



Bold

- We know, and are vocal about the fact that the **status quo ought** to be challenged.
- We exist to effect change and create an **alternative version of** the world we live in.
- We aren't afraid to be different, to take risks and challenge.
- We are not afraid to fail, we are optimistic, innovative and positive.
- We speak the truth but we are compassionate and solution-focused
- We invite constructive challenge.

Interconnected

- We know, see and understand how the different actors and elements of the system we are aiming to change are connected.
- We see the bigger picture and **don't tackle one element** in isolation.
- We act as leader to enable others to see and act on the connections that we see.
- We are outcome focused not task focused.
- We know that doing our job well does not depend on the task performed but the impact achieved.
- We know that having a diverse team that is complementary and collaborative is our secret weapon to change the world. We **thus** invest in and value personal relationships and teamwork.

Insight-led

- **Decisions** made on products & services, thought leadership and organisational narrative are developed **based on evidence** and data.
- We continuously strive to **fill gaps in our data** and evidence-base and **involve our beneficiaries** in what we develop.
- We see and understand the bigger picture and use qualitative data and insights on perspectives to interpret quantitative data to inform "our truth" of the world as we see it.
- We strive for continuous improvement and to learn from our mistakes and successes alike, by gathering feedback and being honest and open.

Dynamic

- We are motivated by progress and take action quickly to move forward with focus & energy.
- We aim to succeed but we are not afraid to fail fast and are not afraid of making mistakes rather than wanting to be perfect.
- We know every mistake is a learning opportunity and treat it as such.
- We are full of exciting, new ideas but we know that **our success lies in the execution** (anyone can have a good idea, it's what you do about it!).

People-centred

- We know our young people and treat them as individuals.
- We take a holistic approach to the support we provide to our young people which goes beyond the individual programmes with corporate partners.
- We put our young people (both candidates and alumni) at the heart of what we do and have set up an Ambassador group and Alumni Network to input directly into our products and services.
- We treat our corporates as groups of people rather than faceless entities and support them to change their employees hearts and minds
- We show up for, listen, **amplify the voices of our candidates**, **alumni and corporate partners**, and support them.

Trust based

- We are driven and accountable.
- We do what we say, even if nobody is looking.
- We are allies and we believe less advantaged people's lived experience of the world of work.
- We are comfortable being uncomfortable.
- We trust people know how to do their jobs and have their own way of being effective.
- We are open and transparent and seek compromise to make collaboration work.