

Mastermind Sessions

FWD» Unfiltered

Everything you follow, is taking you somewhere...



FWD Unfiltered is a school-based identity and positive-influence programme for young people aged 9-16 years.

It helps participants understand who they are, recognise who and what is shaping them, and make decisions based on their own values rather than pressure, popularity or harmful role models.

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Unfiltered

*Everything you follow,
is taking you somewhere...*





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The Masterplan

The Feed

The programme begins with a fictional live social-media feed created specifically for the workshops.

Students are placed in teams and follow the story of a fictional young person whose identity is still developing.





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The Masterplan

The App

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The Masterplan

The Relatable Innovation

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At key moments, teams decide:

- *Who the character follows*
- *Which content they engage with*
- *Whether they hide or express parts of themselves*
- *How they respond to peer pressure*
- *Whose advice they trust*
- *What they are willing to do for status, belonging or money*

Every choice changes the character's feed, relationships, reputation, safety and future opportunities.



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The Message

“The reality is that the young person’s feed did not simply reflect their identity...

..it gradually built it.”

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The Masterplan

My Hand

What action will you play next?

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The cards shown are:

- LOYALTY**: Icon of two hands shaking.
- AMBITION**: Icon of a person standing on a mountain peak with a flag.
- CREATIVITY**: Icon of a lightbulb.
- FEAR OF REJECTION**: Icon of two people silhouettes.
- CONFIDENCE**: Icon of a shield with a star.

A central card displays a speech bubble with three dots and the text: "A friend says: If you're really with us, prove it."

Below the cards are three action buttons:

- FOLLOW THE PRESSURE**: Icon of three people silhouettes.
- ASK A QUESTION**: Icon of a question mark inside a speech bubble.
- CHECK THE SOURCE**: Icon of a magnifying glass.

At the bottom is a timeline with four stages:

- INFLUENCE**: Icon of a sun.
- CHOICE**: Icon of a checkmark inside a circle (highlighted).
- CONSEQUENCE**: Icon of two arrows pointing right.
- FUTURE**: Icon of a rocket.



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The Masterplan

External influence

Many vulnerable young people are not deliberately choosing negative role models.

They are choosing people who appear to offer something they need:

- *External influence*
- *Acceptance*
- *Protection*
- *Recognition*
- *Money*
- *Confidence*
- *Status*
- *A sense of family*
- *An identity*

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The Masterplan

FWD» *Unfiltered*

Aims to help young people identify the need beneath the attraction and find safer, more sustainable ways of meeting it.

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The Programme Journey



Session 1 Who Is Writing Your Story?

Students explore the difference between:

- *The person I am*
- *The person people expect me to be*
- *The person I pretend to be*
- *The person I am becoming*

They begin a private Identity Passport,
which remains theirs throughout the programme.





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The Programme Journey

Session 2 The Feed

The immersive team challenge begins.

Students experience how repeated content, peer approval and algorithms can influence beliefs and behaviour.

The focus is not:

“Social media is bad...”

but:

“What happens when your attention is constantly being directed by someone else?”

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The Programme Journey

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Session 3

The Belonging Trap

Students examine fictional scenarios involving friendship groups, gangs, online communities, relationships and influential personalities.

They learn to distinguish:

- *Belonging from Control*
- *Loyalty from Exploitation*
- *Confidence from Performance*
- *Respect from Fear*
- *Leadership from Manipulation*



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The Programme Journey

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Session 4 Behind The Image

Students investigate carefully constructed role-model profiles.

Each profile has:

- *A public image*
- *A private reality*
- *A source of influence*
- *Something they gain from their followers*
- *Consequences that are normally hidden*



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The Programme Journey

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Session 5 The Identity Lab

Students identify their:

- *Values*
- *Strengths*
- *Cultural & community influences*
- *Boundaries*
- *Ambitions*
- *Pressure points*
- *Safe spaces*
- *Trusted people*
- *Personal definition of success*

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The Programme Journey

Session 6 Future Self Transmission

Each young person receives a fictional message from their future self.

They then create their own audio, video or written message answering:

- *Who did I decide to become?*
- *What did I stop allowing to define me?*
- *Who helped me?*
- *What choice changed my direction?*
- *What do I want my name to represent?*

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Session 7

The Influence Exchange

Students Q&A with facilitators.

- *Mistakes & setbacks*
- *Moments of pressure*
- *Identity conflicts*
- *Rejection*
- *Turning points*
- *The reality behind their achievements*

Students learn that a role model should provide evidence, not merely an image.



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Session 8 **Take Back Control**

Teams return to the fictional character from the opening session and rebuild their pathway using what they have learned.



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Intended Outcomes

***By the end of the programme,
young people should be better able to:***

- *Describe their identity beyond labels & reputation*
- *Recognise manipulation and harmful influence*
- *Understand why certain role models appeal to them*
- *Evaluate role models more critically*
- *Identify their values, strengths & boundaries*
- *Name trusted adults & positive sources of support*
- *Make choices that support their longer-term identity*
- *Imagine a credible positive future for themselves*

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Delivery Model

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A suggested example practical for a school model:

- *Eight weekly sessions
(approx. 60-90 minutes)*
- *Groups of 15-30 students*
- *Facilitator-led activities
& classroom lectures*
- *Three-month follow-up challenge*
Delivered by existing staff designed and supported by us.
- ***Optional one-to-one mentoring
for higher-risk students***
- ***Optional parent/carer & staff
briefing sessions***



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***“Contact us to arrange a meeting where we can discuss
your requirements and your establishment-specific objectives.”***

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