



SIEGFRIED
YOUTH LEADERSHIP
PROGRAM®

Helping young people transform themselves into better individual leaders to enrich their lives and inspire positive change in their communities.

Charting a new course on how to empower young people to be leaders in their own lives.

Siegfried Youth Leadership Program® Impact Report: 2016 – 2023





Contents

SECTION	PAGE
Message from our Founder	3
About SYLP	4
Creating opportunities	5
Moving forward	6 - 7
Impact by the numbers	8
Our guest speakers	9
Schools served	10
What we've heard	11
Thank you	12

Message from our Founder

Becoming a better leader – for both others and yourself – isn’t easy. It takes passionate ambition, strong character ethic, and a clear vision to take charge of your life and build a more fulfilling future. You can’t just wake up one day and become the best version of yourself. Being an individual leader means dedicating yourself, each and every day, to consistent growth.

Siegfried Youth Leadership Program (SYLP) was inspired by my daughter’s vision for how I could help the youth in our community begin their leadership journeys. There’s a lot that middle and high school students might not know about or consider when it comes to making the most of their day-to-day lives and building their bigger futures.

I’m proud to say that SYLP gives these students the unique time and space to learn new leadership concepts and reflect on what they truly want, as well as the steps they must take to get there.

By equipping SYLP participants with the tools, confidence, and knowledge they need to clarify a path forward, they can begin working toward their greatest goals and dreams. You’re never too young to lead, and the choices you make early on, however small, can make a huge difference down the road.

Rob Siegfried is the CEO and Founder of The Siegfried Group, LLP, an entrepreneurial leadership advisory firm headquartered in Delaware. Learn more at siegfriedgroup.com.

So, it’s important for young people to decide what’s meaningful to them now and understand how they can leverage their individual experiences, abilities, and passions to simply go for it.

Over the past seven years, SYLP’s initial mission of inspiring change in local, Delaware youth and their communities has expanded tremendously. From our first SYLP event back in November 2016 to the inaugural SYLP Economics Summer Camp this past June at the University of Delaware, we have had the immense pleasure of reaching thousands of students, hundreds of teachers, and dozens of schools in not only Delaware, but in Pennsylvania, Illinois, and soon, Ohio.

With every in-school session and off-site event, SYLP leaves a greater and greater impact, helping new groups of students enrich their leadership capacity and reach their highest potential.

Thank you to everyone who has been involved in making SYLP what it is today – our team at Siegfried, our committed partners, our inspiring guest speakers, and the dedicated students and teachers who make this program possible.

As SYLP expands into more schools and classrooms across the country, we look forward to seeing the program’s tangible effect on students’ lives, now and in the future.


Rob Siegfried
 Founder, Siegfried Youth Leadership Program



About SYLP



Designed for students in middle and high school, Siegfried Youth Leadership Program® (SYLP) is charting a new course on how to empower young people to be leaders in their own lives, regardless of their backgrounds or aspirations.

In all its initiatives and efforts, SYLP is guided by its higher purpose, which is to help young people transform themselves into better individual leaders to enrich their lives and inspire positive change in their communities!

As part of that higher purpose, when a student interacts with SYLP, we are encouraging and supporting them as they:

- Reflect on their unique dreams and ambitions
- Become more thoughtful and reflective about what they are feeling and thinking
- Gain a better understanding of individual leadership and how to build character ethic
- Identify, embrace, and enhance their character ethic
- Use new tools and concepts to help them clarify their dreams and imagine their bigger future
- Define and reach for their success
- Focus on their goals and begin to define a clear path forward
- Hear from people with different perspectives
- Boost their confidence when it comes to themselves, their abilities, and their potential
- Meet new, like-minded people in an exciting environment
- Have fun!



