

A CONVERSATION WITH:

John Hoskins

John Hoskins is Lifeplan Institute's Chief Learning Architect and Co-founder. He brings expertise from 30+ years in the corporate training and consulting industry, having partnered with hundreds of the world's leading corporations to help them achieve business results. After selling his interest in two training companies he helped found, John is now turning his talents to helping children reach their true potential by advising them on developing meaningful plans to accelerate their success in life.

John will draw upon the resources from his vast network of the world's top learning professionals in order to achieve the Lifeplan Institute's vision. For more than 18 years, John co-led Advantage Performance Group as President and Co-founder. He was Sales and Marketing EVP at international bank consulting firm, Omega Performance, and also served as a senior sales executive at Xerox Learning Systems for more than a decade.

What's a Chief Learning Architect?

My role as CLA is to act as a catalyst to inspire others to gain access to tools and resources they need to build the attitude, knowledge, and skills for lifelong learning and personal growth.

Why does Lifeplan matter?

Imagine 10 million kids who from a young age are able to have a purpose in life. Now just halve the ones who achieve their aspirations and halve it again to be conservative about the payback potential. If each of them helps just 10 others in their lifetime to become successful contributing members of society, that's a literal army of 25 million for whom we will make a difference.

Who does Lifeplan help?

It helps the child first. But it also helps the mentor, the parent, the coach, the rabbi, the priest, the principal, the teacher, the juvenile court system, the welfare rolls, the prison system, the businesses who have healthy consumers, the governments who have positive tax contributors, and - of course - our planet.

What's the coolest thing about Lifeplan?

The methodology is perfect for today's generation of kids that have little attention span and are not easily engaged by most learning methods. There is the age-old expression, "Tell me and I will forget, show me and I might remember, involve me and I will understand." We know our tools involve and engage the learners. And our metaVerse™ community will sustain their efforts as well as provide us with quantitative evidence to track success and ROI.

What's your role?

There are learner "haves" and learner "have nots" in this world. Industry has spent millions developing sophisticated tools for training their workforces. But no one until now has brought those resources to teens that desperately need practical life skills. My role is to recruit those resources and developers to this cause, and give children the same caliber of learning that employees receive in Fortune 100 companies.

What does Lifeplan mean to you?

Simple: it's my chance to give back by bringing leverage to a problem that society faces, and that the government won't ever solve, to try to make a real difference in the world.

What's your quote?

More like my mantra for what was going to be my retirement —wake each morning and say, "I have ten million things to do!"

What are going to do next?

Reach out to my network of contacts that has taken me 58 years to develop and ask them to help. Not with their checkbook, but with their energy, ideas, talents, and connections.