



Challenger-X

GEN-Z SKILLS BUILDER PROGRAMME

Center for Inclusive Innovation & Entrepreneurship
DOODLE EDUCATION | THAILAND





“Challenger-X” – Gen-Z Skills Builder Programme

Executive Summary

Challenger-X is the skills builder programme designed to equip Gen-Z learners with Essential Skills required for employability, adaptability, and long-term career growth. The programme responds to the rising unemployment rate among young people in Myanmar and Thailand, which continues to negatively impact individual livelihoods and broader economic development of the South East Asia (SEA) region.

Political instability and prolonged conflict in parts of the region have disrupted national education systems, leaving millions of young people without access to consistent, quality education. As these learners reach working age without adequate skills, they face limited employment opportunities, underpayment, and restricted career mobility. This cycle of low skills and low wages reinforces long-term socio-economic inequality.

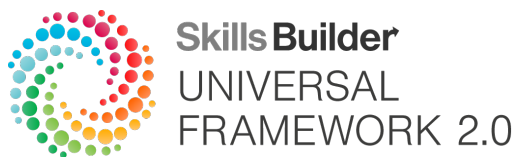
Breaking this cycle requires early and targeted upskilling. Challenger-X addresses this challenge by serving as a career-oriented skills platform that delivers structured skills training while connecting young people with real-world industry contexts. The programme provides a practical bridge between education and employment, enabling learners to build transferable skills that are relevant across sectors.

Challenger-X is delivered as a 12-week intensive, mission-driven programme. Learners commit to one overarching mission and progress through 10 critical stages, applying Essential Skills week by week. The programme culminates in Mission Day, where learners demonstrate outcomes through evidence-based portfolios and presentations, showcasing not only what they know but how they apply skills in realistic situations.

The programme is delivered by a team of dedicated professionals, including programme coordinator, skills facilitators, coaches, industry experts, and learner support staff, each with clearly defined roles and shared commitment to improving life outcomes for young people in the region.

Challenger-X is a programme developed and delivered by the **Centre for Inclusive Innovation & Entrepreneurship (CIIE)**, an innovation centre of **Doodle Education** based at the **Regional Centre for Social Science and Sustainable Development (RCSD), Chiang Mai University**. Since 2021, CIIE has delivered education programmes in innovation and entrepreneurship, including incubation and acceleration initiatives, that support young innovators in turning ideas into real-world projects. Challenger-X builds on this foundation by extending CIIE's expertise into skills-based, mission-driven learning for young people.

Universal Framework 2.0 Adoption in Challenger-X



Traditional education often measures **what learners know**, but not **how they apply skills** in real situations. Challenger-X adopts the **Skills Builder Universal Framework 2.0** to address this gap by:

- Making Essential Skills explicit, structured, and measurable
- Allowing learners from any background to demonstrate skill growth
- Ensuring skills development is intentional, not incidental
- Linking learning directly to real-world application and employability

The framework provides Challenger-X with a backbone for curriculum design, assessment, coaching, and certification.

How the Framework Is Incorporated into Challenger-X

The Skills Builder Universal Framework 2.0 is embedded into Challenger-X at four levels:

1. Programme Design Level

- The entire 12-week programme is structured around progressive essential skills deployment
- Each programme stage is mapped to specific Essential Skills
- Missions and challenges are intentionally designed to activate targeted skill steps

2. Teaching & Learning Level

Essential Skills are taught through a **“What – Why – How” approach**:

- **What:** Learners understand what the skill is and what the skill step looks like in practice
- **Why:** Learners explore why the skill matters in real academic, professional, and life contexts
- **How:** Learners apply the skill through missions, challenges, and projects

Skills are not taught as standalone lessons, but embedded into mission execution, ensuring relevance and retention.