THE ORIGIN STORY

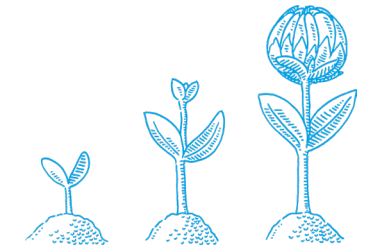
Rob Siegfried, SYLP's Founder, has always had a passion for helping people enhance their individual leadership, inspire meaningful transformation, and understand their higher purpose. After growing up in Delaware, founding his company there, and spending more than 30 years helping hundreds of Fortune 1000 companies and executives across the country, Rob wanted to make good on his desire to do more for students in his home state.

In 2016, over a family dinner, he asked his daughter Jacqueline what she thought he could do for local students. She suggested that he simply talk to them. In doing that, she said, he could mirror what he had done so successfully for years: help others build their individual leadership, create successful habits, and clarify what they want in their lives.

And the idea flourished from there.



Creating opportunities: from then to now



Over the last seven years, SYLP has worked diligently to create leadership development opportunities for students, as well as their teachers and mentors.

Since its inception, SYLP has hosted multiple student-focused events during the academic year, most often in the fall and spring.

Traditionally, these events bring students and teachers from more than a dozen schools together at an offsite location, such as the University of Delaware or Chicago's Roosevelt University, for the day. Hundreds of attendees participate in an engaging program agenda centered around an individual leadership topic, such as dreams, your bigger future, character ethic, mindset, or courage.

Like many organizations, SYLP and its events needed to pivot in 2020. Through a series of prerecorded sessions and in-depth guides, we brought the same compelling content, ideas, and guest speakers to students and teachers in a more accessible, customizable way. Educators used this format of SYLP to engage smaller groups of students in their schools.

It is not lost on us that COVID and the subsequent virtual learning requirements had a negative effect on students' learning, despite the immense effort and passion of educators to teach during the pandemic and of students to learn. With that in mind, SYLP brought our programming directly to interested schools in 2021, hosting several vibrant and engaging sessions on individual campuses — in libraries, classrooms, and auditoriums. This smaller-scale way of hosting an SYLP event also paved the way for us to introduce SYLP into a Chicago high school.

As we approached the fall of 2022, we were determined to host a live, off-site SYLP event, and we were thrilled to welcome more than 350 students back to the University of Delaware that October while hosting a hybrid event in Chicago on the same day. A few months later, we brought our first multi-school event to Roosevelt University in Chicago and also returned to the University of Delaware.

In June 2023, the inaugural SYLP Economics Summer Camp was held at the University of Delaware. Designed for high school students and rising college freshmen, the week-long camp gave participants the opportunity to spend the full week on UD's campus, attend interactive lectures by respected and esteemed professors in a college classroom, and create connections with other attendees. Lecture topics included individual leadership, character ethic, economics, and entrepreneurship.

Moving forward: SYLP's path to continued impact

The transformative power of SYLP is exponential, and we look forward to a thoughtful, intentional expansion of the program, both in location and in delivery. Our collaborators will continue to play a significant role in introducing SYLP to interested teachers and students who reside in or around one of Siegfried's nationwide locations.

As SYLP continues growing, our mission remains the same: to help young people transform themselves into better individual leaders to enrich their lives and inspire positive change in their communities!

Our collaborators


SYLP is sponsored and hosted by The Siegfried Group, a national, entrepreneurial leadership organization that provides Fortune 1000 companies with a powerful combination of leadership advisory, financial advisory, and talent delivery services. Our collaborative partners currently include:

University of Delaware (UD)

- Alfred Lerner College of Business and Economics' Center for Economic Education and Entrepreneurship (CEEE): CEEE's mission is to prepare K-12 educators and students in economics, personal finance, and entrepreneurship by providing dynamic, effective, and standards-based professional learning, resources, and programs.
- Horn Entrepreneurship: Horn Entrepreneurship serves as the creative engine for entrepreneurship education and advancement at UD. Built and actively supported by successful entrepreneurs, Horn Entrepreneurship empowers aspiring innovators as they pursue new ideas for a better world and is committed to supporting student success and cultivating a lifelong community of collaboration, connections, and impact.

