There are no shortcuts to success, but there are some secrets.

Bear Grylls
BecomingX Co-founder
Imagine

Imagine a world where everyone can realise their potential. Where kids can learn from the world’s most inspiring people and realise that they too can achieve extraordinary things. That they can make a difference. Where young people dare to dream of who they could become, and they know what it will take to get there.

Imagine a future where educators have access to world-class resources at the press of a button. Giving them the time and space to do what they do best. To teach. And to create brighter futures for the next generation. Where school leaders have the tools needed to deliver. Where educational institutions and staff are supported by a company that shares their goals and stands behind them. Willing them to succeed.

Imagine no more.
Realise

BecomingX Education is a digital solution to help schools deliver world-class personal development programmes. What we focus on goes by many names - ‘PSHE’, ‘character education’, ‘employability skills’... Call it what you may, BecomingX Education helps educators to build the skills, knowledge, attitudes and relationships that students need to succeed.

Featuring a library of ready to deliver content, inspiring stories, tools for leaders, student surveying capabilities, access to curated classroom, local and international student experiences and a range of rewards for institutions and staff, you will see how BecomingX Education helps everyone to realise their potential.
Core elements

Library
Lessons, assemblies, discussions, activities and clips to help teach the personal attributes needed to succeed.

Cinema
Short films with the world’s most inspiring and iconic people, sharing their insights on what it takes to succeed.

Tools
Practical resources and guidance to help deliver a world-class personal development programme.

Surveys
A digital surveying capability to understand how your students see their personal development progress.

Experiences
Classroom, local and international experiences to provide opportunities to learn in practice.

Rewards
Exclusive member benefits for institutions and staff members with leading suppliers, companies and retailers.
**Library**

**Maximum impact. Minimum fuss.**

BecomingX Education provides a library of world-class content focused on the skills, knowledge, attitudes and relationships that we know students need to succeed. With over 200 evidence-informed lessons, assemblies, discussions, activities and film clips available, teachers have access to age-specific content at the touch of a button. Fully flexible, content can fit into existing schemes, or be used as a complete programme. No resources require prerequisites.

Presented by Bear Grylls and featuring insights from some of the world’s highest performers, our content takes classroom delivery to the next level. Add to that, activities created with leading companies and NGOs help students learn in practice and see real-world applications. With slides, lesson plans and resources ready to go, you can focus on what really matters. Helping students become the best they can be.

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Storytime just got an upgrade.

Stories have the power to change us. To light fires in our minds and inspire us to be better. To cut through the complexity of the world and connect us directly with the lived experiences of others. BecomingX Education takes storytelling to another level. Olympic gold medallists, Presidents, Nobel Peace Prize winners, adventurers, Oscar winners, CEOs, humanitarians, entertainers, scientists, authors, astronauts, military leaders... We've filmed those you might expect. And also those you might not. People who grew up in care, who were formerly homeless, who were imprisoned. People who live with disabilities. All of whom have achieved extraordinary things and have stories to share.

With more than 50 short films from the world's most inspiring and iconic people, BecomingX Education allows educators to share stories that will change the way students see the world. And most importantly, change the way they see themselves.
Children don’t learn things like problem solving and creativity by accident. BecomingX Education helps teachers to build the skills and confidence that our students so desperately need to succeed.

Andria Zafirakou
2018 Global Teacher Prize winner
Tools

The guide to high performance.

BecomingX Education provides the practical guidance needed to help schools deliver a truly world-class personal development programme. The collective wisdom of leading educators, academics and practitioners is distilled into a series of short films, allowing staff to learn from those who have dedicated their lives to developing character and skills. Add to that our tools to help plan, measure and communicate, and a series of carefully curated links to external guidelines and research, BecomingX Education gives schools the information and resources they need to succeed.
Insights from some of the world's most inspiring and iconic people
Surveys

Welcome to knowing.

Our digital surveys allow schools to capture detailed insights from their students, to understand what they really think about their futures, their personal development progress and their education experience. With simple administration, real time progress tracking and secure access to results, we put schools in the driving seat. Detailed reports allow schools to design targeted strategies, measure and track the impact of their programmes over time and to benchmark their performance. Whilst schools may just want to monitor students’ progress and sentiments for internal use, our personalised reports allow them to communicate the results with staff, students and stakeholders. Insightful. Actionable. Simple.
Experiences

Where memories are made.

Learning with BecomingX Education doesn’t end in school. That’s just where it starts. With a collection of classroom, local and international experiences, schools can deliver personal development programmes that help students learn in practice. Classroom experiences allow schools to bring inspiring speakers and on-demand activities into class, whenever they want them. With an interactive map showing curated local experiences, staff can plan activities that help students build their practical skills and confidence.

