated view of soft skills: Entrepreneurship education systems of Africa, *Journal of Small Business Management*, 63:2, 786-818, DOI: 10.1080/00472778.2024.2356596

Slide 6 – Because Soft Skills Can Be Taught—Deliberately

In Morocco, researchers embedded collaborative storytelling into existing secondary-school lesson plans and achieved a 90% success rate, despite limited resources and diverse social backgrounds represented.

In Botswana, culturally grounded tools were developed to assess communication, collaboration, and resilience among secondary students.

The evidence shows that when soft skills are designed into instruction, they develop. This is replicable practice.

Lambert, DC (2023). Soft skills don't have to be hard: Embedding soft skills instruction in Moroccan secondary schools. *Journal of Educational Research and Practice*, 13, 379–396. <https://doi.org/10.5590/JERAP.2023.13.1.25>

Slide 7 - Because Social Mobility Is at Stake

Anthropologist Aomar Boum warns that deficits in personal communication disproportionately advantage already-privileged groups, reinforcing social stratification rather than mobility.

As global economies integrate, immigrants and marginalized populations increasingly seek participation without equal access to the skills required to navigate them. Neglecting soft skills deepens inequality and hardens exclusion. To ignore these skills is an equity risk.

Lambert, DC (2023). Soft skills don't have to be hard: Embedding soft skills instruction in Moroccan secondary schools. *Journal of Educational Research and Practice*, 13, 379–396. <https://doi.org/10.5590/JERAP.2023.13.1.25>

1.5. Core Values and SDG-alignment – Lillian

SDG 10 – Reduced Inequalities

ATGI directs mindset development to narrow disparities and help Africans prepare for social, civic, and economic life.

How we contribute to SDG 10:

- Delivering structured soft-skills education and mentorship, advancing Target 10.2 (empowering and promoting social, economic, and political inclusion for all). This approach also aligns with Indicator 10.2.1 (reducing the proportion of people living below 50% of median income, by age, sex, and persons with disabilities).
- Strengthening young people's confidence, voice, and capacity to participate in decisions that affect their lives. This advances Target 10.3 (ensuring equal opportunity and reducing inequalities of outcome) and connects to Indicator 10.3.1 (decrease in proportion of population reporting discrimination or harassment).

SDG 16 – Peace, Justice, and Strong Institutions

ATGI addresses the human foundations of peaceful and effective institutions for Africans to participate in global decision-making.

How we contribute to SDG 16:

- Delivering training in all spheres necessary to reduce susceptibility to destructive behaviour. This supports Target 16.1 (significantly reducing all forms of violence) and links to Indicator 16.1.4 (increase in population who feel secure in their local environment).
- Creating structured spaces for dialogue and shared decision-making within. This advances Target 16.7 (ensuring responsive, inclusive, participatory, and representative decision-making) and relates to Indicator 16.7.2 (increase in population who believe decision-making is inclusive and responsive).

2. PROGRAMS PAGE - Lillian

2.1. Individual Project Pages – Lillian

PROGRAM 1: ATGI CONVERSATIONS (all 4 of these will be on one page)

Short Descriptor:

1. Personal Image Marketing for Career Success with Beverly Ezebuike

ATGI hosted an interactive session on personal image marketing with Beverly Ezebuike, a global speaker in fintech and blockchain and a trailblazer in driving growth for major brands. Beverly shared strategies on how individuals can position themselves online for maximum visibility and attract the right opportunities whether pivoting careers, building a personal brand, or expanding professional influence.

Drawing on her experience spearheading initiatives that generated over \$50 million in profits for fintech companies, contributing to KUDA Bank's 7 million customer milestone, and supporting Rainest's Series A funding of \$11 million, Beverly provided practical insights for leveraging online presence effectively. The session offered participants actionable tools to showcase their strengths, strategically navigate career transitions, and confidently put themselves in front of the audiences that matter.

