

The Impact of Lived Experience

Changing perspective, changing lives



Land Acknowledgement

We would like to acknowledge the Treaty Lands and Territory of the Anishinaabek, Haudenosaunee, Lūnaapéewak and Attawandaron people, whose traditional and unceded territory we are gathered upon today.

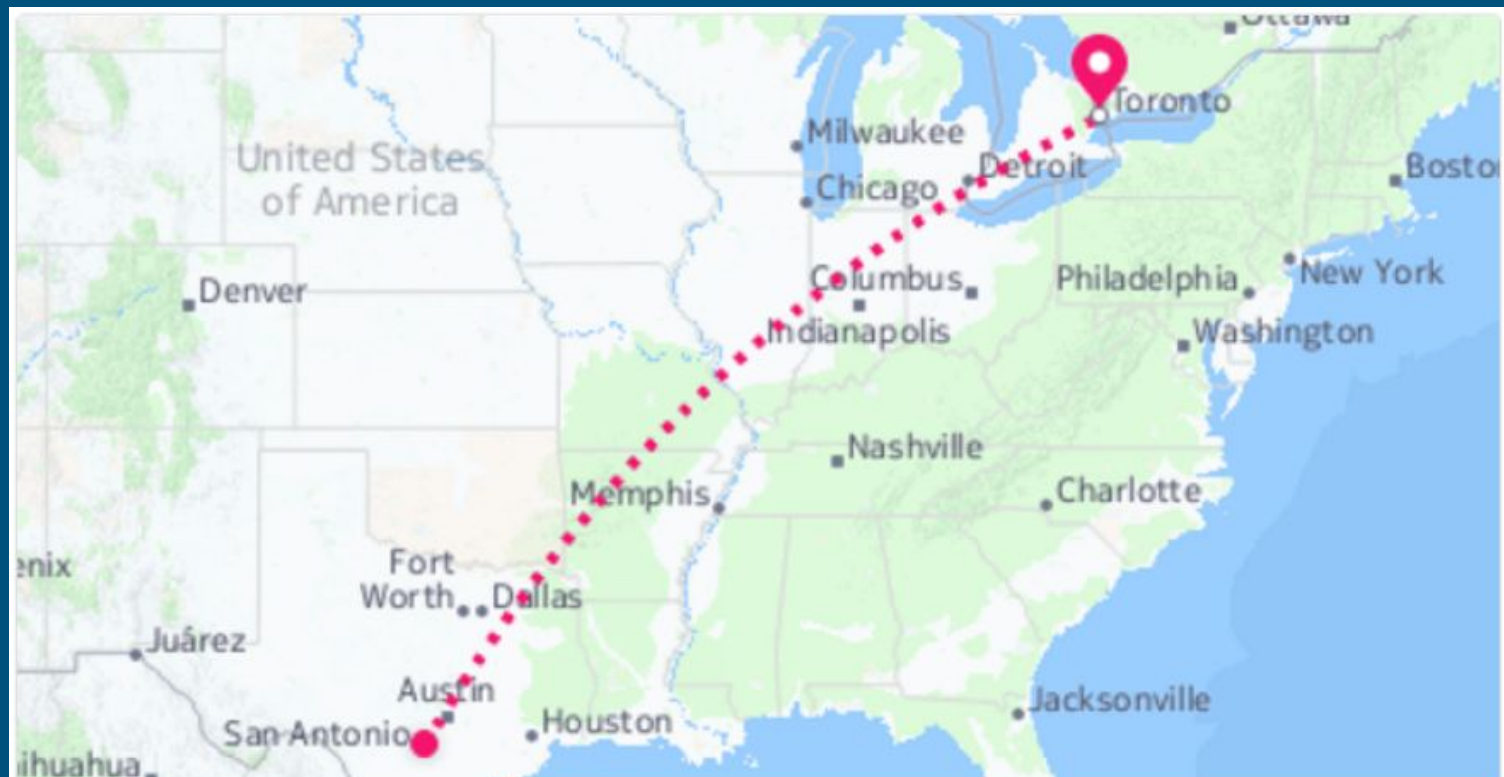


Olusola Olumogba is an entrepreneur, non-profit founder, community leader, and speaker. He runs two organizations. The first is InstantScouting, a platform that connects athletes, agents, coaches, and trainers, for which he was honoured with the Top 30 Under Thirty Award by Sports Launch Magazine in 2014. He has helped over 500 athletes secure professional football opportunities. Olusola's second venture is his non-profit Direct Your Life which has supported close to 300 formerly incarcerated individuals with resources and job opportunities to get back on their feet. Olusola is a Critical Period Interventionist for individuals with high risk behavior and those impacted by gang activity. He regularly speaks at schools, halfway houses, and prisons.

