

# James Adeleke

## A force for change



Keynote  
Speaking



Workshops



Podcast

Championing a World Where Birth  
Backgrounds Break Chains, Not Dreams



Step into the world of James Adeleke, where transformation isn't just a buzzword – it's a way of life. As the CEO of Generation Success, James is more than a speaker; he's a force for change, reshaping the dialogue around Diversity, Inclusion and Social Mobility (Equality and Equity). With a knack for breaking down barriers and creating opportunities, James is on a mission to revolutionise both the future of work and society as a whole.

As the heart and soul behind Generation Success, James champions a world where a career trajectory isn't confined by the social or economic background.

As a sought-after diversity and inclusion expert, consultant and influential innovator, James brings a fresh perspective to every conversation. His speeches aren't just informative – they're catalysts for action, sparking meaningful discussions and inspiring real change in both corporate boardrooms and public forums alike.

Join James as he leads the charge towards a more inclusive and equitable future. Together, we can redefine what's possible and create a world where everyone has the chance to thrive.

James doesn't just talk the talk—he sparks conversations that lead to real change.



## The Birth of Generation Success: A Legacy in Action

In a world where background and statistics usually shape one's destiny, James Adeleke stands out as a silver lining. As a man of colour who comes from a modest background in South London, James defies the odds and redefines the narrative of success for individuals facing systemic barriers and societal expectations.

Behind the remarkable achievements and accolades lies a story of resilience, determination, hard work, and unwavering commitment to empowering the next generation. James's journey from difficulty to accomplishment serves as a rare statistical anomaly, challenging assumptions and inspiring others not just to dream but to act beyond their circumstances.

In the wake of the London riots, in the middle of the chaos and destruction, James Adeleke experienced a profound moment of clarity. Rather than succumbing to despair, he was fuelled by a deep-seated determination to act and to make a difference.

Starting small with a group of friends from university, by providing help to those in need, his impact began to resonate far beyond his immediate surroundings, and his aspirations started to tackle the long-lasting stigma of low-income backgrounds in the pursuit of progress.

This is the moment when the idea of Generation Success was born - a powerful force of change, shining a light on the untapped potential of those hindered by their circumstances.

With a Law degree from BPP University in hand and the esteemed title of Fellow of the Royal Society of Arts, James had already achieved remarkable success. However, these achievements only scratch the surface of his story. At the core of James's journey lies an unwavering commitment to social mobility, shaped by his background and his triumphant battles against dyslexia and dyspraxia.



## What about the others?

Generation Success was not just another social enterprise; it was James's answer to the systemic barriers that hold back underprivileged youths.

By creating a network that now connects over 20,000 young people with more than 70 employers, James has turned Generation Success into a powerhouse of opportunity and mentorship. His vision is clear: to empower the young generation to excel and to forge a network that advances social mobility by empowering people of diversity to reach their career aspirations.

James Adeleke is a true social capitalist, blending entrepreneurial enthusiasm with a deep-rooted desire to make society fairer for all. His work is characterised by a passion for equality and equity, a commitment to creating a world where everyone has equal access to opportunities, and a belief in the power of collective action to drive change.

"My greatest achievement," James might say, echoing the sentiment of those who have inspired him, "is to witness the transformation of individuals who, against all odds, have become symbols of what is possible when potential is nurtured, not neglected. There are not enough hours in the day to celebrate the success stories we've been a part of, and my enthusiasm grows with each life we touch."



## Boards Position

- DEI Committee member at Interpath Advisory – spin-off business from Deloitte with 1,000+ staff
- Co-opted member of the Education Board at City of London Corporation
- Independent Member of the Student Association Board at Arden University
- School governor at Newham Collegiate
- Fellow of the Royal Society of Arts
- Board member of Careers week festival
- Steering committee member at the Foundation for Education Development



## Awards and Recognition



## Key Signature Talks

### ● **Transforming Lives: The James Story of Impactful Change**

In 'Transforming Lives: The James Story of Impactful Change,' James Adeleke shares his inspiring journey from defying statistics and systemic biases to founding Generation Success—a social enterprise dedicated to rewriting the narrative of opportunity and empowerment. Through resilience, determination, and an unwavering belief in the potential of every individual, James's story serves as a testament to the power of action and the transformative impact of bridging the gap between untapped talent and professional opportunities. Join him in this call to action to create a world where success is not limited by circumstance, but by talent and determination."

### ● **Revolutionising HR: Addressing Diversity for Optimal Talent Acquisition** - Strategies for inclusive hiring practices.

In "Revolutionising HR: Addressing Diversity for Optimal Talent Acquisition" James emphasises the importance of acknowledging blind spots in conventional recruitment processes, shifting from diversity as a checkbox to a foundation of talent acquisition strategy, leveraging technology for inclusivity, fostering a culture of belonging to retain diverse talent, and promoting mentorship programmes to empower individuals from underrepresented communities. James himself, a testament to the power of diversity, urges the audience to actively participate in reshaping mindsets and embracing diversity as a catalyst for collective success in organisational settings.