2. Reading Rituals That Work with Ezioma Kalu (Bookish Ezioma)

ATGI celebrated World Book Day with fellow book lovers and Ezioma Kalu, popularly known as Bookish Ezioma. She first gained recognition in December 2022 for reading 100 books and, in 2024, impressively completed 150 more. Since then, she has been featured on platforms including Spotify for Creators, Tribune Online, Afritondo, Littafi, News Central TV, Isele Magazine, and Libretto Publishers.

In this special conversation, *Reading Rituals That Work*, Ms. Kalu shared her passion for reading and the practical habits that fuel her literary journey. Against the backdrop of declining literacy, driven by rising book costs and busy schedules, the session offered actionable strategies for cultivating a reading culture. Participants engaged directly with Ms. Kalu, learning about her book selection, purchasing habits, and motivation, sparking a

lively dialogue on how to reconnect with premium content and make reading a lifelong habit.

This initiative reflects ATGI's commitment to promoting literacy and lifelong learning across the African continent, inspiring a new generation of readers to embrace the transformative power of books.

3. Unshackled: Breaking Barriers to Women's Success

As part of the IWD celebrations, ATGI executed a discourse session featuring guest speakers such as; Adebisi Olaniyi, Oyeronke Oyebanji, Sunzahra Liburd Banks, Divine Chukwuemeka (The Japa Queen).

Unshackled convened a diverse group of women from healthcare, leadership, immigration, sports, and beyond to explore the systemic barriers that limit women's success. Through a cross-generational panel featuring Gen Z, millennial, and seasoned professionals, the discussion highlighted challenges such as glass ceilings, workplace inequality, and access to opportunities, while centering actionable solutions for breaking these barriers.

Audience members engaged directly with experts through live Q&A sessions, fostering a dynamic dialogue aimed at democratizing opportunities for women across all sectors. *Unshackled* created a space where experience met innovation, sparking conversation, reflection, and tangible strategies for empowering women in every field.

4. Hacks for Unique Personal Branding in 2025 with LinkedIn Strategist, Jean Walter Dortelus

As part of the ATGI Conversations series, we hosted a focused training session on personal branding and strategic LinkedIn positioning, facilitated by a seasoned LinkedIn strategist. This session was designed in response to a clear gap observed within our online community: many participants lacked awareness of how to intentionally position themselves for visibility and opportunity in professional digital spaces.

The session covered the fundamentals of personal branding on LinkedIn, including crafting a clear value statement, optimizing profile headshots and banner images, positioning for desired career and business opportunities, and using LinkedIn as a deliberate tool for networking and professional growth.

Beyond the group session, selected participants received **free 1:1 LinkedIn consultation sessions** with the facilitator. These personalized sessions enabled participants to refine their profiles, clarify their positioning, and strengthen their overall LinkedIn presence.

This initiative reinforced ATGI Conversations as a platform for timely, practical discussions that equip young people with the tools to navigate modern professional ecosystems with confidence and intentionality.

PROJECT 2: SKILLVAULT 1.0

Skill Vault 1.0 Bootcamp (May 24 – August 31, 2025)

Skill Vault 1.0 was an intensive soft-skills bootcamp designed to equip young people with the competencies often missing from formal education but critical for professional and personal success. The program focused on building self-awareness, communication clarity, and decision-making capacity in real-world contexts.

The curriculum covered Emotional Intelligence, Public Speaking, Communication Etiquette, Corporate and Email Communication, Leadership and Organisational Skills, as well as Critical Thinking and Problem-Solving. Sessions were practical, reflective, and skills-driven, with an emphasis on application rather than theory.

The bootcamp received **66 applications**, from which **30 participants** were carefully selected through a screening process. **13 participants** successfully completed the full program and graduated, receiving certificates in recognition of their commitment, growth, and demonstrated competence.

Skill Vault served as both a learning intervention and a proof of concept: when young people are given structure, relevance, and accountability, meaningful transformation follows.

3. PUBLICATIONS PAGE

This section houses our intellectual footprint as we contribute our quota to shape policies for social re-engineering on the continent of Africa, in the form of newsletters, reports, case studies, research pieces. Stay tuned.