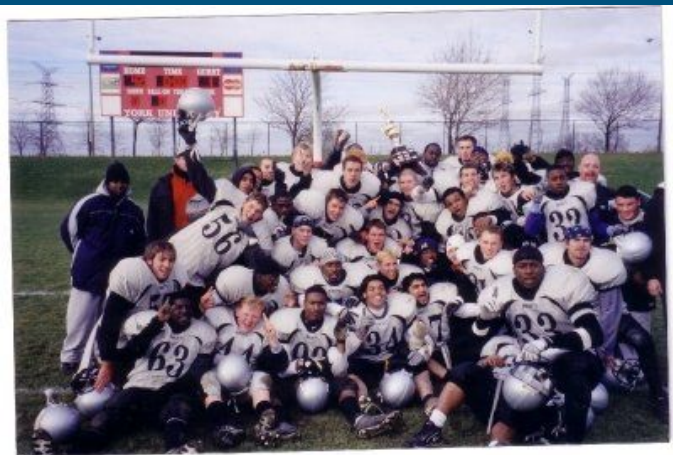
Olusola has a Bachelor's degree in Criminology and Media Studies from the University of Western Ontario as well as a YouthREX Critical Youth Work: Bridging Theory and Practice Certificate completed at York University. He is a former collegiate athlete, Sports Professional, and has also held several leadership positions at non-profit organizations throughout his career.

Who is Direct Your Life?

The Direct Your Life story....