Our international experiences are designed to help students build the personal attributes we know will help them succeed. Delivered by an award-winning adventure travel company, the trips provide transformative experiences for young people; building skills, changing attitudes and creating memories that last a lifetime.
BecomingX Education will make a real difference to the personal development of young people around the world - helping them to grow and to realise their potential.

Jim Hawkins
Chancellor at Whittle School & Studios, former Head Master of Harrow
Rewards

It's payback time.

BecomingX Education is not just about helping students to realise their potential. It's about institutions. And their staff. We have negotiated exclusive benefits with some of the leading education suppliers, saving schools money on technology, on equipment, on experiences, on books... But that is just the beginning. All staff have access to discounts and benefits at carefully selected companies – retail, health and fitness, food, technology, travel, lifestyle and experiences - helping them to save money and lead happier and healthier lives.
Science of success

We know what it takes to succeed. And we don’t say that lightly. It’s taken years of research. Alongside our in-depth interviews with the world’s highest performers, we constantly review the latest research on human performance. BecomingX Education is underpinned by a wealth of academic research covering topics such as social and cognitive psychology, neuroscience, management studies, team dynamics, experimental and behavioural economics, judgement and decision-making, health and biology, philosophy, and wellbeing research.

BecomingX Education uses our ‘X-model’ of high performance to structure all of our content. It’s clear, concise and memorable. We have the evidence and stories to back up every element, helping students to learn what it really takes to succeed.
Impact

We’ve set out to create a world where everyone can realise their potential. To achieve this, we are different by design and are proud to be recognised as a B Corporation – certified to meet the highest standards of social and environmental performance.

We release all of our films for free. We have set up a charity, BecomingX Foundation, to deliver our mission in lower income countries and underserved communities. We share all of our education content with them and donate 10% of our education revenues to help fund their operations. We provide resources and expertise. What’s more, we are 100% carbon positive and remove double the amount of carbon we ourselves emit.

So when people work with BecomingX, they aren’t just helping schools and students. They are helping to create a world where everyone can realise their potential, no matter what their starting point in life is.
The team behind BecomingX

Founders

Paul Gurney
CEO and co-founder
Paul Gurney is a former senior Director at Accenture Strategy. Starting his career in education, he has significant experience in creating learning and development content for schools and corporates. He has also completed two of the ‘toughest races on earth’ and has helped raise $5m for charities focused on helping people realise their potential.

Bear Grylls
Co-founder
Bear Grylls OBE is a TV presenter, adventurer and a best-selling author. He is a former special forces soldier with 21 SAS and is now an honorary Colonel with the Royal Marines. He has an estimated TV audience of 1.2 billion people, has sold over 19 million books and is the first ever Chief Ambassador to 50 million scouts around the world.

Andria Zafirakou MBE
Winner of the Global Teacher Prize
Lord Hastings of Scarisbrick CBE
Chancellor of Regents University
Suki Sandhu OBE
Founder and CEO of Audeliss and INvolve
Meg Zeenat Wamithi
CEO of My Mind Matters Too
Matt Chapman
Chairman of Chapman CG
Ally Chapman
Headteacher of Baines School

BecomingX Advisory Board

Jim Hawkins
Chancellor at Whittle School & Studios, former Head Master of Harrow
Dr Susan James Relly
Director of SKOPE, Oxford University Department of Education
Larissa Kennedy
President of National Union of Students
Emily Tseng
Strategy and EdTech professional
Priya Lakhani
EdTech CEO and educational author
## BecomingX interviewees