4. Get Involved (this is a section on the main page not a separate page) - Lillian

4.1. Volunteer With Us Today! - Come with us as we develop cross-border approaches for stronger governance, aspirational leadership, healthier communities and more thoughtful societies.

4.2. Support the Work! - By funding this work, you are investing in targeted social infrastructure to shape communities, governance and institutions. You are also participating in much needed human capacity building to sustain long-term development.

AMOUNT	INTERVENTION IT SPONSORS	OUTCOME YOU ENABLE

Full Website Copy (A-Z)

ATGI WEBSITE COPY OUTLINE

Below are our copywriting principles:

- Our core mission is to change how Africans think, i.e., social reengineering, so whatever it takes in the soft skills domain to do this, we're active, you dig? Soft skills are interpersonal and personal attributes, which determine how you work and interact with others, making you an effective contributor to society. These skills, focusing on personality and people skills rather than technical knowledge.
- Use Direct, unambiguous language
- Lean towards industry & academic research for data-backed claims
- Write for the person who doesn't know what soft skills are or what their importance is in how we live.
- No buzzwords without substance

Relevant Links

- [Donations Form](#)
- [Volunteer Form](#)
- [Newsletter Form - Mailchimp](#)
- [Team & Board Headshots](#)
- [Website Image Inspo from Freepik](#)

Inspo from other websites

- [The Ideation 360](#)
- [Chess In Slums Africa](#)
- [Home o2 – Whitefield Foundation](#)
- [Slum2School Africa](#)
- [FAME Foundation](#)
- [Cloudde Academy](#)

1. HOMEPAGE

1.1. Hero Section - Lillian

Headline - Changing how Africa thinks so she can lead the future OR Re-engineering how Africans think, decide, and lead.

Subheading

85% of job success comes from well-developed soft and people skills and only 15% comes from technical skills. As the impact of AI and disruptive technology grows, candidates who can perform tasks that machines cannot, are becoming more valuable.

- Harvard Business Review, Carnegie Foundation & Stanford Research Center (1918 & 2025)

Visual Direction: Rotating/scrolling real project images (*or realistic African youth imagery where originals don't exist yet*). Images may hyperlink to Instagram or project pages (*when we have them*)

1.2. About ATGI (Brief) - Lillian

ATGI is a social intervention organization invested in the habits of mind that shape behavior, leadership, and collective outcomes. We exist because many of Africa's most persistent challenges are reinforced by gaps in thinking, behaviour and interpersonal discipline.

Long before policy fails or institutions weaken, everyday reasoning does. When people struggle to articulate ideas, evaluate consequences, or engage constructively with others, those limitations compound across communities and show in our systems.

As poverty, unemployment, and institutional failure do not emerge in a vacuum, our approach combines research-backed soft-skills education, mentorship, and practical field interventions designed for real social conditions.

1.3. What We Do (Static Overview) - Ayomide

Intervention Framework

1. Behavioral Re-Engineering

Through our flagship program SkillVault™, we alter mindsets and install the critical operating systems for success.

2. Strategic Mentorship

We pair ambitious youths with established professionals using structured guidance to help them navigate the unwritten rules of the corporate world.

3. Community & Ecosystem Building

We build ecosystems where Africans gain access to relevant networks and the impact so far, is our growing community of 600+ changemakers.

1.4. Why This Work Matters (The “Why”) - Lillian

These will be designed by Chioma for Delight to upload the images in this section in a scrolling format. [The text is hyperlinked here.](#)

1.5. Core Values and SDG-alignment – Lillian

CORE VALUES - (*to optimize for space, this can be done in a card format where the value is shown on top and the rest of the text is underneath in smaller font*).

Headline: The ATGI Codes

- Excellence: Mediocrity brings obliteration.
- Resilience: Setbacks are data for growth.
- Community: Ubuntu; I am because we are.

SDG-ALIGNMENT - (to optimize for space, this can be done in a flip card format where the SDG is shown on top and when it's flipped over, it shows the rest of the text).