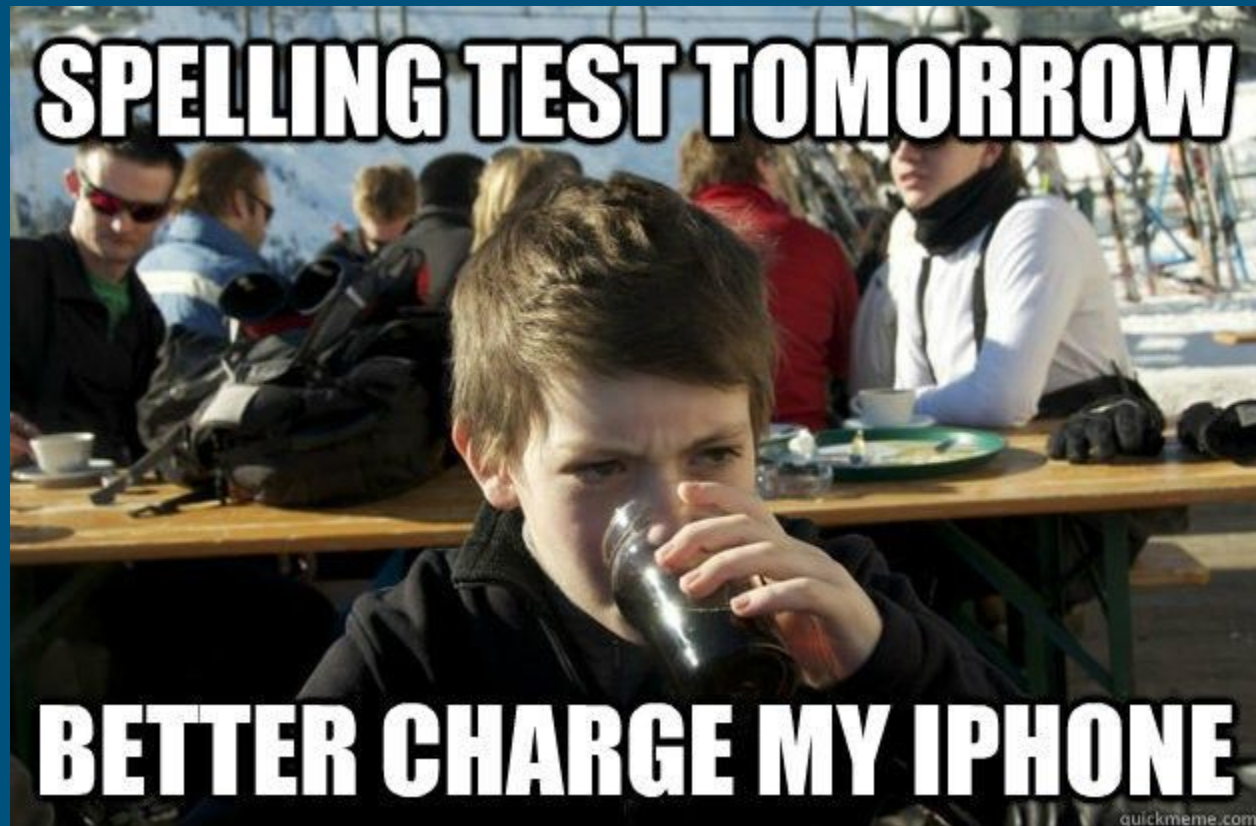








SPELLING TEST TOMORROW



BETTER CHARGE MY IPHONE

quickmeme.com



MISTAKES

Nobody wants to admit they ate 9 cans of ravioli, but I did, I'm ashamed of myself. First can doesn't count, then you get to the second and third, fourth and fifth I think I burned with the blowtorch. Then I just kept eating.







This will confirm that

La présente atteste

**OLUMOGBA
OLUSOLA**

is on

Conditional Release

est en

Libération sous condition

756449E

FPS/SED

2010-11-14

Warrant expiry date

Date d'expiration du mandat



Correctional Service
Canada

Service correctionnel
Canada











SPORTS LAUNCH

THIRTY UNDER 30

2014
WINNER

Q&A with Richard Olumogba

Achievement(s) The ability to empower athletes and create opportunities for them through InstantScouting. The easiest part was bringing the website to life but the hardest part was believing I could actually do it.

My first job in sports: A brief stint as a Football Agent.

Most inspiring/influential sports executive(s): Jerry Jones, Jeremy Foley, Scott Pioli, Mark Cuban

My dream sports job: Athletic Director for a University Athletic Department. It would allow me to be in an environment where I can learn, help motivate younger generations, build programs and grow as a person.

My ultimate career goal: To leave the industry knowing I made a great impact on football and changed the scouting industry for the better.

Best career advice I've heard: Focus on building yourself and your ideas, everything else will work itself out.

My advice to aspiring sports executives: Focus on making a difference, not money. If you do that-the money will follow.



Richard Olumogba

Age: 28

College: University of Western Ontario

Major: Media Studies & Criminology

Employer: InstantScouting

Job Title: CEO/Founder



Who We Are

Direct Your Life Organization is a non-profit in Ontario run by mentors with lived experience navigating the criminal justice system. Our objective is to prevent incarceration and recidivism amongst youth and adults in the Black community. All members of our team are dedicated to empowering our participants by providing the tools and mentorship for success. DYL believes that people can recover, reclaim and transform their lives.

What We Do

We provide a support system to help recently youth and adults find jobs, go to school and housing support through a variety of coaching programs. Our program was founded based on individuals with lived experience navigating back into society.

Guiding Principles

- People can recover, reclaim and transform their lives
- All people have unique strengths, talents and skills
- Community is the key to helping people achieve well-being

Foundational Approach: Addressing the eight criminogenic risk factors.