SIEGFRIED LOCATIONS

- Atlanta, Georgia
- Boston, Massachusetts
- Charlotte, North Carolina
- Chicago, Illinois*
- Cleveland, Ohio*
- Denver, Colorado
- Detroit, Michigan
- Florida
- Greenwich, Connecticut
- Houston, Texas
- Los Angeles, California
- New Jersey
- New York City, New York
- Philadelphia, Pennsylvania
- San Francisco, California
- Silicon Valley, California
- Washington, D.C.
- Wilmington, Delaware*



*Indicates a location with an SYLP presence

Junior Achievement of Delaware, Chicago, and Cleveland

- Junior Achievement's purpose is to inspire and prepare young people to succeed in a global economy.

As SYLP works on expanding nationwide, we will engage additional organizations and institutions who are inspired and energized by SYLP's higher purpose. As SYLP partners, these groups serve as advocates for the program in their communities, initiate introductions to local teachers, schools, and organizations, and offer meaningful event support.



Center for Economic Education & Entrepreneurship



Deepening our partner relationships

Since SYLP's inception, Siegfried has hosted several teacher and administrator informational dinners to share information about the program, give them time to focus on their individual leadership, and provide access to tools and materials to use in the classroom to keep the conversation going beyond SYLP events.

We invite many of our SYLP teachers and partners to join us for Siegfried's MY Journey® events. These events are part of a unique and engaging program that encourages Siegfried's employees to keep working towards transformative change in their personal and professional lives. Attendees spend time reflecting on their achievements, setting goals, and immersing themselves in one of the many MY Journey® focus areas, such as individual leadership or compelling connections. Siegfried brings in distinguished guest speakers, such as Angela Duckworth and Mick Ebeling, to further enrich an already compelling experience.



Participation in MY Journey® is an additional way for our SYLP partners and teachers to have dedicated time to focus on personal growth and compound the effects of the program.

What we've achieved: select impact by the numbers

4,163

middle and high school students have attended an SYLP event or in-school session

221

teachers engaged their students with an SYLP event or in-school session



62



schools have been represented at an SYLP event, either in-person or virtually

34
high schools

24
middle schools

4
middle/high schools

3



states have participated in SYLP

12,489

insights shared by attendees

11



guest speakers have taken the SYLP stage

And **2023** isn't over yet!

This fall, we look forward to bringing SYLP into **1** additional state (Ohio) and **3** additional schools, engaging with **6** new teachers, and impacting an additional **600** students!

Our guest speakers

Many of our multi-school events are elevated with the addition of a prominent youth speaker. We have had the privilege of welcoming **11** incredible speakers to our SYLP stage over the last seven years!



EJ Carrion

Entrepreneur, Founder of Student Success Agency, Inc. 5000 CEO, Forbes 30 Under 30



David Edward Garcia

Author, Inspirational Speaker, Former Team USA Athlete



Gabrielle Jordan

Entrepreneur, Best-selling Author, International Speaker, Mind Health Advocate



Michelle Poler

Author, Keynote Speaker, Creator of 100 Days Without Fear, Co-founder of Hello Fears



Shane Feldman

Leadership Keynote Speaker, Serial Entrepreneur, Community Builder



Jessie Funk

Author, Award-winning Singer, Executive Director of Non-Profit Ivy Girl Academy



John Beede

7 Summits Climber, Author, Kiteboarder, Investor



Juan Bendaña

Speaker, Leadership, Engagement, and Confidence Expert, Entrepreneur



Duncan Kirkwood

Best-selling Author, Director of Center for Resiliency, Motivational Speaker



Dr. John "Push" Gaines

Speaker, Author, Leadership Consultant, Mentorship Expert



Dave Raymond

Author, Original Phillie Phanatic, Keynote Speaker, Happiness Thought Leader

"There has never been a time where we have a generation that's ready for the impact of SYLP like we have today."