SDG 10 – Reduced Inequalities

ATGI directs mindset development to narrow disparities and help Africans prepare for social, civic, and economic life.

How we contribute to SDG 10:

- Delivering soft-skills education and mentorship, advancing Target 10.2 (empowering and promoting social, economic, and political inclusion for all). This approach also aligns with Indicator 10.2.1 (reducing the proportion of people living below 50% of median income, by age, sex, and persons with disabilities).
- Strengthening young people's confidence, voice, and capacity to participate in decisions that affect their lives. This advances Target 10.3 (ensuring equal opportunity and reducing inequalities of outcome) and connects to Indicator 10.3.1 (decrease in proportion of population reporting discrimination or harassment).

SDG 16 – Peace, Justice, and Strong Institutions

ATGI addresses the human foundations of peaceful and effective institutions for Africans to participate in global decision-making.

How we contribute to SDG 16:

- Driving trainings to reduce susceptibility to destructive behaviour. This supports Target 16.1 (significantly reducing all forms of violence) and links to Indicator 16.1.4 (increase in population who feel secure in their local environment).
- Creating spaces for dialogue and shared decision-making within. This advances Target 16.7 (ensuring responsive, inclusive, participatory, and representative decision-making) and relates to Indicator 16.7.2 (increase in population who believe decision-making is inclusive and responsive).

2. PROGRAMS PAGE - Lillian

2.1. Individual Project Pages Lillian

PROGRAM 1: ATGI CONVERSATIONS (all 4 of these will be on one page)

Short Descriptor:

1. Personal Image Marketing for Career Success with Beverly Ezebuike

ATGI hosted an interactive session on personal image marketing with Beverly Ezebuike, a global speaker in fintech and blockchain and a trailblazer in driving growth for major brands. Beverly shared strategies on how individuals can position themselves online for maximum visibility and attract the right opportunities whether pivoting careers, building a personal brand, or expanding professional influence.

Drawing on her experience spearheading initiatives that generated over \$50 million in profits for fintech companies, contributing to KUDA Bank's 7 million customer milestone, and supporting Rainest's Series A funding of \$11 million, Beverly provided practical insights for leveraging online presence effectively. The session offered participants actionable tools to showcase their strengths, strategically navigate career transitions, and confidently put themselves in front of the audiences that matter.

2. Reading Rituals That Work with Ezioma Kalu (Bookish Ezioma)

ATGI celebrated World Book Day with fellow book lovers and Ezioma Kalu, popularly known as Bookish Ezioma. She first gained recognition in December 2022 for reading 100 books and, in 2024, impressively completed 150 more. Since then, she has been featured on platforms including Spotify for Creators, Tribune Online, Afritondo, Littafi, News Central TV, Isele Magazine, and Libretto Publishers.

In this special conversation, *Reading Rituals That Work*, Ms. Kalu shared her passion for reading and the practical habits that fuel her literary journey. Against the backdrop of declining literacy, driven by rising book costs and busy schedules, the session offered actionable strategies for cultivating a reading culture. Participants engaged directly with Ms. Kalu, learning about her book selection, purchasing habits, and motivation, sparking a lively dialogue on how to reconnect with premium content and make reading a lifelong habit.

This initiative reflects ATGI's commitment to promoting literacy and lifelong learning across the African continent, inspiring a new generation of readers to embrace the transformative power of books.

3. Unshackled: Breaking Barriers to Women's Success

As part of the IWD celebrations, ATGI executed a discourse session featuring guest speakers such as; Adebisi Olaniyi, Oyeronke Oyebanji, Sunzahra Liburd Banks, Divine Chukwuemeka (The Japa Queen).

Unshackled convened a diverse group of women from healthcare, leadership, immigration, sports, and beyond to explore the systemic barriers that limit women's success. Through a cross-generational panel featuring Gen Z, millennial, and seasoned professionals, the discussion highlighted challenges such as glass ceilings, workplace inequality, and access to opportunities, while centering actionable solutions for breaking these barriers.