### ● **Harnessing Social Mobility: A Compelling Business Imperative** - Why businesses should invest in social mobility.

In this speech James expose the transformative power of social mobility in the corporate world by highlighting the untapped potential within underprivileged communities and emphasising the business case for integrating social mobility into corporate strategies. Through personal anecdotes and success stories, he illustrates how diversity and inclusion drive innovation, creativity, and profitability. Adeleke calls upon corporate leaders to create pathways for individuals from marginalised backgrounds, fostering a culture of empowerment and inclusivity. By embracing social mobility, businesses can not only enhance their bottom line but also contribute to building a more just and equitable society.

### ● **Breaking Down Invisible Barriers: Empowering Individuals from Low-Income Backgrounds** - Let's normalise the conversation about poverty.

In a society where poverty often wraps individuals in stigma and silence, this speech delves into the imperative of normalising conversations around poverty. Through personal narrative and societal reflection, it sheds light on the unseen hurdles faced by those from low-income backgrounds. By challenging misconceptions, advocating for visibility, fostering inclusivity, and promoting empowerment through education and opportunity, the speaker emphasises the collective responsibility in dismantling systemic barriers. This speech serves as a call to action to not only normalise the conversation about poverty but to empower individuals to transcend limitations and embrace their limitless potential.

## Other Speaking Topics:

James captivates audiences with his expertise in a range of other topics, including:

- **Finding the Hidden Ladder to Success: Revealing Your Path to Achievement**
- **Navigating Unwritten Codes: Deciphering the Secrets of Success**
- **Becoming Sought-After Future Professionals: Mapping Your Career Journey**
- **Finding Annabelle: A Tale of Discovery and Redemption**
- **Is AI the Magic Bullet? Navigating Complexity with Care**
- **Setting Your Teams/Company for Social Mobility Success: Empowering Inclusion**
- **Embracing Diversity and Inclusion in Entrepreneurship**
- **Social Entrepreneurship for Lasting Impact**
- **Navigating the Startup Journey: Strategies for Success**
- **Prioritising Mental Wellness in Entrepreneurship**
- **Navigating Learning Differences: Unleashing Your Potential**
- **Thriving Against the Odds: Overcoming Challenges in Business and Life**
- **Adaptability in Life and Business: Embracing Change for Growth**
- **Goal Setting for Success: Strategies for Achievement**
- **Lessons from the Trenches: Insights from Experience**
- **Leadership Lessons from Football: Winning Strategies for Success**
- **Networking for Success: Building Connections that Count**



Generation Success is an **award-winning social enterprise** on a mission to create equal opportunities for a fairer world. We are encouraging everyone to **#MovetoEquality** and sign up to our **Equality Pledge**.

Generation Success, founded by James Adeleke, is a pioneering social enterprise based in the United Kingdom. With a steadfast commitment to fostering inclusivity and equality, Generation Success strives to empower individuals from all walks of life, particularly those from underrepresented communities, to unlock their full potential and achieve their career aspirations.

At the core of Generation Success's mission lies the belief that everyone deserves an equal opportunity to succeed, regardless of their background or circumstances. Through innovative recruitment programmes and strategic partnerships, the organisation works tirelessly to bridge the gap between untapped talent and career opportunities, dismantling societal barriers and paving the way for a fairer, more inclusive future.

Mentoring lies at the heart of the Generation Success's approach. By providing tailored guidance, support, and resources, the organisation equips individuals with the skills and confidence they need to navigate their chosen career paths successfully. Through one-on-one mentoring relationships, mentees receive valuable insights, encouragement, and practical advice from experienced professionals who understand the challenges they may face.



In addition to mentoring, Generation Success offers comprehensive training and recruitment services designed to connect diverse talent with employers seeking to foster a more inclusive workforce. Through workshops, seminars, and networking events, participants gain invaluable knowledge, skills, and connections that empower them to thrive in their chosen fields.

Furthermore, Generation Success actively advocates for systemic change. By raising awareness, influencing policy, and collaborating with like-minded organisations, Generation Success works to address the root causes of inequality and creates lasting societal impact. Through its advocacy efforts, Generation Success aims to shape a world where every individual's

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Ultimately, Generation Success is more than just an organisation—it is a dynamic movement for positive change. By championing diversity, inclusivity, and social mobility, Generation Success is helping to build a brighter, more equitable future for all.



Joining **Generation Success** means becoming part of a transformative community dedicated to breaking down barriers, unlocking opportunities, and empowering individuals to achieve their dreams.



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James Adeleke

**Book James Adeleke**  
A FORCE FOR CHANGE



Got an event? **Want it to leave a mark?**

Bring in **James Adeleke**. He's not only inspiring but he equips your audience with actionable insights to foster a fairer, more diverse and inclusive society. Get in touch to light up your next event with his transformative tales and expert advice.

Contact Today to **Book James** for Your Next Event