Dave Raymond

Schools served

● Indicates number of programs attended

DELAWARE & PENNSYLVANIA

- A.I. duPont Middle School ●
- Alfred G. Waters Middle School ●●
- Appoquinimink High School ●
- Las Américas ASPIRA Academy ●●●
- The Bayard School ●
- Brandywine High School ●
- Caesar Rodney High School ●●●●
- Campus Community School ●●
- Christiana High School ●●●
- Concord High School ●●●●●
- Conrad School of Science ●
- Design Thinking Academy ●●
- Delaware Military Academy ●
- Delmar High School ●
- Devon Preparatory School ●●
- Dover High School ●
- Early College High School ●
- EastSide Charter School ●●
- Everett Meredith Middle School ●
- Fred Fifer III Middle School ●
- First State Military Academy ●
- Gauger-Cobbs Middle School ●●●
- George V. Kirk Middle School ●●●
- Glasgow High School ●
- Paul M. Hodgson Vocational Technical High School ●●●●●●●●●●
- Howard High School of Technology ●●●
- Lake Forest High School ●●
- Louis L. Redding Middle School ●●●●
- Mariner Middle School ●
- Calvin R. McCullough Middle School ●
- Middletown High School ●●●
- Milford Central Academy ●●
- Milford High School ●
- MOT Charter High School ●●●●
- Mount Pleasant High School ●●●●●●●●●●
- Nativity Preparatory School of Wilmington ●●●
- Newark Charter School ●●●
- Newark High School ●●●●
- Odyssey Charter High School ●●●
- P.S. duPont Middle School ●
- Padua Academy ●
- Positive Outcomes Charter School ●●
- Salesianum School ●
- Serviam Girls Academy ●●
- Shue-Medill Middle School ●●●●
- Skyline Middle School ●●
- Smyrna High School ●●●●●
- Springer Middle School ●●
- Saint Ann School ●●
- Saint Edmond's Academy ●●●●●
- St. George's Technical High School ●
- St. Thomas More Academy ●
- Talley Middle School ●●
- William Penn High School ●●
- Woodbridge Middle School ●●
- W.T. Chipman Middle School ●●●

CHICAGO, IL

- Amundsen High School ●
- Benito Juarez Community Academy ●
- CICS-Loomis Longwood ●
- Gage Park High School ●
- Sullivan High School ●
- Walter Payton College Preparatory High School ●

What we've heard



"Thank you for the leadership conference. After last year's, I've been excited for the next one. I've had my struggles, like everyone has, and sometimes I find myself feeling a little lost and feeling like I'm just faking who I am out of comfort. This year, I felt like I really connected to what the speaker (Juan Bendaña) said. It helped me reevaluate some of my thoughts and feelings, and how to keep pushing forward. Thank you for creating a safe environment for us to share and expand." – Student from Hodgson Vo Tech High School



"As a high school teacher and advisor, I've seen firsthand how powerful leadership training for students can be when done in a way that speaks to everyone and focuses on becoming a leader from the inside out. It's just one of the reasons I find SYLP so uniquely powerful." – Hodgson Vo Tech High School Social Studies Teacher



"SYLP has become an integral tool to assist my students in developing their personal passions and leadership skills for countless years. As the program has evolved, it has become a 'not-to-miss' event for my school's current student leaders and our emerging student leaders. The Siegfried team members and guest speakers engage students in activities to reflect on who they are and set goals to develop and grow as a person and leader. My students recognize the value of the strategies and ideas they engage in during the sessions and often request to attend the future SYLP sessions throughout high school. Siegfried keeps students' interest high not only with the content embedded in the program, but by including student panels so participants are hearing and interacting with peers as part of the program. Students glean skills and content that they implement in their goal setting for both future career pathways and personal decisions. Teaching at a vocational and technical high school, our students are immersed in specific, in-depth information and skills related to a topic. They sometimes determine this career pathway isn't what they may want to pursue post high school. Using the tools learned through SYLP, many of the students take to heart the focus on passion and goal setting and begin a new journey, creating goals that use their learned skills to open up additional pathways and career opportunities that connect more with their personal passions. What makes Siegfried even more impressive is they 'walk the walk' as a company and in turn invite and encourage educators to jump in and engage in opportunities to continue to develop personal passions and leadership skills. SYLP is an event I always look forward to!" – Howard High School of Technology Teacher