Audience members engaged directly with experts through live Q&A sessions, fostering a dynamic dialogue aimed at democratizing opportunities for women across all sectors. *Unshackled* created a space where experience met innovation, sparking conversation, reflection, and tangible strategies for empowering women in every field.

4. Hacks for Unique Personal Branding in 2025 with LinkedIn Strategist, Jean Walter Dortelus

As part of the ATGI Conversations series, we hosted a focused training session on personal branding and strategic LinkedIn positioning, facilitated by a seasoned LinkedIn strategist. This session was designed in response to a clear gap observed within our online community: many participants lacked awareness of how to intentionally position themselves for visibility and opportunity in professional digital spaces.

The session covered the fundamentals of personal branding on LinkedIn, including crafting a clear value statement, optimizing profile headshots and banner images, positioning for desired career and business opportunities, and using LinkedIn as a deliberate tool for networking and professional growth.

Beyond the group session, selected participants received **free 1:1 LinkedIn consultation sessions** with the facilitator. These personalized sessions enabled participants to refine their profiles, clarify their positioning, and strengthen their overall LinkedIn presence.

This initiative reinforced ATGI Conversations as a platform for timely, practical discussions that equip young people with the tools to navigate modern professional ecosystems with confidence and intentionality.

PROJECT 2: SKILLVAULT 1.0

Skill Vault 1.0 Bootcamp (May 24 – August 31, 2025)

Skill Vault 1.0 was an intensive soft-skills bootcamp designed to equip young people with the competencies often missing from formal education but critical for professional and personal success. The program focused on building self-awareness, communication clarity, and decision-making capacity in real-world contexts.

The curriculum covered Emotional Intelligence, Public Speaking, Communication Etiquette, Corporate and Email Communication, Leadership and Organisational Skills, as well as Critical Thinking and Problem-Solving. Sessions were practical, reflective, and skills-driven, with an emphasis on application rather than theory.

The bootcamp received **66 applications**, from which **30 participants** were carefully selected through a screening process. **13 participants** successfully completed the full program and graduated, receiving certificates in recognition of their commitment, growth, and demonstrated competence.

Skill Vault served as both a learning intervention and a proof of concept: when young people are given structure, relevance, and accountability, meaningful transformation follows.

3. TEAM & BOARD PAGE - Ayomide

3.1. Board Members

Chiemela Ogu - Board Member - LinkedIn Profile:
<https://www.linkedin.com/in/chiemelaogu>

A seasoned Product Manager (Kuda), Chiemela brings deep expertise in fintech and digital product strategy. He guides ATGI's technological integration, ensuring our digital learning platforms are accessible, scalable, and user-centric for the next generation of African talent.

Adekunle Adedayo - Board Member - LinkedIn Profile:

<https://www.linkedin.com/in/adekunleadedayo>

As a Product Manager at Interswitch Group, Adekunle specializes in building scalable payment and digital solutions. His strategic oversight ensures ATGI operates with the operational rigour of a tech company, focusing on data-driven results and sustainable growth models.

Toluwanimi Arogundade - Board Member - LinkedIn Profile:

<https://www.linkedin.com/in/toluwanimi-arogundade-socialworker>

A dedicated Social Worker, Toluwanimi serves as the ethical compass of ATGI. With a background in social welfare and community intervention, she ensures our programs remain deeply human-centric, safeguarding the mental and emotional well-being of every youth we serve.

Adebisi Olaniyi - Board Member - LinkedIn Profile:

<https://www.linkedin.com/in/adebisi-adedayo-1bb24553>

A Business Transformation Consultant, Adebisi brings high-level expertise in organizational development and change management. She advises the board on structural sustainability, helping ATGI transition from a startup non-profit to an institution of lasting impact.

3.2. Team Members

Dr. Michael Ogu - Founder - [LinkedIn](#)

I started ATGI from a deep personal conviction that young people deserve more than academic qualifications to succeed in today's world. Over the years, as an educator and mentor, I have worked closely with young people and seen firsthand how talent, intelligence, and ambition often go unrecognized and less rewarded, not because of a lack of knowledge, but because of the obvious absence of relevant soft skills such as communication, critical thinking, leadership, adaptability, and emotional intelligence, among others.