3. Coaching & Progression Level

- Learners complete a Skills Builder Benchmark to diagnose their starting skill levels
- Coaches support learners in selecting skill steps to focus on

- Continuous feedback and reflection help learners progress to higher skill steps
- Learners are encouraged to adapt, retry, and improve based on evidence and feedback

4. Assessment & Evidence Level

Assessment in Challenger-X is skills-based, evidence-driven, and continuous, aligned with the

Skills Builder Universal Framework 2.0. Learners are assessed on how effectively they apply Essential Skills in real-world missions, rather than on theoretical knowledge alone.

Challenger-X adopts a formative, performance-based assessment approach, with summative validation to confirm skill mastery at programme completion.

- Every challenge requires observable evidence aligned to specific skill steps
- Evidence may include presentations, videos, written outputs, peer feedback, or real-world results
- Skills are validated through:
 - Coach observation
 - Portfolio review
 - Reflection aligned to skill descriptors

Challenger-X 12 - Week Programme	Level I:	Level II:	Level III:	Level IV:
	Programme Design Level	Teaching & Learning Level	Coaching & Progression Level	Assessment & Evidence Level
	Progressive Essential Skill Deployment	“What – Why – How” approach	Skills Builder Benchmark Skills Steps Feedback & Reflection Loop	Skills Passport Mission Day Showcase; Portfolio
The Universal Framework 2.0				

Skills Builder Universal Framework 2.0 Adoption in Challenger-X

How Challenger-X Teaches Essential Skills Differently

Challenger-X does not teach Essential Skills through lectures alone. Instead, it uses a mission-driven, experiential approach:

- Learners work on one real mission over 12 weeks
- Skills are deployed when they are needed, not in isolation
- Failure, feedback, and adaptation are part of the learning process
- Reflection turns experience into transferable learning



Challenger-X – 5 Core SMART Objectives

1. Essential Skills Progression

By the end of the 12-week programme, **at least 80% of learners** will demonstrate measurable progression in **a minimum of 20 Essential Skill Steps**, as validated through the Skills Builder Benchmark and portfolio evidence.

2. Mission Completion & Application

Within 12 weeks, **90% of enrolled learners** will successfully complete **one defined mission and 10 structured challenges**, applying Essential Skills to real-world academic, professional, or social contexts.

3. Portfolio & Evidence Creation

By programme completion, **100% of certified learners** will submit a **validated skills portfolio** containing **at least 10 pieces of evidence** demonstrating observable skill application.

4. Employability Readiness

By the final week, **80% of learners** will articulate a **clear next-step pathway** (employment, education, venture, or project), evidenced through reflection outputs and Mission Day presentations.

5. Engagement & Retention

Throughout the 12-week programme, the programme will maintain **a minimum 90% completion rate**, supported by structured coaching, learner support, and continuous engagement monitoring.

Target Learners

Challenger-X is designed for young people regardless of background, status, or prior qualifications, who are motivated to develop Essential Skills through real-world, mission-driven learning.

The programme is initially available to young people from Myanmar and Thailand and is built to scale across wider geographical boundaries in the future. It welcomes learners from diverse educational and professional backgrounds, including:

- High school graduates
- University students
- Career starters and early-career professional
- Aspiring entrepreneurs
- Social Innovators
- Artists and creatives
- Emerging leaders in public service

Challenger-X values curiosity, commitment and a willingness to take ownership of a mission over prior experience, making it accessible to learners from all disciplines and life stages who seek clarity, skills, and direction for their next academic or career step.



Challenger-X's Personnel

Programme Coordinator: Oversees programme operations and coordination, manages schedules and communications, and ensures smooth delivery across all programme components.

Learner Support: Provides academic, motivational, and wellbeing support to learners, monitors engagement, and acts as the first point of contact for learner-related matters.

Skills Leader: Leads the delivery of the Skills Builder Universal Framework 2.0, ensures alignment between missions and Essential Skills, and maintains the quality and consistency of skills mastery and assessment.

Coach: Provides close guidance on mission execution, offers mentoring and connecting Challengers with relevant resources.

Industry Experts: Contribute real-world perspectives and domain expertise, challenge learners' assumptions, and support the relevance of missions, and participates in Mission Day.

