



# Online Life Skills platform for schools and colleges

Boost career readiness and employability  
with personality insights

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# AI disrupting 85m job descriptions

AI is not good at:

- Non-verbal communication
- Deep empathy
- Growth management
- Creativity

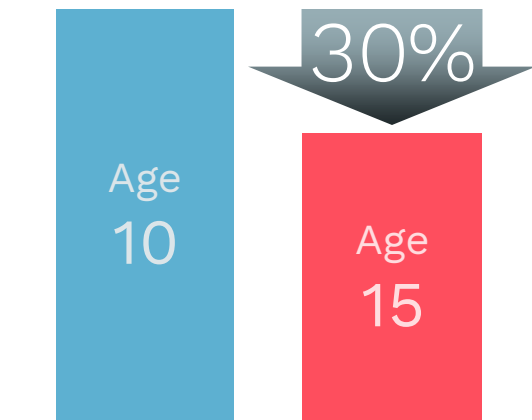


**But many school and college leavers are not ready for this workplace [2]**

[1] World Economic Forum *Future of Jobs Report*; [2] CBI

# Youth social-emotional skills gap

## Social-Emotional Skills



[1] OECD Survey of Social and Emotional Skills 2024, children age 10 and 15 across 16 countries;

# Developing Life Skills helps!



## Career ready

Life Skills make you 16% more career ready <sup>[1]</sup>



## Success in work

8/10 employers say Life Skills are most important <sup>[2]</sup>



## Hiring

92% of employers say Life Skills are critical in hiring <sup>[3]</sup>

[1] OECD PISA survey 2022; [2] World Bank Policy Research Working Paper No. 7582; [3] LinkedIn recruiter survey

# Government support increasing

A light blue world map serves as the background. Three red callout boxes with white text point to specific locations: India, Texas, and Singapore. The callout for India points to the Indian subcontinent, the callout for Texas points to the state of Texas in North America, and the callout for Singapore points to the island nation in Southeast Asia.

## TEXAS

By law school districts must integrate life skills into the curriculum.

## INDIA

NEP 2020 requires schools to implement social-emotional learning

[1]

## SINGAPORE

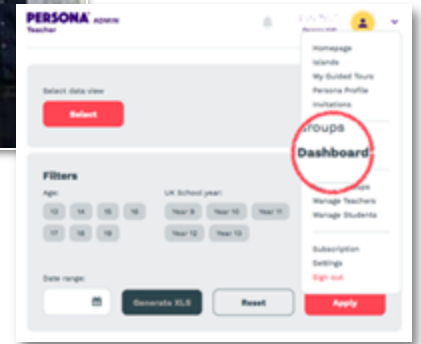
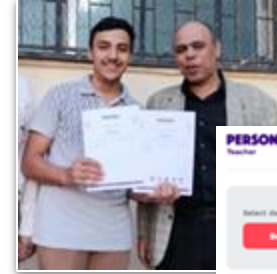
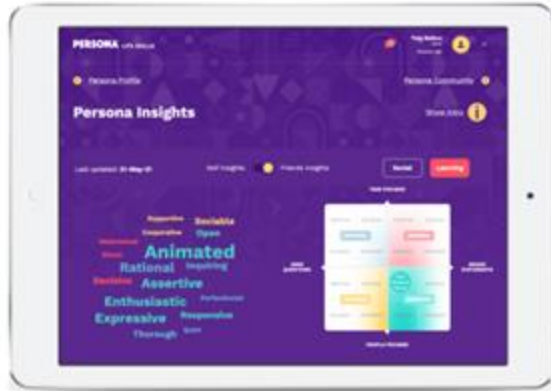
Social-emotional learning is integral to the national education framework