ATGI was created to bridge this growing gap. My vision is to equip young people with the practical soft skills necessary to succeed personally, professionally, and socially in an increasingly competitive and fast-changing world. ATGI, for me, is not just an organization, it is a movement to empower a generation to believe in themselves, unlock their potential, and confidently shape their future.

Lillian Onofiock - Programs Lead - [LinkedIn](#)

With a background in International Law and Diplomacy, my work within ATGI cuts across process design, cross-functional coordination, and program delivery. My experience includes developing

SOPs, setting KPIs, coordinating multi-stakeholder programs, and building playbooks that allow teams and ideas to outlive their founders.

I do many things for one reason: a firm conviction that Africa's constraint is not intelligence or imagination, but execution. I am motivated by the belief that durable systems are what compound impact. My work is guided by a disciplined love for structure, a bias for clarity, and a long-term commitment to building institutions that work, especially in African contexts.

Chioma Oparah - Graphics Design Lead - [LinkedIn](#)

I am a visionary creative who brings stories to life through design. As the Lead Graphic Designer at ATGI, I transform ideas into compelling visuals that resonate with young people and amplify the organization's mission of empowering youths with essential soft skills.

For me, design isn't just about aesthetics; it is about sparking confidence, connection, and change.

Anjola Omoyele - Monitoring & Reporting Officer - [LinkedIn](#)

As Monitoring and Reporting Officer, I have a strong commitment to meaningful impact and the stories behind our numbers. I believe real change goes beyond good intentions; it is sustained through rigorous tracking, honest reporting, and a continuous commitment to learning and improvement.

I am driven by the opportunity to turn data into insight and insight into action. I work deliberately behind the scenes to ensure progress is measured accurately and that initiatives deliver genuine value. Contributing to impact-focused work gives purpose to what I do and motivates me to consistently give my best.

Ayomide Michael Oyinloye - Social Media & Community Lead - [LinkedIn](#)

I operate on the belief that while talent is universal, opportunity is not. I joined ATGI to dismantle the information barriers that keep Nigerian youths stagnant. For me, digital community building is not about *likes*; it is about social re-engineering; ensuring the right mindset reaches the right person to trigger a lifetime of growth.

4. PUBLICATIONS PAGE (*separate page, not section on the main page*)

This section houses our intellectual footprint as we contribute our quota to shape policy-making on the continent of Africa, in the form of newsletters, reports, case studies and research pieces.

Stay tuned.

5. Testimonials - **Ayomide**

Chioma (Omakreatives) | Graphic Designer - I had never been the type who loved to face a crowd; stage fright was my major issue. SkillVault re-engineered my mindset. After the Communication Module, I became a better communicator. Now, I handle overbearing clients with emotional intelligence, not impulse.

Christabel | *Software Engineer* - As an engineer, I focused heavily on code. But SkillVault taught me that communication is incomplete until the receiver understands the message. The sessions on Active Listening and Emotional Intelligence have completely changed how I collaborate in my team.

Sharon | *Cybersecurity & Community Development Enthusiast* - The Emotional Intelligence session made me say, “*I wish I knew this earlier*”. The facilitator explained that emotions typically last for 90 seconds, and whatever actions we take after that are our sole responsibility. That insight made me realize that I have more control over myself than I knew. I’ve since become more mindful of how I respond to emotionally charged situations.

Daramola | *Architect ([M.Sc.](#) in view)* - Networking used to be a challenge, but SkillVault forced me to be intentional. I connected with a LinkedIn Tech enthusiast during the program, and we are already discussing future collaborations. This program bridges the gap between theory and industry.

Ugochi - I learned to be self-aware of my moods to best manage my emotions. Before SkillVault, I reacted. Now, I listen, reflect, and respond. The Growth Mindset module has directly improved my personal development and career focus.