Challenger: The learner at the centre of the programme, responsible for defining and executing a mission, applying Essential Skills, producing evidence of learning, and reflecting on growth throughout the programme.

Programme Outcomes

Upon successful completion of the Challenger-X Program, learners will achieve following outcomes:

Challenger-X Skills Passport: A verified record of Essential Skills mastery, mapped to the Skills Builder Universal Framework 2.0, demonstrating observable skill application across real-world missions.

Challenger-X Skills Portfolio: Graduate with a validated portfolio containing multiple pieces of evidence that demonstrate how Essential Skills are applied, reflected upon, and improved over time.

Challenger-X Mission Accomplishment: Successfully deliver one defined mission through the completion of 10 structured challenges, showing the practical application of Essential Skills to academic, professional, entrepreneurial, or social contexts.

Next Stage Unlocked: Learners graduate with a clearly defined and actionable next-step pathway—employment, further education, entrepreneurship, or project continuation—supported by mentoring, reflection, and Mission Day presentation.

Programme Delivery

Online:

The programme can be delivered fully online to accommodate learners who face geographical, mobility, or accessibility constraints. Online delivery includes live facilitated sessions, coaching, collaborative mission work, and virtual Mission Day presentations.

On-Campus:

The programme is delivered in person across **three campuses in Thailand**, providing learners with a structured learning environment, face-to-face facilitation, peer collaboration, and access to campus-based resources and industry engagement.

Campus 1: International Fashion Business Technological College (IFB)

Address: Hathai Rat 33, Bang Chan, Khlong Sam Wa, Bangkok 10510

Campus 2: Center for Inclusive Innovation & Entrepreneurship (CIIE)

Address: The Regional Center for Social Science and Sustainable Development (RCSD), International Building, Faculty of Social Sciences, Chiang Mai University, Mueang Chiang Mai District, Chiang Mai 50200

Campus 3: Suan Sunandha Rajabhat University (SSRU)

Address: Ngao, Mueang Ranong District, Ranong 85000

Application Process

1. Online Application Submission

Applicants submit a short application outlining their background, motivation, and the issue or mission they wish to work on.

2. Application Screening

Applications are reviewed based on motivation, mission readiness, and commitment, rather than academic or professional credentials.

3. Mandatory Interview

Shortlisted applicants must attend a **required interview** to assess readiness, commitment, and alignment with the Challenger-X learning approach.

4. Offer & Enrolment

Successful applicants receive an offer and complete enrolment prior to programme commencement.