# The Persona Life Skills platform

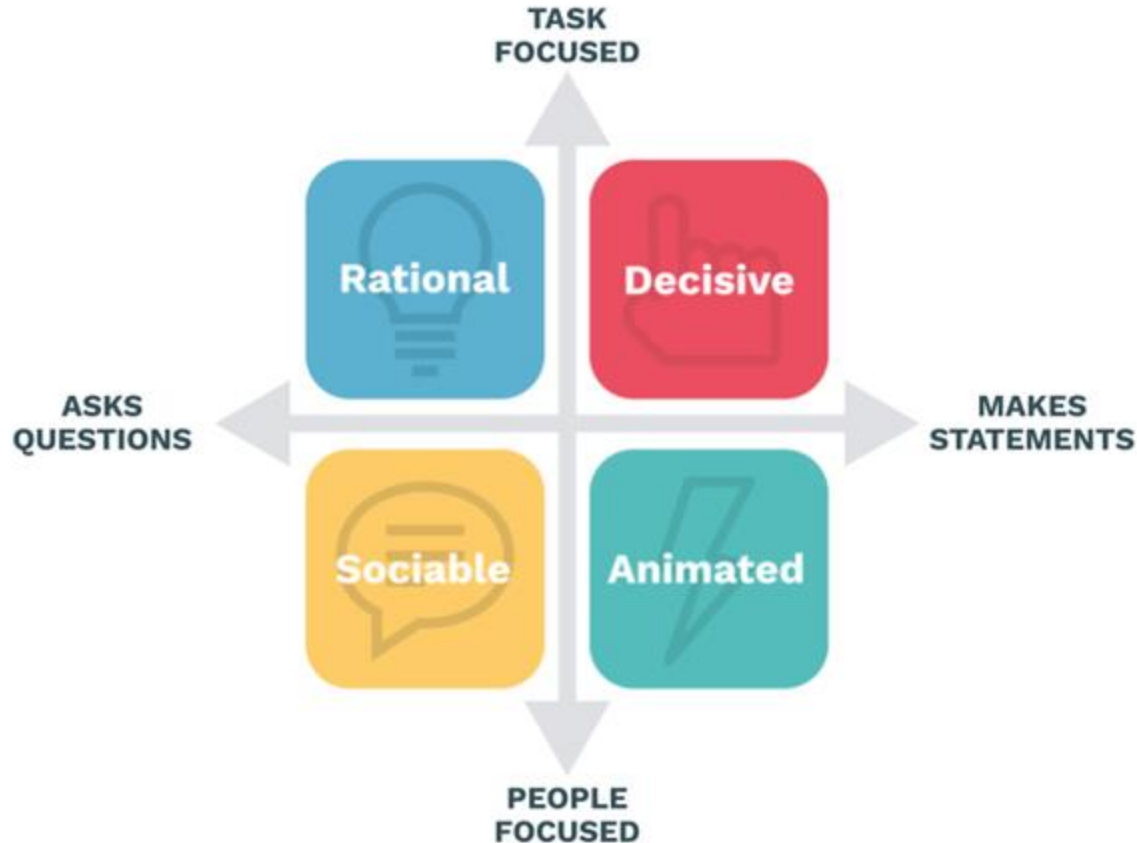
Know  
yourself  
& others

Develop  
22 Life  
Skills

Boost  
your  
success



# Personality insights approach



# Six skillsets for success



1. Being Realistic



2. Communication



3. Open-mindedness



4. Problem Solving



5. Resilience

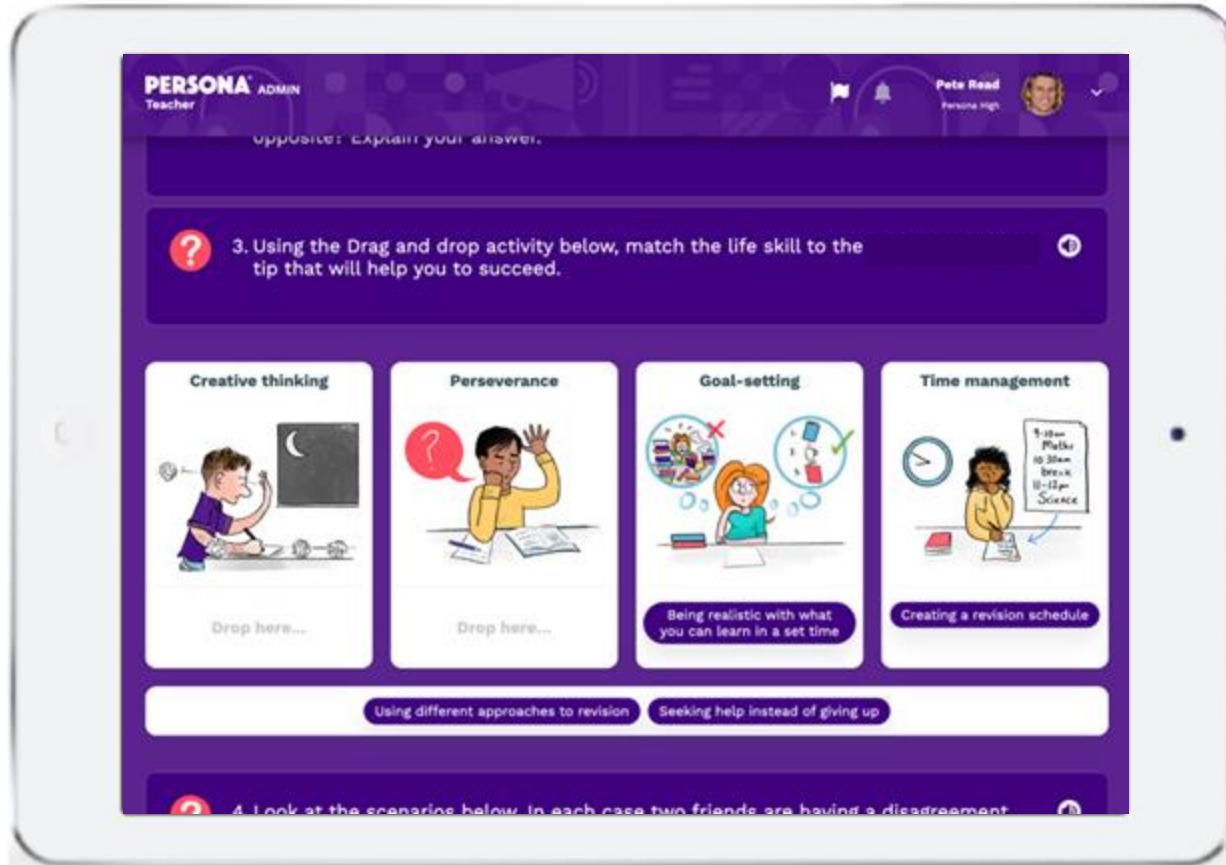


6. Self-control



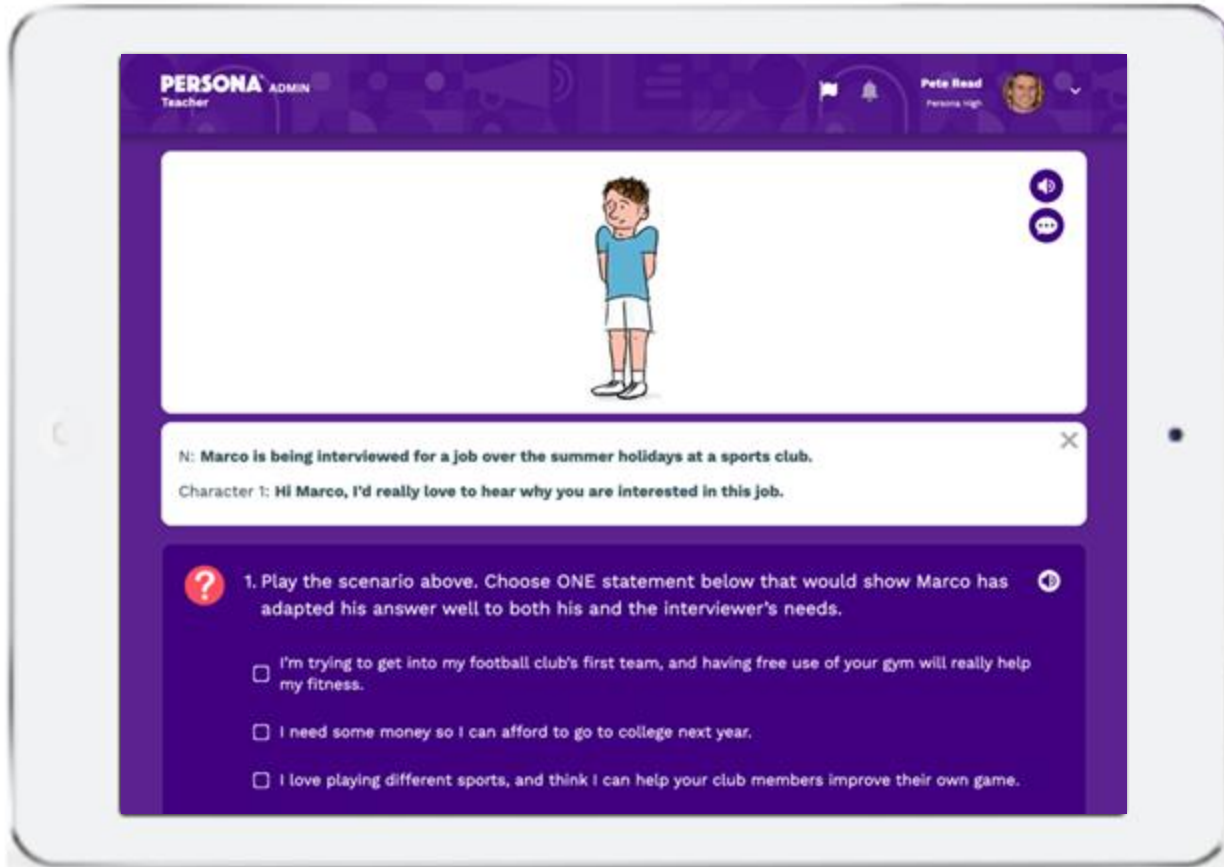
# Engaging interactive activities

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LIFE SKILLS



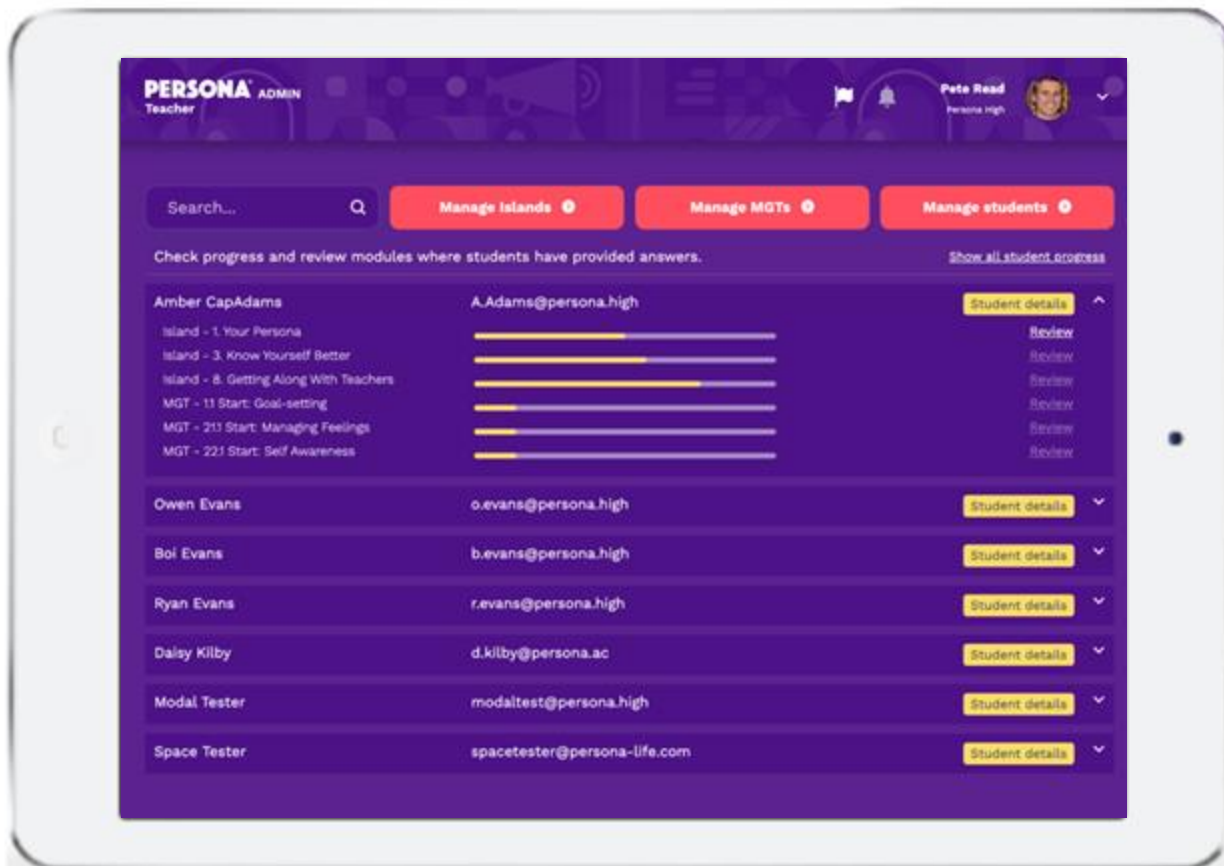
# Engaging scenarios

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# Real-time monitoring