- History of criminal behaviour
- Antisocial personality
- Antisocial cognition
- Antisocial associates
- Substance abuse problems
- Employment/Education instability
- Low engagement in prosocial leisure pursuits
- Family and marital problems

Strategy

- Assessment and Planning
- Mentorship
- Intentional Connections
- System Change
- Creative Engagement

How DYL guides our work

- Trauma-informed care
- Strength-based approaches
- Afrocentric approaches
- Motivational Interviewing
- Case Management

DYL Values of Peer Support Work

- Self-Determination & Personal Strength
- Mutuality
- Hope
- Recovery, Health & Well-being
- Honest & Transparent Relationships
- Personal Integrity & Trust
- Dignity & Respect
- Lifelong learning & Personal Growth

Responsivity Principle

- **General Responsivity:** Asserts the general power of behavioral, social learning and cognitive-behavioral strategies
- **Specific Responsivity:** Suggests matching the service with personality, motivation, learning styles abilities and with demographics
- It includes matching the personnel delivering the service to the population

Mentoring Program Overview

The Mentoring Strategy will support participants who are transitioning back into their communities and facing barriers due to having a criminal record.

The framework, activities and content of the Mentoring program are based on consultations and recommendations from youth and adults with criminal records.

What to look for

Post conviction, charges can look like:

- Aggravated assault/assault/attempted murder
- Murder
- Drug trafficking/possession
- Money laundering
- Forcible confinement
- Assault

- Anti-social behaviour
- Involved or suspected organized crime/gang activity

Client factors: black and white thinking, neighbourhood is known for gang activity, selective empathy, experiencing identity conflict, struggles with social relationships, extreme rhetoric

DYL Programs

GAME

One on One Support

Sports Leadership Program

Mentor Training



GAME (Guidance Awareness Mentorship Employment/Education)



The GAME Program aims to establish our participants with strong leadership skills, meaningful employment connections as well as guide them to a healthy and successful transition back into society. Our participants will develop these skills through Interactive leadership-building activities, as well mentoring and coaching from people with lived-experience. These activities are meant to make the participants connect and engage with each other to strengthen their leadership and communication skills while having fun and building capacity within themselves.

One on One Support



The One on One service supports rehabilitation and reintegration of Black youth and adults in conflict with the law, including involvement in criminal activity, the justice system, and street level violence. The individualized program addresses the issues leading to criminal behavior and the services are provided based on the participants risk and needs.

- Provide services based on the Risk/Need/Responsivity
- Mentor is assigned to meet the individual
- Create goals and execute individualized program to meet desired goals
- Ryzer Mindset
- Creating Calm

Sports Leadership Program



The Sports Leadership Program helps our youth establish strong leadership skills, and meaningful connections. Our participants will develop these skills through interactive leadership-building activities, as well mentoring and coaching from people with lived-experience. These activities are meant to make the participants connect and engage with each other to strengthen their leadership and communication skills while having fun through sports and building capacity within themselves. The workshops are broken down into three different themes: Mental Toughness, Coachability, Mental Execution.

Mentor Training



DYL Mentor Training is a program designed to equip mentors with the skills, knowledge, and attitudes necessary for effective mentorship. This includes training on the roles and responsibilities of mentors, Trauma-Informed approach, Mindset Training, effective communication strategies, building trust and rapport with mentees.

DYL Peer Mentor Training


- Understanding the Role/Peer Support Foundations
- Boundaries
- Privacy and Confidentiality
- Mindset Training for Mentors
- Motivational Interviewing for Mentors - principles/4-step process
- OARS Model: Essential Communication Skills
- Conflict Resolution
- Trauma-informed approach
- Creating Empowering Relationships
- Strategies for self-care
- Stigma and Discrimination
- Self Determination and Stages of Change

What success looks like

- Sustained employment/education and long term career goals
- A network of supportive peers and knowledgeable advisors
- Improved daily functioning and quality of life
- Decreased substance use
- Increased goal setting and recovery planning
- Increased ability to reframe experience and re-construct identity
- Better communication with service providers
- Involved or suspected organized crime/gang activity
- Decrease in risk factors
- Community connections

“A mentor is someone who sees more talent and ability within you, than you see in yourself, and helps bring it out of you.”

- Bob Proctor.



**EXPERIENCE IS
NOT WHAT HAPPENS
TO A MAN; IT IS WHAT
A MAN DOES WITH
WHAT HAPPENS
TO HIM.**

- Aldous Huxley -



Thanks!

Contact us:

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For more information, contact Olusola by
email at oolumogba@directyourlife.org

Or

Go to www.DirectYourLife.org and connect
with us there!

