

Our ways of working...

1. **We are a social enterprise.** This means we have two objectives that are mutually reinforcing: income generation and social impact. The more social impact we have, the easier it will be to generate income. The more income we generate, the more social impact we can have. We are always working towards the two objectives in tandem.
2. We are guided in everything we do by **our raison d'être.**
3. We are a **cheeky, maverick and personable organisation.** We deal with clients in a **friendly and informal** manner. **Professionalism is not about pretension.**
4. We **steer clear of time-consuming and gimmicky** ways of doing things. There is almost always a **simple way of doing things.** Our job is to find it.
5. We **do not depend on a set catalogue of solutions.** Different approaches and strategies are appropriate in different situations and settings. It is our job to have the **emotional and intellectual competence** to identify what will work where.
6. We **campaign and advocate** based on what we see and know. We are **media savvy** and should all work to identify the potential marketing and PR opportunities (e.g., press and social media) which arise from our work.
7. As a small organisation it is important that we **learn from each other and share** ideas. Feedback, positive or negative, should always be welcomed. More business is in everyone's interests and we all need to take a role in **spotting opportunities and developing ideas.**
8. We are **committed to social justice** and our work exists to ensure society provides the support all children and young people need in order to make a fulfilling transition to adulthood. We look **underneath the surface**, speaking to young people and practitioners in order to grapple with complexity and understand what's really going on. We are acutely aware of the interaction between **power imbalances and inequality.**
9. Our work is often political in nature and we are all entitled and encouraged to express our views on policy in line with the following guidelines:
 - a. We are **'constructively critical'**. We avoid unhelpful cynicism, focus on **how things could be better.**
 - b. We **do not treat politics as a team sport.** Party political statements (as well as ad-hominem criticisms) are avoided
 - c. We are **analytical and intellectually rigorous** but we avoid the highfalutin.
 - d. We **do not always agree** and do not have to share all our opinions but we should all be aligned around our raison d'être.
 - e. **Changing your mind is a good thing.** It shows you're learning and thinking.

Our Raison D'être

Vision We believe that...	Activity We therefore...	Outcome So that education and youth professionals & general public...	Long term goal As a result people are...
Society should ensure that all children and young people receive the support they need in order to make a fulfilling transition to adulthood	<ul style="list-style-type: none"> argue the case, present evidence and share examples of success highlight the consequences of not acting 	<ul style="list-style-type: none"> believe that it is possible for society to better support children and young people believe that we urgently need to create a society which ensures all children and young people make a fulfilling transition to adulthood 	Inspired
	<ul style="list-style-type: none"> research and communicate high quality and up-to-date insights into the sector show people what a society that supported young people effectively might look like 	<ul style="list-style-type: none"> understand how society affects young people develop critical and informed opinions about what society would need to do in order to help young people make a fulfilling transition to adulthood 	Informed
	<ul style="list-style-type: none"> broker partnerships and relationships support and act as a critical friend to organisations that want to maximise their impact 	<ul style="list-style-type: none"> collaborate and make the most of different organisations' and professionals' strengths are equipped to help ensure all children and young people make a fulfilling transition to adulthood (for example they have skills, tools, plans and evidence they need) 	Enabled

'Society should ensure that all children and young people make a fulfilling transition to adulthood'