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# Certificates and reporting

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LIFE SKILLS

A tablet showing the Persona Education dashboard. The browser address bar shows 'persona.education/dashboard'. The page title is 'PERSONA LIFE SKILLS'. Below the title, it says 'All Persona Schools Manager' with a user profile icon. The main section is titled 'Life skills' and includes a legend: 'Outcomes achieved: 0 = Disagree; 1 = Agree; 2 = Agree strongly (Note: Average = average of all Postcard responses, not average of student totals.)'. Below this is a table with columns for 'Average outcome' and 'Outcomes' (0, 1, 2).

	Average outcome	0	1	2
Average	1.5	3%	43%	52%
SCHOOL / CLASS NAME	1.4	8%	43%	49%
SCHOOL / CLASS NAME	1.5	-	55%	45%
SCHOOL / CLASS NAME	1.8	-	38%	62%
SCHOOL / CLASS NAME	1.5	3%	44%	53%
SCHOOL / CLASS NAME	1.5	3%	43%	52%

# Strong user feedback

TEACHERS REPORT  
IMPROVED [1]

Employability **97%**

**94%** of STUDENTS [2]  
“strongly agree” or “agree”  
they learnt how to improve  
their life skills



[1] Based on feedback from 116 teachers; [2] Based on feedback from 6,459 students

# >10 x return on investment



*“For every dollar schools spend on social-emotional learning, those programs return an average 11 dollars.”*

– Columbia University Center for Benefit-Cost Studies in Education



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