Anuoluwapo | *Mid-level Manager* - SkillVault taught me how to lead when things go wrong. When my team wasn't showing up, instead of complaining, I learned to reach out individually to understand their challenges. That is the 'People Agility' skill I gained here.

Fikayo - I learned to adapt to a growth mindset focusing on purpose, not just process. During a school presentation where the laptop stopped working, I used the 'Quick Thinking' drills I learned at ATGI to save the day by acting out our points. We got good feedback for creativity!

Ugochukwu - I learned to build confidence in navigating uncertainty. The 'Change Agility' module taught me how to make decisions with limited information and succeed amid unforeseen situations. This is a skill school didn't teach me.

Damilola | *MBBS (Undergraduate)* - The class on Emotional Intelligence was my turning point. I learned that you don't 'talk' to anger; you feel it and manage it. This specific lesson on self-regulation has saved me from so many impulsive decisions.

Zainab | *Nurse (Psychiatric Nursing)* - I didn't even know what 'CC' and 'BCC' meant in emails until the Email Writing session! It sounds small, but SkillVault saved me from professional embarrassment before I even started my career. Also, the Communication Skills facilitator's assignments made me take long videos of myself (*something I never do*). Thank you for that!

Ayomide | *Cell Biologist* - I got to understand how networking is easier when I approach as one who wants to add value and not only to receive all the time. The most interesting part for me was emotional regulation. I think deeply about how I react to things now.

Anonymous Participant - The facilitator who led the Communication Skills session was very intentional with her teaching style. She made the classes very interactive, encouraging everyone to contribute, express themselves, and ask questions. What impressed me the most was the time she

took to provide personalized feedback to each participant based on their submissions. Her commitment to our growth and the engaging nature of her sessions left a lasting impact on me.

Victory | *Hematology Major & Research Enthusiast* - Through the ATGI Intervention, I got to know that I network everyday, without realizing it and now I'm more deliberate about engaging in meaningful conversations with people I meet.

Favour | *Copywriter & HRM Enthusiast* - Consistency and Determination are 2 key things I have applied practically since the bootcamp. No matter how bad my day went or how things didn't work out for me, I always show up! I study before coming to class because of what I learned about lifelong learning.

6. Get Involved (this is a section on the main page not a separate page) - **Lillian**

6.1. Volunteer With Us Today! - Join us as we develop cross-border approaches for stronger governance, aspirational leadership, healthier communities and more thoughtful societies.

6.2. Support the Work! - By funding this work, you are investing in targeted social infrastructure to shape communities, governance and institutions. You are also participating in much needed human capacity building to sustain long-term development.

7. FAQs - **Ayomide**

Q: What exactly is "Social Re-engineering"?

A: It is our approach to youth development. We believe that to change a nation's economy, you must first change how it thinks. We "re-engineer" how young people approach problems, people, and pressure, turning them from passive observers into active problem solvers.

Q: How is Success Measured?

A: We use a case study approach to gauge how effective our projects are. When we execute programs, feedback is gathered from participants and that data informs our program design.

Q: Is ATGI a recruitment agency?

A: No. We are a Human Capital Development organization. We do not find you a job; we equip you with the skills and character that make you indispensable to employers.

Q: How is SkillVault different from other soft skill trainings?

A: SkillVault teaches you how to show up. Our curriculum is designed with data-backed evidence to strip away all the abstractions and make these skills practical, while focusing on the psychological attributes that drive long-term career success.

Q: Where does my donation go?

A: Transparency is our currency. 100% of donations fund direct program costs such as; Venue and logistics for community outreach; Stipends for our volunteer facilitators and outreach volunteers; and workbook and study materials for programs.

8. Newsletter Section (in Footer):

Headline: Join the inner circle of Changemakers on the continent.

Subtext:

[Email Address Field] [Subscribe Button]

9. Footer - Ayomide

Goal: Functional and Legal Trust.

Navigation:

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<https://www.instagram.com/atginitiative?igsh=YTlzeDBkZnZybXNn>

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