



Amani Simpson

AWARD-WINNING YOUTH COACH, SPEAKER & FILMMAKER

KEYNOTE & WORKSHOP THEMES

- ★ PAIN TO PURPOSE (RESILIENCE)
- ★ SOCIAL IMPACT STORYTELLING
- ★ POSITIVE MENTAL WELLBEING
- ★ ENGAGING GEN-Z/MILLENNIALS

TESTIMONIALS

"Amani is a compelling communicator; he comes through time after time with really motivating wisdom and a clear plan for giving hope to all the audiences of young learners he meets - a warm model of excellence and just a great guy" – **Lord Dr Michael Hastings CBE**

"Amani is truly one of a kind. Britain is lucky to have this kind of talent. The vision and leadership that he provides not just to young people, but to all of us is, is immense. We often say in our work, how can we get more Amani!" – **Stephen Greene CBE - CEO of Rockcorps and Apprentice Nation**

"I am really inspired by your story and hope that we can hear a few more stories as we engage with the communities we serve. It's a reminder for us to look at young people holistically, not just label them by their behaviour or activities. I'll definitely take what you've said and try to apply it to my role" – **Senior Leader, Home Office**

"What a brilliant session. In all my years here, I could honestly say that was one of the best external sessions we have ever had" – **Rasal, Head of Year 9, Haringey School**

WATCH AMANI'S SHOWREEL

AMANISIMPSON.COM

"IF YOUR MIND CAN GO THERE, YOUR FEET CAN FOLLOW"

After **surviving being stabbed seven times** at the age of 21, Amani has dedicated his life to "steering others (especially young people) away from darkness". Amani Simpson is a **renowned role model and storyteller**, amplified by the fact that his story was portrayed by Hollywood actor, Joivan Wade (DC Comics' Doom Patrol) in the extraordinary self-titled short film '**AMANI**'. The film received 1 million YouTube views in only four days, won a Screen Nation award and has since been watched just under **4 million times**.

Since then, Amani has continued to share his inspiring story across the country and internationally, speaking at Wembley Arena alongside Harry and Meaghan as well at events for Bloomberg, Eton College, The Home Office, and UK Youth. He has now **spoken to well over 25,000 people!**

Amani uses his expertise and lived experience to help organisations and brands authentically engage and uplift the next generation. In 2020 his story was the inspiration for a **new employability and mentoring programme, 'The AMANI Project'**, created in collaboration with Goldman Sachs, Hogan Lovells, and national mentoring award winner, Mentivity (founded by activist, Sayce Holmes-Lewis) for at-risk black teenagers who are worthy of a second chance.

During the pandemic, Amani **consulted former heavyweight champion boxer, Anthony Joshua** on setting up impactful community initiatives within his childhood community, leading to the creation of a new charity. He was also commissioned to create a **digital back to school motivational campaign** for The Mayor of London. He was subsequently honoured by his mother country, Jamaica, awarded the prestigious **Governor-General's Diaspora Achievement Award for Excellence** for his work supporting young people with their mental health before and during the Covid-19 pandemic.

OTHER NOTABLE ACHIEVEMENTS:

- ★ **APR 2019** - Featured in The Mayor of London's "London Needs You Alive" Campaign across the TFL Underground
- ★ **JUL 2019** - Invited by the Prime Minister to 'Champion Positive Activities for Young People' at 10 Downing Street
- ★ **SEP 2019** - Shortlisted from 28,000 nominees as a Positive Role Model at the National Diversity Awards
- ★ **OCT 2020** - Recognised as a Black History Month Next Gen Trailblazer by The Duke and Duchess of Sussex
- ★ **FEB 2023** - Joined former Children's Commissioner for England, Anne Longfield in Parliament, to share recommendations from 'The Commission on Young Lives' report

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