



**FUTURE
ASSET**

Ambassador Information Pack

Future Asset works across Scotland to support girls and young women to pursue careers in investment management and financial services. We help young people develop the confidence, skills and networks needed to succeed while supporting a more diverse and inclusive future workforce.

With grateful thanks to our sponsors:

Baillie Gifford™

CISI
CHARTERED INSTITUTE FOR
SECURITIES & INVESTMENT

 **FRANKLIN
TEMPLETON**

WALTER SCOTT

Future Asset Ambassador

Are you a professional working in financial services and looking to make a difference? Join Future Asset and help empower young women across Scotland to reach their full potential. Together, we can broaden horizons and introduce students to the exciting career opportunities available in investment management and the wider financial services industry.



Why become an Ambassador?

Community Engagement: You're investing in the development of future professionals and contributing to the betterment of our wider community.

Skill Development: Working with students can enhance your communication and leadership skills. It requires clarity, engagement, and the ability to connect with your audience, all of which are valuable skills in any profession.

Career Exploration: Introducing students to different professions broadens their understanding of the finance sector. Your support can expose them to diverse career options they may not have considered before, helping them make more informed decisions about their future.

The Competition

Future Asset informs girls in Scotland about investment management, enthusing them about careers, and widening the talent pipeline to improve diversity in the industry.

The Growing Future Assets Investment Competition

Our [Growing Future Assets Competition](#) gives girls a real insight into the world of investment management whilst enabling them to develop skills and experience. We challenge teams of 3-6 girls in S3-S6 to analyse a company and give their investment recommendations. To buy or not to buy!



Competition Basics

- Teams choose a company from our Companies Crib Sheet
- From mid- September to end of November they research, develop, and deliver a convincing investment analysis and investment recommendation.
- Pitches must include a written Company Investment Analysis and a 3-minute Elevator Pitch video.
- Finalist teams deliver an extended live pitch to a panel of judges for the chance to win up to £1000 for their school and vouchers for each team member.



Competition Coach

We match every team with a Competition Coach who can give real-life advice and insights. Coaches meet with their team via online meeting, call, or even in person, around once per fortnight to:

- Guide them in their research
- Support them in analysing their company and creating the best pitch they can

Support and advice Coaches can offer

- Advice on sources of information
- Explaining investment terms, concepts or methods
- Guidance on developing an argument and delivering an effective presentation
- Feedback on Investment Analysis drafts and Elevator Pitch



"I feel so grateful to have had the opportunity to coach in this year's Future Asset competition. I was really impressed with how the girls threw themselves into the competition. They were always full of great questions, fun ideas, and a healthy dash of debate!"

- Claire Jervis, Associate Fund Manager,

Becoming a Competition Coach

Coaches can be professionals from the financial services sector and can be of any gender or age. Good communication skills are helpful, but the key attributes coaches need are enthusiasm, an open mind and, sometimes, perseverance!

We'll match you with a team based on a range of factors, including whether you would prefer to work with a junior (S3-S4) or senior (S5-S6) group, your interests, your location, and your proximity to the school.

Future Asset runs both online and in-person Competition Coach Training sessions. These sessions last approximately 30 minutes, and you can register for them through our website.

Commitment

Coach commitment varies, but a guide is:

- 4 x 20-30 min lunchtime online meetings over the 10-week period (excluding October break)
- 1-2 email(s) a week to answer queries or point teams in right direction
- Feeding back on your team's Research Report and 3 min Elevator Pitch Video
- Students face many pressures and may step back from the competition due to other commitments.

Competition Coach Timeline



How to get involved!

1. Register to become a Competition Coach here: <https://www.futureasset.org.uk/competition/coaches/registration/>
2. Download our Competition Coach Information Booklet: <https://www.futureasset.org.uk/wp-content/uploads/2026/05/Competition-Coach-Pack-2026.pdf>

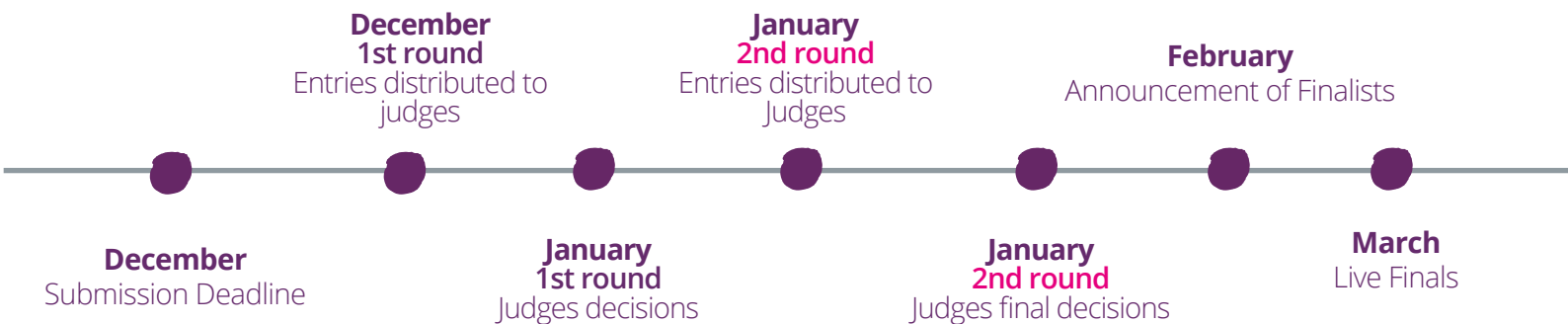


200+

**Volunteers signed up as
Competition Coaches in 2025/6**

Competition Judge

As a Competition Judge, you'll have the privilege of witnessing the culmination of hard work and dedication from the participating teams. Your constructive feedback will serve as a catalyst for their development, empowering them to strive for greater achievements in their respective fields. Your insights will not only shape the outcome of the competition but also leave a lasting impact on the future endeavours of the talented individuals involved.



"Judging the Competition for the first time was immensely rewarding. My favourite aspect was evaluating the video submissions, where the enthusiasm not only showcased learning but also the fun the participants had."

- Dorothy Hamilton, Scottish President CISI and Senior category Judge



Speaker

Becoming a volunteer speaker presents a unique opportunity to positively impact the next generation. By sharing your journey and insights, you can inspire and empower students to explore their potential. As a speaker, you can provide valuable real-world perspectives, offering practical advice and guidance on navigating career paths and achieving success.

Support for Speakers

Future Asset have a range of fun, interactive and insightful presentations and activities that you and your firm can use. We have done our fair share of school talks and workshops over the years so are always available for support and guidance.

Safeguarding

All ambassadors are required to read and abide by Future Asset (Didasko Education Company Limited) [Child Protection and Safeguarding policy and guidelines](#), and Code of Conduct for Adults Working with Young People.

Whilst you are not required to become part of the [Protecting Vulnerable Groups](#) (PVG) Scheme sometimes called Disclosure, to be a Competition Coach, it is good practice to join.

If you are already a PVG member, or willing to join (there is no cost to you), this can enable you to work with your team more flexibly, e.g.: having online group meetings without a teacher present (NB: you should never have one to one meetings with students). The process currently takes about 4-6 weeks to complete.

Find out more

Visit our website www.futureasset.org.uk

Watch our latest video [Future Asset | Become a Competition Coach](#)



Contact us

If you have any questions or wish to discuss further, please get in touch!

Helen Bradley, CEO
helen@futureasset.org.uk
07932 072 840

Claire Black, Programme Coordinator
claire@futureasset.org.uk

Jemma McLean, Communication Coordinator
jemma@futureasset.org.uk