

The Concept

Developed during the summer of 2007, Serious Learning & Achievement Mentoring is a concept modelled upon the academic, professional and personal achievements of our Director, Douaine Anderson.

Once a troubled and underachieving student, Douaine would be introduced to the sport of basketball at the tender age of 14. A difficult period in his life, due to a string of family relocations and changing of secondary schools. This made it hard for Douaine to fully achieve his potential academically or socially. Basketball would open Douaine's eyes to an array of essential life skills which would change his outlook on himself and his place in the world.

Rapid development through basketball programs such as Champion Coaching and the Birmingham Bullets Juniors, coincided with a new and fresh desire to improve in the classroom. Setting a goal to attend a top American college basketball program, Douaine implemented a disciplined regimen to becoming the best athlete, and student, he could be. Fortunately, Douaine's dedication and commitment would be rewarded with a number of basketball scholarships to play and study in higher education institutions in the American states of Iowa, Delaware and New Hampshire.

Now an experienced educational practitioner (teacher, tutor, and learning mentor), Community Sports Coach, Professional Basketball Player and Social Entrepreneur Douaine has created a service which brings together elements of personal/sports development, education, life skills coaching and mentoring. Hence, illustrating the power of basketball development and how individuals can harness sports to lead to a life of success and achievement, just as he has.

To learn more, see [Services](#)