<table>
<thead>
<tr>
<th>Name</th>
<th>Achievements</th>
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<tr>
<td>Baroness Valerie Amos</td>
<td>Became the most senior black woman in the UK government and leader of the House of Lords</td>
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<td>Elisabet Barnes</td>
<td>Became a two time winner of the toughest footrace on earth</td>
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<td>Professor Sue Black</td>
<td>Became a leading technologist, academic and award-winning campaigner</td>
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<tr>
<td>Ursula Burns</td>
<td>Became the first black female CEO of a Fortune 500 company</td>
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<td>Frances Arnold</td>
<td>Became a Professor of chemical engineering and a Nobel Laurette winner</td>
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<td>Gavin Bate</td>
<td>Became one of the world’s most accomplished mountaineers</td>
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<td>Ian Bremmer</td>
<td>Became the world’s most prominent political scientist</td>
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<td>Tim Campbell</td>
<td>Became the first winner of The Apprentice</td>
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<td>Steve Backshall</td>
<td>Became a BAFTA award winning naturalist, adventurer and TV presenter</td>
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<td>Mark Beaumont</td>
<td>Became a two-time world record holder for cycling around the world</td>
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<td>James Brett</td>
<td>Became the CEO of a social enterprise after being homeless and in prison</td>
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<td>Farooq Chaudhry</td>
<td>Became an award-winning international dancer and producer after growing up in care</td>
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<tr>
<td>Name</td>
<td>Achievement</td>
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<tr>
<td>Sabrina Cohen-Hatton</td>
<td>Became the UK’s most senior firefighter after living on the streets as a teenager</td>
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<td>Courtene Cox</td>
<td>Became one of TV's biggest stars</td>
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<td>Sir Ranulph Fiennes</td>
<td>Became the world’s greatest living explorer</td>
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<tr>
<td>Bear Grylls</td>
<td>Became the world’s most famous adventurer</td>
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<td>Maddie Hinch</td>
<td>Became ‘the best hockey goalkeeper in the world’ and an Olympic gold medallist</td>
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<td>Rory Coleman</td>
<td>Became a world record holding ultra-marathon runner after being an overweight alcoholic</td>
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<td>Roger Federer</td>
<td>Became one of the greatest tennis players of all time</td>
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<td>Steven Frayne</td>
<td>Became ‘the undisputed king of magic’</td>
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<td>Charles Guenigault</td>
<td>Became a winner of the George medal after facing down terrorists unarmed</td>
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<td>Dame Kelly Holmes</td>
<td>Became a double Olympic gold medallist</td>
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<td>Joshua Coombes</td>
<td>Became the founder of the #DoSomethingForNothing campaign</td>
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<td>Dwayne Fields</td>
<td>Became a polar adventurer and Scouts Ambassador</td>
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<td>Helen Glover</td>
<td>Became a double Olympic gold medallist rower</td>
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<td>Sir David Hempleman Adams</td>
<td>Became the first person to complete the ‘adventures grand slam’</td>
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<td>Alastair Humphreys</td>
<td>Became the National Geographic Adventurer of the year and the pioneer of ‘microadventuring’</td>
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<tr>
<td>Name</td>
<td>Accomplishments</td>
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<tr>
<td>Patrick Hutchinson</td>
<td>Became an icon for bravery and anti-racism</td>
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<td>Lt. Colonel Chris Keeble</td>
<td>Became a famous military leader and led battle of Goose Green</td>
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<td>Bob Langer</td>
<td>Became a pioneering bioengineer and winner of the Queen Elizabeth Prize for Engineering</td>
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<td>Ant Middleton</td>
<td>Became the UK's best known special forces soldier, TV star and author</td>
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<td>Tim Peake</td>
<td>Became the UK's most famous astronaut</td>
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<td>Kenny Imafidon</td>
<td>Became an award winning student after going to jail for murder</td>
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<td>F. W. de Klerk</td>
<td>Became the South African President and a Nobel peace prize winner</td>
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<td>Nanxi Liu</td>
<td>Became the CEO of two companies, a concert pianist and an EMMY award-winning producer</td>
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<td>Mark Ormrod</td>
<td>Became a four-times Invictus gold medallist after losing three limbs in Afghanistan</td>
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<td>Victoria Pendleton</td>
<td>Became a double Olympic gold medallist cyclist</td>
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<td>Sabrina Kay</td>
<td>Became a successful entrepreneur and philanthropist</td>
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<td>Wladimir Klitschko</td>
<td>Became the longest reigning heavyweight champion of all time</td>
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<td>Andy McNab</td>
<td>Became a top special forces soldier and best selling author</td>
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<td>Sarah Outen</td>
<td>Became a record breaking adventurer and solo powered around the world</td>
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<td>Lottie Pollak</td>
<td>Became head of research at a global company, after being shot in the face three times</td>
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Kate Richardson-Walsh
Became the England Hockey captain and an Olympic gold medallist

Helen Richardson-Walsh
Became England Hockey vice-captain and an Olympic gold medallist

Julia Roberts
Became an Oscar winning actor and film icon

Dame Stephanie Shirley
Became a groundbreaking technology entrepreneur and philanthropist

Ellie Simmonds
Became a five time Paralympic champion swimmer

Gareth Southgate
Became an England football player and later the manager

Channing Tatum
Became a Hollywood star after growing up with ADD and dyslexia

Max Thorpe
Became a world record holding Atlantic rower

Nigel Vardy
Became a record breaking mountaineer after losing all his fingers and toes from frostbite

Chrissie Wellington
Became the four time Ironman world champion and world record holder

Dr. Woo
Became one of the best tattoo artists in the world

Professor Muhammad Yunus
Became a Nobel peace prize winner

Andrea Zafirakou
Became the world’s best teacher
Get in touch
potential@becomingx.com
www.becomingx.com