"I have traveled to educational conferences, clinics, and competitions all over the country. This was one of the most methodically planned out and executed events I have attended in my ten years in education! All too often I witness good ideas that are poorly executed in events. This was wonderfully done! The folks at Siegfried and University of Delaware were professional and engaged in student conversations and were beyond welcoming. Watching the interactions and discussions was awesome! As a school in a rural part of the state, our students do not regularly interact with many academic and business professionals. It was wonderful to watch all of the students interact with you! Beyond being universally inclusive to all students and learners, the program was engaging and profoundly inspiring to watch. I envy not having a similar opportunity/experience in high school!" – Woodbridge High School Teacher



"SYLP has greatly helped enhance my curriculum at Newark High School. The speakers have been awesome and the interaction between program staff and students are top notch. My students continue talking about what they have learned and the speakers' presentations well beyond the conferences. I look forward to bringing more students and enhancing my coursework for years to come." – Newark High School Teacher

Thank you

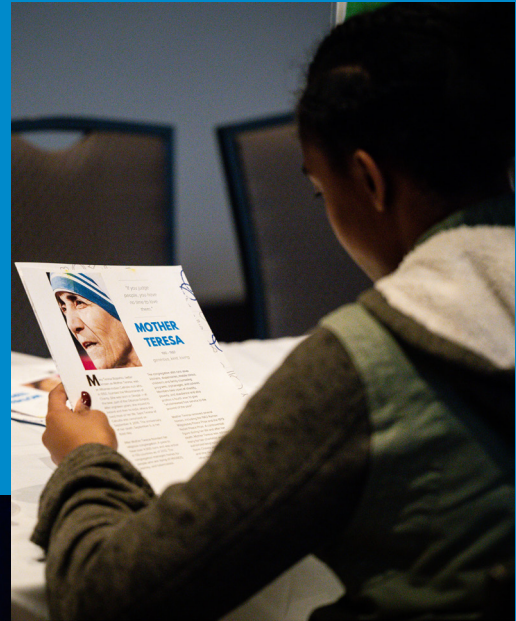
Like any meaningful program, SYLP takes a village. Our success to date is the result of a fruitful collaboration between interested parties over the years. We are grateful to everyone who has made SYLP what it is today and what it will be in the future.

SIEGFRIED

- Rob and Kathy Siegfried*
- Taniqua Bailey*
- Pat Brown*
- Karen Campbell*
- Lauren Campbell*
- Meghan Cartmell*
- Megan Davis*
- Amy Devlin*
- Kristin Duncan*
- Abby Durelli*
- Dylan Gerstley*
- Seema Grover*
- Kevin Keegan*
- Jen Kotik*
- Martin Marasigan*
- Karen Mengden*
- Josh Molina*
- Jenn Patterson*
- Bill Perry*
- Alyssa Schaffer*
- Alyssa Spence*
- Cory Treharn*
- Brendah Walyemwa*

UNIVERSITY OF DELAWARE

- Carlos Asarta*
- Scott Bacon*
- Dan Freeman*
- Felicia Harrington*
- Sarah Johnson*
- Jen Magaw*
- Nat Measley*
- Bonnie Meszaros*
- Susan Sherry*



JUNIOR ACHIEVEMENT

- Toiria Baker (Chicago)*
- Denise Christiansen (Delaware)*
- Al DiFranco (Cleveland)*
- Rob Eppes (Delaware)*
- Tetyana Klymko (Chicago)*
- Maria Ramos (Chicago)*
- Sara Vavrik (Cleveland)*

Thank you.

Visit us at sylv.com.

To learn more about SYLP or to find out how you can bring this unique opportunity to your students or school, please contact us at sylv@siegfriedgroup.com.