“Challenger-X” Programme Timeline

Phase 1 (Week 1-2): Foundation & Orientation

Week 1: Foundation

Session 1: The Challenger’s Mindset

Session 2: Skills Builder Universal Framework 2.0 Introduction

Week 2: Mission Setup

Session 3: Meet with Coach

Session 4: Mission Selection & Confirmation

Phase 2 (Week 3-11): Skill Deployment & Mission Progression

Week 3 - Stage 1: Sense the Reality

Session 5: Listening for Insight

Session 6: Coach Checkpoint 1 - Reality Review

Week 4 - Stage II: Spark the Vision

Session 7: Speaking with Purpose

Session 8: Coach Checkpoint 2 - Vision Refinement

Week 5 - Stage III: Learn to Win

Session 9: Problem Solving Fundamentals

Session 10: Coach Checkpoint 3 – Strategy Review

Week 6 - Stage IV: Create the Breakthrough

Session 11: Creative Thinking in Action

Session 12: Coach Checkpoint 4 - Idea Development

Week 7 - Stage V: Move Fast, Adapt Smart

Session 13: Adapting Thinking & Decision-Making

Session 14: Coach Checkpoint 5 – Adaptation Review

Week 8 - Stage VI: Plan in Motion

Session 15: Agile Planning and Execution

Session 16: Coach Checkpoint 6 – Plan Adjustment

Week 9 - Stage VII: Lead the Energy

Session 17: Leadership in Practice

Session 18: Coach Checkpoint 7 – Leadership Reflection

Week 10 - Stage VIII: Elevate the Culture

Session 19: High-Performance Teamwork

Session 20: Coach Checkpoint 8 – Team Dynamics Review

Week 11: Stage IX: Integrate Under Pressure

Session 21: Essential Skills Reflection & Synthesis

Session 22: Mission Integrations & Final Preparations

Phase 3 (Week 12): Mission Finale

Week 12 - Stage X: Mission Finale

Session 23: Skills Passport Validation

Session 24: Mission Day & Graduation

“Challenger-X” Programme Structure

24 sessions, 12 weeks

1.5 hours per session

Week	Mission Stage	Brief	Essential Skill Focus	Essential Skill Step 16 Mastery	Evidence to Submit
Week 1	Introduction – Skills Builder Universal Framework 2.0	Challengers are introduced to the Skills Builder Universal Framework 2.0 , gaining a clear understanding of the eight Essential Skills, skill steps, and what mastery looks like.	Essential Skills Introduction	Essential Skills awareness and benchmark	- Personal Skills Profile - Skills Builder Benchmark
Week 2	Orientation – The Challenger’s Characteristics	Challengers are prepared for mission-driven learning and high-expectation performance. The focus is on mindset, reflection, and goal clarity before entering complex missions.	Readiness & ownership	“Challenger-X” mission structure explained	- Personal learning goals - Team charter & norms - Skills development roadmap
Week 3	Stage I: Sense the Reality	Challengers gather insights from different stakeholders, evaluate contrasting viewpoints, and synthesise a balanced understanding of the problem.		Evaluating perspectives	- Perspective map - Key insights summary
Week 4	Stage II: Spark the Vision	Challengers communicate a compelling vision, articulate purpose, and motivate others to commit to the mission.		Inspiring others	- Vision pitch - Team buy-in confirmation
Week 5	Stage III: Learn to Win	Challengers test assumptions, learn from feedback and failure, and refine solutions through evidence and iteration.		Continual learning	- Learning log - Iteration decisions
Week 6	Stage IV: Create the Breakthrough	Challengers encourage new ideas, challenge norms, and build an environment where		Championing creativity	- Concept evolution trail - Creative decision rationale

		creativity is actively supported and applied.			
Week 7	Stage V: Move Fast, Adapt Smart	Challengers respond to constraints, pivot strategies, and seize emerging opportunities without losing momentum.		Being enterprising	Pivot record
Week 8	Stage VI: Plan in Motion	Challengers plan dynamically, reprioritise quickly, and align actions to shifting goals and timelines.		Agile planning	Agile plan board
Week 9	Stage VII: Lead the Energy	Challengers energise the team, sustain motivation under pressure, and lead through influence rather than authority.		Leading addictingly	- Leadership impact reflection - Peer feedback
Week 10	Stage VIII: Elevate the Culture	Challengers model trust, reflect collectively, and introduce behaviours that improve team collaboration and performance.		Improving culture	- Team reflection summary - Culture improvement actions
Week 11	Stage IX: Integrate Under Pressure	Challengers operate under time pressure and ambiguity, applying all Essential Skills simultaneously to finalise their solution.	Complex mix of different skillsets	A complex mix use of different skillsets	Final Solution
Week 12	Stage X: Mission Finale	Challengers present their journey, solution, learning, and impact to an authentic audience.	All skills – Mastery in Action	Mission Day	- Live Demo - Skills Passports - Certificates - Awards

Programme Highlights

- **Mission-driven experiential learning approach:** Learners progress through structured missions that simulate real academic, workplace, and life scenarios.
- **Essential Skills Master Class for Gen-Z learners:** Skills development is aligned with the **Skills Builder Universal Framework 2.0**, focusing on observable and transferable competencies.
- **“Challenger-X” Skills Passport and Certificate**
Graduates receive a validated Skills Passport and Challenger-X Certificate, demonstrating readiness for academic progression or career pathways.